
AFA UNIVERSITY ONLINE

SPONSORSHIP BUYERS GUIDE

WWW.PATHLMS.COM/AFA

AFA'S NEW LEARNING MANAGEMENT SYSTEM IS THE ONLINE LEARNING HUB FOR THE FENCE INDUSTRY

- 20+ hours of on-demand online content
- Live webinars
- Quarterly demo days
- Online panel discussions

[Home](#) | [Courses](#) | [Summits](#) | [Sponsors](#)


PROFESSIONALISM IN THE FENCE, GATE, AND PERIMETER SECURITY INDUSTRY

Welcome to the AFA University eLearning Hub

AFA University, the new hub of the American Fence Association, offers comprehensive eLearning on diverse fencing topics.

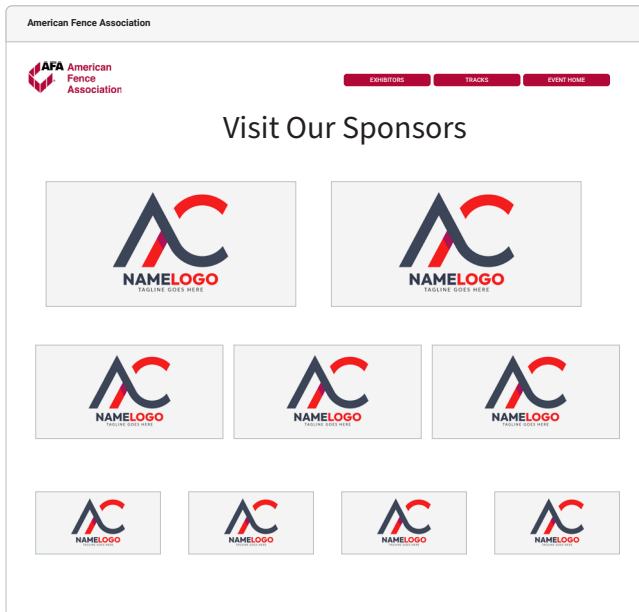
Dedicated to advancing AFA's mission, AFA University emphasizes professionalism, ethics, and member education, fortifying the industry's standards of excellence.

[Register](#) [Login](#)

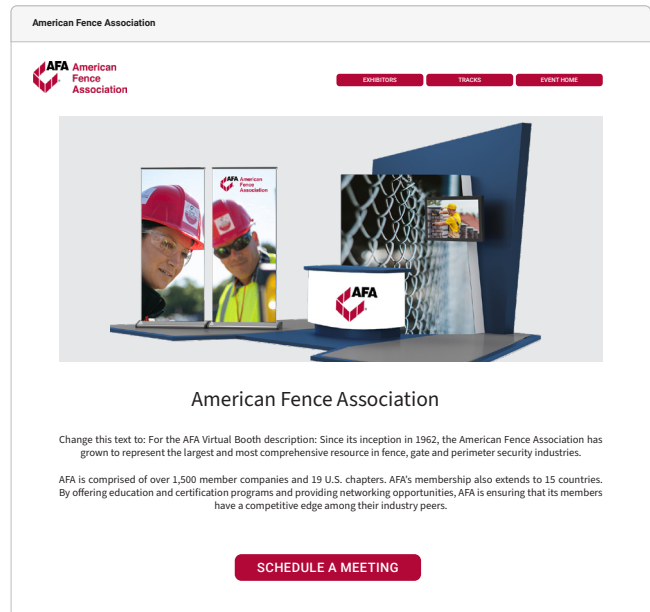


VIRTUAL EXHIBITOR PACKAGE

VIRTUAL EXHIBITOR HALL



VIRTUAL EXHIBITOR SPACE



VIRTUAL EXHIBITOR SPACE

The Virtual Exhibitor Space provides a unique opportunity for companies to showcase their products and services to attendees of the AFA University learners. Each exhibitor will have a custom-built booth that includes a company logo, description, Calendly link, and the ability to upload marketing materials.

INCLUDES

- **Company Logo in the virtual exhibitor hall:** Your company logo will be displayed in the Virtual Exhibit Hall space.
- **Company Logo:** Your company logo will be prominently displayed at the top of your booth along with visually appealing booth display with 3 additional images.
- **Company Description:** A brief description of your company and its products or services. (up to 500 words)
- **Calendly Link:** Attendees can easily schedule a meeting with your company representatives using your Calendly link.
- **Uploads:** Upload up to 6 pieces of content such as brochures, presentations, or videos, to your booth.
- **Cost: \$1,500/year**

SPONSOR A FEATURED COURSE



FEATURED COURSE FENCING FUNDAMENTALS

Designed for newcomers:

- How to speak the language of the fencing industry
- Safety best practices
- Types of fences
- Customer service

**Sponsor This Course
\$20,000 makes this course free
to all members**

Includes your logo and a promotional video*

*30 seconds or less promotional video supplied by sponsor and added to the start of the course for Jan 1-Dec 1, 2024

**Sponsor This Course
\$20,000 makes this course free
to all members**

Includes your logo and a promotional video*

*30 seconds or less promotional video supplied by sponsor and added to the start of the course for Jan 1-Dec 1, 2024

BUSINESS EXPANSION SERIES

Designed for fencing business owners:

- The Residential Fencing Industry Start-Up
- Moving from Residential to Commercial
- Moving from Commercial to Government
- Moving into Gate Automation

SALES TRAINING SCHOOL

Designed for Sales Professionals:

- Understanding the fence industry landscape
- Product knowledge and applications
- Effective communication and consultative selling
- Building long-term customer relationships

**Sponsor This Course
\$20,000 makes this course free
to all members**

Includes your logo and a promotional video*

*30 seconds or less promotional video supplied by sponsor and added to the start of the course for Jan 1-Dec 1, 2024

SPONSORSHIP PRODUCTS



SPONSOR AN EXISTING COURSE

AFA offers the opportunity to sponsor an existing course. Courses are sponsored for the 2024 calendar year. Proration of sponsorship will take place depending on date of purchase.

Sponsor an existing course: \$20,000/year

- Logo placement on an existing course title with up to a 30-second welcome message from the sponsor.

A presentation slide for a course titled "Fence Fundamentals Module 2: Disciplines and Definitions". The slide has a white background with a red vertical bar on the left. At the top left is the AFA American Fence Association logo. The title is in large, bold, black text. Below the title, it says "Sponsored by:" followed by a logo for "NAMELOGO" with the tagline "DESIGNING YOUR FUTURE". To the right of the slide is a photograph of a wooden fence in a field under a dramatic, cloudy sky at sunset or sunrise.

SPONSORSHIP PRODUCTS



OPENING AND CLOSING WEBINAR SLIDE DECK PROMOTION

At select AFA webinars, promotional opening and closing slide decks will occur. Each vendor is provided with their own PowerPoint slide - with a design of their own making or a design made by the AFA team. Promotional opening and closing slide decks play on all live and recorded sessions. No more than 10 vendors per webinar will be allowed. Slides run for appx 5-10 seconds at a time and begin approximately 10 minutes before and after the beginning and end of a webinar.

- **Cost: \$500/webinar**

PRE-RECORDED 60 SECOND COMMERCIAL PLAYED AT THE START OR MIDDLE OF A WEBINAR

At select AFA webinars, one vendor can sponsor a webinar with an up to 60 second pre-recorded and scripted commercial or sponsorship message. Pre-recording is done by the AFA through Zoom or with an AFS approved video developed by the provider.

- **Cost: \$1,500**

SPONSORED ONLINE PANEL DISCUSSIONS

At select panel discussions, one vendor can sponsor the panel discussion and facilitate or participate in the panel discussion with the AFA's approval. Sponsorship includes a pre-panel discussion slide, and an up to 60-second commercial at the beginning of the panel discussion.

- **Cost: \$2,500**

DEMO DAYS

At select dates, AFA promotes an industry hot topic (ie. Technology, Business Development etc). Demo days include pre-recorded videos of vendor presentations and vendor interviews of up to 30 minutes. The AFA will collect the video footage via Zoom and will edit as needed. Up to 6 vendors may be participate on a Demo Day.

- **Cost: \$3,500**

SPONSORSHIP PRODUCTS



LEARNING MANAGEMENT SYSTEM (LMS) FOR YOUR COMPANY AND ACCESS TO ALL AFA CONTENT

With the AFA's Learning Management System (PathLMS), you can access a wealth of resources and leverage the PathLMS's Team Feature to host and manage your own educational materials.

- **Cost:** \$200/month 1-10 employees
\$400/month 11-30 employees
\$500/month 30+ employees

The screenshot shows the ArcSite online team page. At the top, there's a navigation bar with "Home", "Courses", and "Website". Below this, a large orange banner reads "WELCOME TO ARCSITE ONLINE" and "The new hub of ArcSite, a platform for comprehensive eLearning on diverse fencing topics." It includes buttons for "SITE REGISTRATION" and "LOG IN". To the right of the banner is an image of a worker in a yellow shirt and hard hat installing a fence. Below the banner, there's a section for an "ARCSITE ONLINE WEBINAR" on January 10th, 2024, from 11:00AM to 4:30PM (EST), with buttons for "WEBINAR REGISTRATION" and "EVENT SCHEDULE". At the bottom, there's a "FEATURED COURSES" section with two cards: "FENCE FUNDAMENTALS" and "BUSINESS EXPANSION".

ARCSITE ONLINE TEAM PAGE

WELCOME TO ARCSITE ONLINE
The new hub of ArcSite, a platform for comprehensive eLearning on diverse fencing topics.
[SITE REGISTRATION](#) [LOG IN](#)

ARCSITE ONLINE WEBINAR
JANUARY 10TH, 2024
11:00AM - 4:30PM (EST)
[WEBINAR REGISTRATION](#)
[EVENT SCHEDULE](#)

FEATURED COURSES

FENCE FUNDAMENTALS
Designed specifically for anyone new to the Fencing Industry, Fence Fundamentals provides a comprehensive overview of the terminology, safety practices and 5 Disciplines of the Fencing Industry.
Not sure where to begin? This is the place!

BUSINESS EXPANSION
Learn best practices for broadening your fencing business horizons. From tapping into the residential sector, mastering commercial bid work, to navigating collaborations with local to federal government entities, and integrating access controls and gate operations. This course is your roadmap to diversified growth and increased profitability.

SPONSORSHIP GUIDE

- The following lists the sponsorship tiers and products.
- Refer to the Sponsorship Options document for more details. Or, contact Jim Hawarden, Director of Exhibits & Sponsorships at jim@americanfenceassociation.com.

	GOOD \$	BETTER \$\$	BEST \$\$\$
Logo on Sponsorship page	\$1,000/yr	\$1,500/yr	\$2,000/yr
Virtual Exhibitor Package (Exhibitor hall and templated exhibitor space)	\$1,500/year		
Opening and Closing Webinar Slide Deck promotion	\$500/webinar	\$1,000/webinar	\$1,500/webinar
Sponsored Panel Discussions w/ 60 second promo video	\$2,500		
Demo Days Webinar (up to 30 minute spot)	\$3,500		
Sponsor an Existing Course	\$20,000		
A Learning Management System (LMS) for your Company and access to all AFA content	\$200/month 1-10 employees	\$400/month 11-30 employees	\$500/month 30+ employees

ONLINE UNIVERSITY

SPONSORSHIP BUYERS GUIDE

WWW.PATHLMS.COM/AFA



**WANT MORE
INFORMATION
OR A CUSTOM
SOLUTION?**

**REACH OUT
TODAY!**

Jim Hawarden
Director, Exhibits & Sponsorships
jjim@americanfenceassociation.com
www.americanfenceassociation.com