



**Keynote & Panel Sessions - Networking Opportunities -
Indoor & Outdoor Displays - Celebrate Branch Traditions -
Golf - Modern Amenities & Venue- Branding Options -
Attended by Active Military Leadership,
Defense Industry and Academia.**



MAY 6-9, 2024

Apache Hotel, Lawton, OK

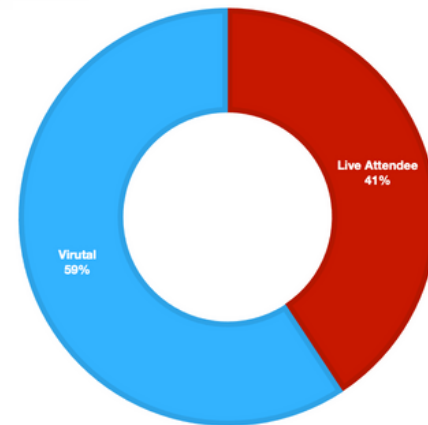
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ATTENDEE PROFILES:

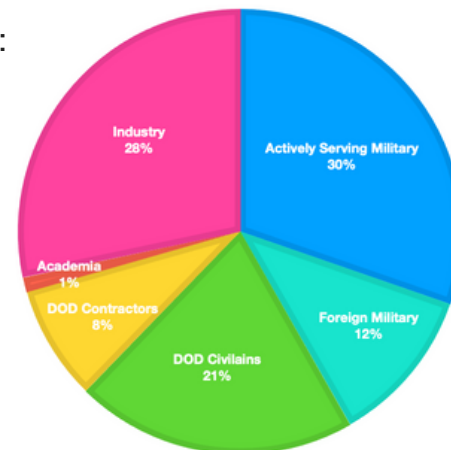
2023 TOTAL ATTENDEES: 2083

- 848 LIVE EVENT ATTENDEES
- 1253 VIRTUAL ATTENDEES
 - 343 REGISTERED
 - 910 BOLC, CCC, NCOA, WOBC & WOAC



2023 LIVE ATTENDEE BREAKDOWN:

- 257 ACTIVELY SERVING MILITARY
- 174 DOD CIVILIANS
- 71 DOD CONTRACTOR CIVILIANS
- 97 ALLIED MILITARY
- 240 INDUSTRY
- 9 ACADEMIA



2023 KEYNOTE & PANEL SPEAKERS:

- GEN RANDY GEORGE, VCSA AND SMA MICHAEL GRINSTON
- ★★★★★: 5 ★★★★★: 2 ★★★: 4 ★: 5
- FCOE CG, ADA CMDT, AND FA CMDT

ATTENDEE BREAKDOWN:

26 GENERAL OFFICERS
 63 COLONELS
 17 CHIEF WARRANT OFFICER 5S
 27 COMMAND SERGEANT MAJORS

KEY FACTORS ABOUT ACTIVELY SERVING MILITARY ATTENDEES:

- REPRESENTATIVES FROM EVERY COMPONENT; ARMY, NATIONAL GUARD, & MARINES
- SENIOR LEADERS FROM ACROSS THE FIRES ENTERPRISE



TENTATIVE SCHEDULE:

SUNDAY 5 MAY 2024

- OUTDOOR DISPLAY ARRIVAL & EARLY VENDOR LOAD IN

MONDAY 6 MAY 2024

- GOLF TOURNAMENT AT THE FT SILL GOLF COURSE
- VENDOR LOAD IN/REGISTRATION BADGE PICK-UP
- OPENING NIGHT ICEBREAKER SOCIAL

TUESDAY 7 MAY 2024

- JOINT FIRES KEYNOTE SPEAKERS SESSIONS
- NETWORKING LUNCH/ADAA MEMBERSHIP MEETING
- AFTERNOON BREAKOUT SESSIONS (ADA & FA)
 - STATE OF THE BRANCH BY THE ADA AND FA COMMANDANTS
 - PANEL DISCUSSION SESSIONS
- NETWORKING COCKTAIL EVENT
- ADAA TATTOO CEREMONY

WEDNESDAY 8 MAY 2024

- JOINT FIRES KEYNOTE SPEAKER SESSIONS
- NETWORKING LUNCH
- AFTERNOON BREAKOUT SESSIONS (ADA & FA)
 - PANEL DISCUSSION SESSIONS
- NETWORKING COCKTAIL EVENT
- USFAA TATTOO CEREMONY

THURSDAY 9 MAY 2024

- CONTINENTAL BREAKFAST WITH JOINT FIRES KEYNOTE SESSION
- ADA & FA JOINT PANEL DISCUSSIONS
- JOINT FIRES KEYNOTE SESSION
- VENDOR LOAD OUT





USFAA
United States Fire Academy Association

Presents:



MAY 6-9, 2024

Apache Hotel, Lawton, OK

- | | |
|---|--|
| <ul style="list-style-type: none"> • Early Bird Booth Fees • UNITL March 1 2024 • 10wide w/ Elec \$1000 SOLD OUT • 8wide w/ Elec \$800 SOLD OUT • 10wide no Elec \$850 SOLD OUT • 8wide no Elec \$750 SOLD OUT • Front Lobby \$250 • Outdoor \$500 • 56" TV \$500 • Additional Tables \$50 • Black Table Linen \$20 | <ul style="list-style-type: none"> • Booth Fees • After March 2 2024 • 10wide w/ Elec \$1500 • 8wide w/ Elec \$1400 • 10wide no Elec \$1050 • 8wide no Elec \$1250 • Front Lobby \$250 • Outdoor \$750 • 56" TV \$750 • Additional Tables \$100 • Black Table Linen \$40 |
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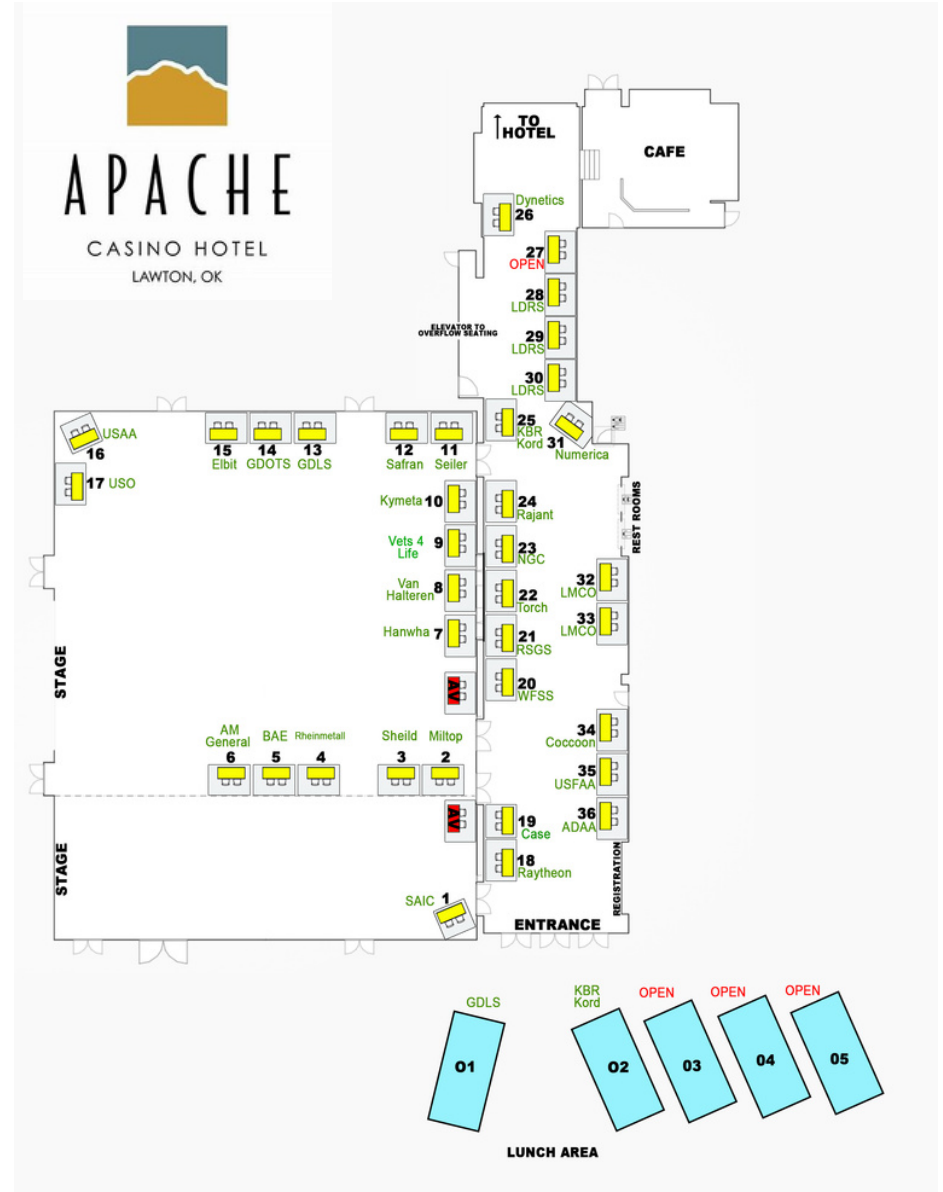
Booth Space Types

Front Lobby

Outdoor

TENTATIVE LAYOUT FOR 2024 EVENT
INDOOR BOOTH SPACE
OUTDOOR DISPLAY SPACE
ADDITIONAL BREAKOUT AND DINNING SPACES

EXTREMELY LIMITED BOOTH SPACE STILL AVAILABLE



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SPONSORSHIPS AVAILABLE

PRESENTING SPONSOR **SOLD OUT**
OPENING NIGHT MIXER SPONSORS **SOLD OUT**
NETWORKING COCKTAIL EVENT SPONSORS **SOLD OUT**
TATTOO CEREMONY SPONSORS **SOLD OUT**
BADGE HOLDER SPONSOR **SOLD OUT**
LOUNGE CHARGING STATION SPONSOR **SOLD OUT**
SHOW GUIDE SPONSOR **SOLD OUT**
REGISTRATION AREA SPONSOR **SOLD OUT**
CONFERENCE SUPPLIES SPONSOR **SOLD OUT**

VIRTUAL PLATFORM SPONSOR - \$2500 **1 Opportunity Remaining!**

2 OPPORTUNITIES

- PRIMARY SPONSOR(S) OF THE SYMPOSIUM PORTAL
- LOGO BRANDING ON ALL RECORDED AND LIVE-STREAMED SESSIONS
- DOWNLOADABLE COMPANY INFORMATION AVAILABLE ON THE LIVE STREAM PORTAL*
- PRODUCT VIDEOS SHOWN DURING COFFEE BREAKS ON THE PORTAL*
- LOGO RECOGNITION IN THE SHOW GUIDE
- HALF PAGE AD IN THE SHOW GUIDE*
- LOGO RECOGNITION ON SHOW WEBSITE
- LOGO RECOGNITION IN THE FULL-PAGE ADVERTISEMENTS
- RECOGNITION THROUGHOUT THE EVENT FROM EMCEE
- MUST BE ACCOMPANIED BY AT LEAST 1 PAID FULL EVENT REGISTRATION

*CLIENT PROVIDED DIGITAL FILES





LUNCHEON SPONSOR - \$3000 EACH **1 Opportunity Remaining!**

4 OPPORTUNITIES - TWO SPONSORS FOR DAY ONE, TWO SPONSORS FOR DAY TWO

- LOGO BRANDING ON LUNCHEON SIGNAGE AND THROUGHOUT THE VENUE INCLUDING GOBO LIGHT
- COMPANY INFORMATION PLACED ON SEATS (*CLIENT PROVIDED COLLATERAL)
- LOGO BRANDING ON EVENT INFO TOWERS
- HALF PAGE AD AND LOGO RECOGNITION IN THE SHOW GUIDE (*CLIENT PROVIDED DIGITAL FILES)
- LOGO RECOGNITION ON SHOW WEBSITE
- LOGO RECOGNITION IN THE FULL-PAGE ADVERTISEMENTS
- RECOGNITION THROUGHOUT THE EVENT FROM EMCEE
- MUST BE ACCOMPANIED BY AT LEAST 1 PAID FULL EVENT REGISTRATION



BREAK SPONSOR - \$2500 EACH **2 Opportunities Remaining!**

6 OPPORTUNITIES/TWO PER DAY - DAY 2 AM/PM, DAY 3 AM/PM, DAY 4 CONTINENTAL BREAKFAST AND AM BREAK

- LOGO BRANDING DURING BREAKS ON SIGNAGE THROUGHOUT THE VENUE
- HALF PAGE AD AND LOGO RECOGNITION IN THE SHOW GUIDE (*CLIENT PROVIDED DIGITAL FILES)
- LOGO RECOGNITION ON SHOW WEBSITE
- LOGO RECOGNITION IN THE FULL-PAGE ADVERTISEMENTS
- RECOGNITION THROUGHOUT THE EVENT FROM EMCEE
- MUST BE ACCOMPANIED BY AT LEAST 1 PAID FULL EVENT REGISTRATION

ATTENDEE BAG SPONSOR - \$2500 **1 Opportunity Remaining!**

3 OPPORTUNITIES

- LOGO BRANDING ON THE REGISTRATION BAGS & COLLATERAL INSERTED*
- LOGO BRANDING ON EVENT INFO TOWERS
- LOGO RECOGNITION IN THE SHOW GUIDE
- LOGO RECOGNITION ON SHOW WEBSITE
- LOGO RECOGNITION IN THE FULL-PAGE ADVERTISEMENTS
- RECOGNITION THROUGHOUT THE EVENT FROM EMCEE
- MUST BE ACCOMPANIED BY AT LEAST 1 PAID FULL EVENT REGISTRATION

*CLIENT PROVIDED COLLATERAL



HOSPITALITY SPONSORSHIP - \$2500

2 OPPORTUNITIES (ADA & FA) -

- CLIENT COLLATERAL IN ATTENDEE ROOMS AT HOST HOTEL
- LOGO RECOGNITION IN THE SHOW GUIDE
- LOGO RECOGNITION ON SHOW WEBSITE
- LOGO RECOGNITION IN THE FULL-PAGE ADVERTISEMENTS
- RECOGNITION THROUGHOUT THE EVENT FROM EMCEE

GOLF HOLE SPONSORSHIP - \$200 **6 Opportunities Remaining!**

18 OPPORTUNITIES -

- LOGO ON HOLE SIGN
- LOGO RECOGNITION IN THE SHOW GUIDE
- LOGO RECOGNITION IN THE FULL-PAGE ADVERTISEMENTS

CALL OR EMAIL

RACHAL SMITH, EXECUTIVE VICE PRESIDENT USFAA

- RSMITH@FIELDARTILLERY.ORG
- 580-355-4677 X 1001

MELITA SIMLEY, EXECUTIVE DIRECTOR, ADAA

- EXECUTIVEDIRECTOR@FIRSTTOFIRE.NET
- 580-919-2174

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2024 REGISTRATION OPENS 3 JANUARY

LIVE FULL ATTENDEE PACKAGE FOR INDUSTRY AND FOREIGN MILITARY INCLUDES:

- ACCESS TO ALL EDUCATIONAL SESSIONS
- TWO LUNCHESES
- ONE CONTINENTAL BREAKFAST
- FIVE COFFEE BREAKS
- OPENING NIGHT ICEBREAKER COCKTAIL EVENT
- TWO NETWORKING COCKTAIL EVENTS
- ADAA TATTOO PRESENTATION
- USFAA TATTOO PRESENTATION
- ACCESS TO THE SYMPOSIUM PORTAL FOR RECORDED SESSIONS AFTER THE EVENT.
- ACCESS TO SPECIAL SYMPOSIUM ROOM RATE AT THE HOST HOTEL.

LIVE FULL ATTENDEE PACKAGE FOR US MILITARY AND DOD CIVILIANS INCLUDES:

- ACCESS TO ALL EDUCATIONAL SESSIONS
- ONE CONTINENTAL BREAKFAST
- FIVE COFFEE BREAKS
- OPENING NIGHT ICEBREAKER COCKTAIL EVENT
- TWO NETWORKING COCKTAIL EVENTS
- ADAA TATTOO PRESENTATION
- USFAA TATTOO PRESENTATION
- ACCESS TO THE SYMPOSIUM PORTAL FOR RECORDED SESSIONS AFTER THE EVENT.
- ACCESS TO SPECIAL SYMPOSIUM ROOM RATE AT THE HOST HOTEL.
 - LUNCHESES CAN BE ADDED ON TO THIS TICKET

LIVE SESSIONS ONLY ATTENDEE PACKAGE INCLUDES:

- ACCESS TO ALL EDUCATIONAL SESSIONS
- FIVE COFFEE BREAKS
- OPENING NIGHT ICEBREAKER COCKTAIL EVENT
- ACCESS TO THE SYMPOSIUM PORTAL FOR RECORDED SESSIONS AFTER THE EVENT.
- ACCESS TO SPECIAL SYMPOSIUM ROOM RATE AT THE HOST HOTEL.

VIRTUAL ATTENDEE PACKAGE INCLUDES:

- ACCESS TO ALL LIVE-STREAMED SESSIONS WITH THE ABILITY TO Q&A WHERE APPLICABLE
- ACCESS TO THE SYMPOSIUM PORTAL FOR RECORDED SESSIONS AFTER THE EVENT.

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2024 PACKAGES

REGISTRATION OPENS 3 JANUARY 2024

LIVE ATTENDEE PACKAGE PRICES:

EARLY BIRD REGISTRATION FROM 3 JAN 2024 - 30 JAN 2024

- FULL EVENT ATTENDEE - \$550
- CORP MEMBER FULL EVENT \$425
- SESSIONS ONLY \$300
- FOREIGN MILITARY \$150
- US MILITARY/ DOD \$0
 - ADD ON LUNCH DAY 1 \$20
 - ADD ON LUNCH DAY 2 \$20

REGULAR RATES REGISTRATION FROM 1 FEB 2024 - 1 MARCH 2024

- FULL EVENT ATTENDEE - \$600
- CORP MEMBER FULL EVENT \$425
- SESSIONS ONLY \$350
- FOREIGN MILITARY \$150
- US MILITARY/ DOD \$0
 - ADD ON LUNCH DAY 1 \$20
 - ADD ON LUNCH DAY 2 \$20

LATE REGISTRATION AFTER 2 MARCH 2024

- FULL EVENT ATTENDEE - \$700
- CORP MEMBER FULL EVENT \$575
- SESSIONS ONLY \$450
- FOREIGN MILITARY \$150
- US MILITARY/ DOD \$0
 - ADD ON LUNCH DAY 1 \$20
 - ADD ON LUNCH DAY 2 \$20



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FIRES SYMPOSIUM CONTACTS

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