



PRESENTS:

# FIRES SYMPOSIUM



PRESENTING SPONSOR:

**Hanwha**  
Defense USA



**APRIL 7-10**

# 2025

# EXHIBITOR GUIDE

# SCHEDULE OF EVENTS

## Sunday

6 APRIL

10:00am Exhibitor Display  
Load-in Begins

12:00 - 7:00pm Event Badge  
Pick-Up Opens

## Monday

7 APRIL

8:00am  
Golf Tournament Tee Off  
Fort Sill Golf Course

9:00am Exhibitor Display  
Load-in Begins

9:00am Event Badge Pick-Up  
Opens

12:00pm On-Site Stores Open

4:00pm Vendor Load-in  
Ends

5:30pm - 8:30pm  
Opening Night Icebreaker

## Tuesday

8 APRIL

8:30am FCoE CG's Address

9:00am Keynote 1

9:45am Break

10:15am Keynote 2

11:00am Lunch

11:00am WO and CSM/SGM  
Lunch Breakouts

1:00pm Combined Panel 1  
(ADA & FA)  
CMDTs, CFTs & ARNG DCGs

2:15pm Combined Panel 2  
(ADA & FA)

3:30pm Break

4:00pm Keynote 3

5:15pm Sessions End

5:30pm  
Networking Cocktail Mixer &  
ADAA Tattoo

## Wednesday

9 APRIL

8:30am Keynote Speaker 4

9:15am Break

9:45am Combined Joint Fires  
Panel 3

11:00am Lunch w/ ADAA or  
USFAA Membership Meeting

SPLIT BRANCH BREAKOUTS  
12:45 CMDT(s) Updates

1:15pm ADA/FA Panel 1

2:30pm Break

3:00pm ADA/FA Panel 2

4:15pm ADA/FA Panel 3

5:30pm Session End

5:45pm  
Networking Cocktail Mixer &  
USFAA Tattoo

5:30pm Optional Outdoor  
Exhibitor Load Out

## Thursday

10 APRIL

8:00am Continental Breakfast

8:30am ADA/FA Panel 4

9:45am ADA/FA Panel 5

11:00am Comfort Break

11:15am ADA/FA Keynotes

12:00pm Closing Comments

12:00pm-5:00pm  
Indoor Exhibitor Load-Out

DETAILS AVAILABLE AT:  
[www.firessymposium.com](http://www.firessymposium.com)

*\*Subject to change*

## IMPORTANT EXHIBITOR INFORMATION:

**Monday:** Exhibitor indoor booths and outdoor displays must be completely set up by 4:00pm. Organizations should plan to staff their indoor booths and outdoor display areas during the Icebreaker Event from 5:30pm - 8:30pm. Overnight Security begins at 8:30pm

**Tuesday:** Exhibitors should plan to have their booths staffed during breaks, as well as, before and after lunch as this is when traffic will be the highest. Indoor and outdoor booths will close at 5:30pm. Overnight Security begins at 5:30pm. The Networking Cocktail Social will take place at the ADA TSF on Fort Sill. The musical tattoo will start following the social.

**Wednesday:** Exhibitors should plan to have their booths staffed during breaks, as well as, before and after lunch. The Networking Cocktail Event will take place at the Hilton Garden Inn. The musical tattoo will start following the social. Outdoor display areas may load out after 5:30pm on Wednesday or on Thursday Morning. Overnight security will start at 7:30pm.

**Thursday:** Indoor Booths must stay set until 12:00pm on Thursday when the last session ends.

**ALL EXHIBITORS MUST PROVIDE THEIR OWN EXTENSION CORDS FOR THE ENTIRETY OF THE EVENT. EXHIBITORS MUST BE ABLE TO UNLOAD AND LOAD DISPLAYS ON THEIR OWN - YOU MUST PROVIDE YOUR OWN FORKLIFT OR MAKE ARRANGEMENTS TO UNLOAD AND LOAD OUTDOOR DISPLAYS. THE VENUE DOES NOT PROVIDE THIS SERVICE!**

## IMPORTANT CONTACTS

**Kayla Walker**, Director of Strategic Development, USFAA  
kaylawalker@fieldartillery.org or 580-355-4677 x 1004  
*Registration, Virtual Platform Access, Sponsor or Speaker Digital Content*

**Sandra Harrison**, Director of Operations, USFAA  
sharrison@fieldartillery.org or 580-355-4677 x 1002  
*Events at Hilton, Additional Meeting Space Bookings, USFAA Membership Meeting or FA Social and Tattoo*

**Kerri Barefield**, Events Coordinator, USFAA  
events@fieldartillery.org or 580-355-4677 x 1005  
*Additional Rentals or Equipment*

**Rachal Smith**, Executive Vice President USFAA  
rsmith@fieldartillery.org or 580-355-4677 x 1001  
*Sponsorship or Booth Sales*

**Greg Thomas**, Executive Director, ADAA  
Gregory.Thomas@bluehalo.com or 580-919-2174  
*ADAA Membership Meeting or ADA Social and Tattoo*

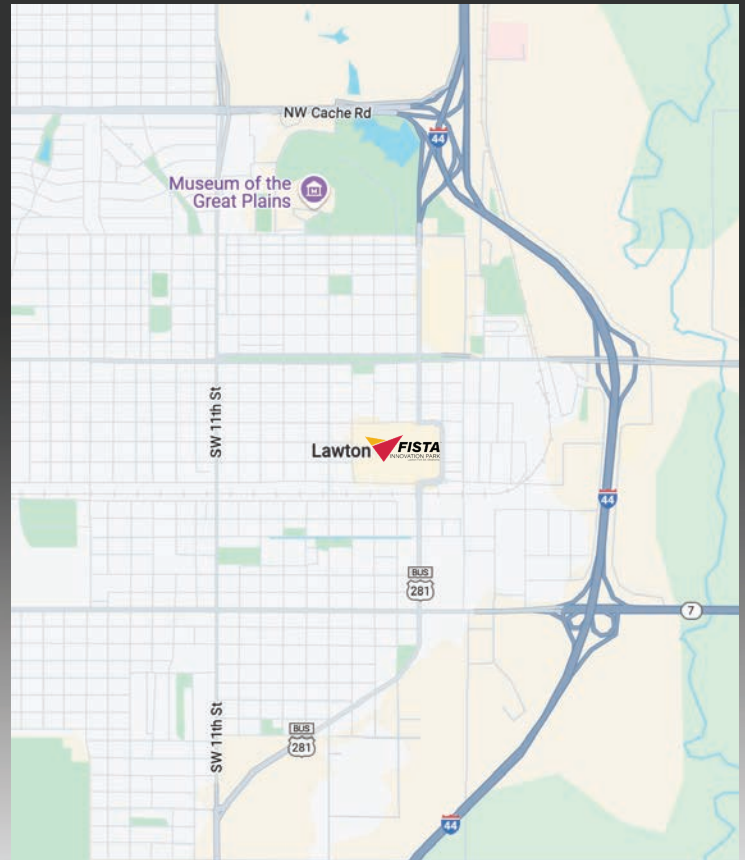
## VENUE DIRECTIONS

### From I44 North: CARS & SMALL DELIVERIES

- Take Exit 36 - make left onto SE Lee Blvd
- Turn Right onto SW Railroad St (Approx. 1 Mile)
- Turn Left onto SW F St (Approx. .5 Mile)
- Turn Right on SW 1st St and follow bend onto SW C Ave
- Destination on Left

### From I44 South: ALL TRUCK DELIVERIES

- Take Exit 37 to Gore Blvd
- Turn right onto E Gore Blvd
- Turn left onto NW 2nd St (Approx .7 mile)
- Continue straight into Mall parking lot
- Turn right, venue is on the West side of the Building



## NEW LOCATION!

THE CONFERENCE CENTER AT THE FISTA  
200 SW C Avenue, Lawton, OK 73501

# BOOTH SPACE LOAD IN/LOAD OUT

## Outdoor Display Load In

Between 10:00am - 5:00pm

Sunday 6 April

OR

Between 9:00am - 4:00pm

Monday 7 April

## Outdoor Display Load Out

After 5:30pm on

Wednesday 9 April

OR

Thursday morning 10 April

EXHIBITORS MUST BE ABLE TO UNLOAD AND LOAD DISPLAYS ON THEIR OWN - YOU MUST PROVIDE YOUR OWN FORKLIFT OR MAKE ARRANGEMENTS TO UNLOAD AND LOAD OUTDOOR DISPLAYS. THE VENUE DOES NOT PROVIDE THIS SERVICE!

## Indoor Display Load In

Between 12:00pm - 5:00pm

Sunday 6 April

OR

Between 9:00am - 4:00pm

Monday 7 April

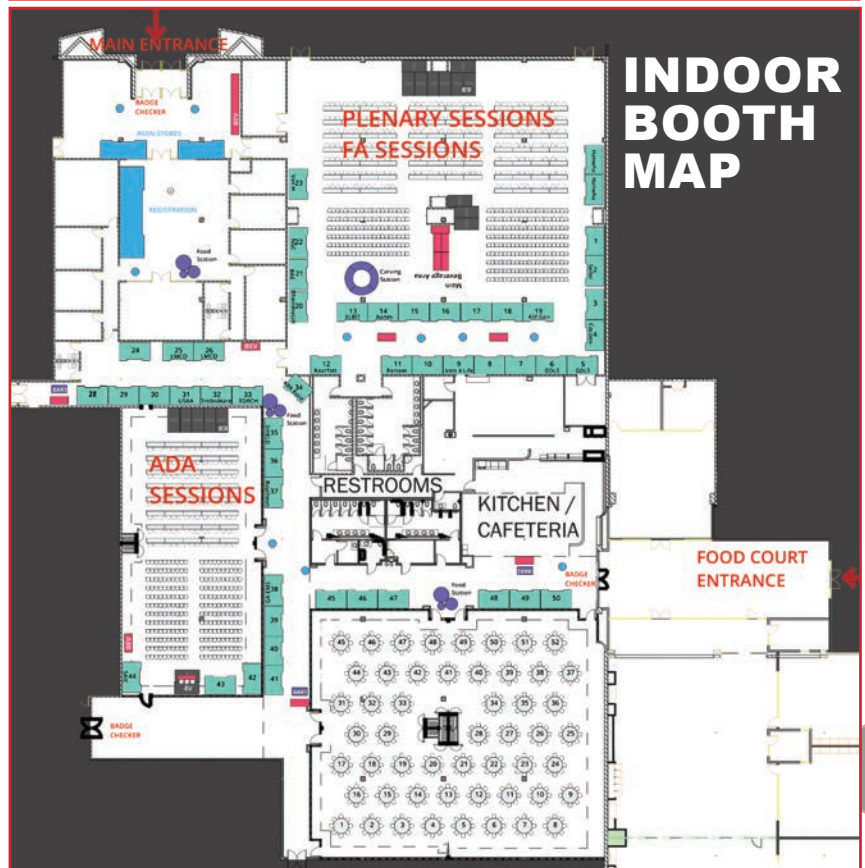
## Indoor Display Load Out

Between 12:00pm - 5:00pm

Thursday 10 April

Docks are located at the rear of the mall.

ALL EXHIBITORS MUST PROVIDE THEIR OWN EXTENSION CORDS FOR THE ENTIRETY OF THE EVENT.

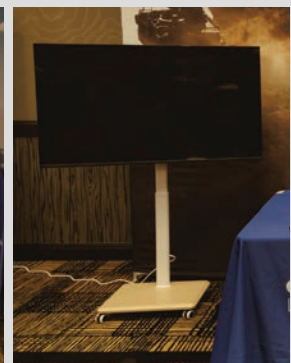


# ADDITIONAL RENTAL ITEMS

Additional 6' Tables with Black Linen - \$25

56" Flat Screen TV with Truss Stand - \$500  
Includes Delivery & Set Up

Rental requests must be made by 2/7/2025  
Contact Kerri Barefield for additional rental requests - [events@fieldartillery.org](mailto:events@fieldartillery.org)



## INBOUND SHIPPING INFORMATION

### Advance Shipping to Ft Sill

Shipments may arrive after 1 March - 31 March to the USFAA HQ or ADAA HQ. Shipments must arrive via Fed-Ex, UPS or DHL. NOTE: No loading docks available. Postal Service will not deliver to the Office. Shipments must be addressed to the following:

United States Field Artillery Association  
ATTN Fires Symposium  
(Name of Exhibitor, Booth #)  
758 McNair Avenue  
Fort Sill, OK 73503  
580-355-4677

### Shipping to the Show Site

Shipments may arrive directly to the show site starting on 1 April. Shipments must be addressed to the following:

The FISTA  
ATTN Fires Symposium  
(Name of Exhibitor, Booth #)  
200 SW C Avenue  
Lawton, OK 73501  
(580) 353-4782

## OUTBOUND SHIPPING INFORMATION

A fedex station will be set up in the event center lobby on 4/9 & 4/10 to accommodate return FedEx shipments. Companies will be able to use their own Fed Ex Accounts or be billed for shipping through USFAA. UPS shipments can be made through exhibitor's accounts and pick up will be made at the venue.

Return Shipping Pick-up Available from the FISTA - All Carriers

Fed-Ex Shipping Station Available  
Wed 9 April: 1:00pm - 5:30pm  
Thu 10 April: 9:00am - 1:00pm  
At the show desk/registration

**FIRES**  
**SYMPOSIUM**

**GOLF**  
**TOURNAMENT**



SCAN TO  
REGISTER

**Monday, 7 April 2025**

**0800 TEE OFF**

**\$50/PERSON**

**\$250/HOLE SPONSORSHIP**

**Fort Sill Golf Course**

**WWW.FIRESSYMPIOSIUM.COM**

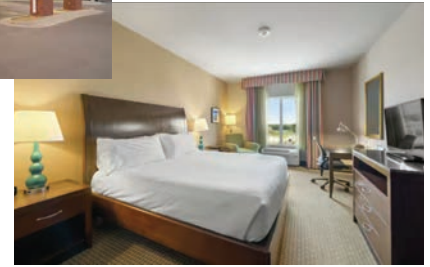
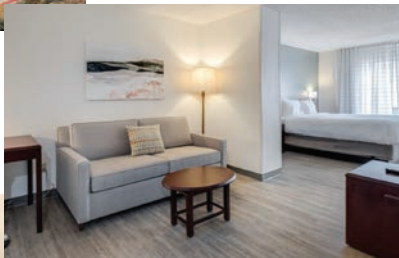
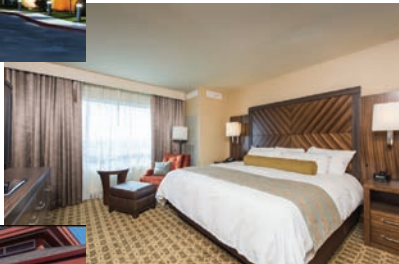
# HOST HOTEL

## Hilton Garden Inn, Lawton-Fort Sill

135 NW 2nd St., Lawton, Oklahoma 73501  
(580) 280-2100

\$119/night, Sun - Thur  
Rate available until 3/5/25 or until sold out  
Use code G2505F

To reserve your room  
Call (580) 280-2100 or visit [hilton.com](http://hilton.com)



# OVERFLOW HOTELS

## Apache Hotel

2315 E Gore Blvd, Lawton, Oklahoma 73501  
(580) 248-5905  
Code: G254USA  
[www.apachecasinohotel.com](http://www.apachecasinohotel.com)

\$119 per night, Sun-Thurs

## Homewood Suites

415 SE Interstate Drive, Lawton, Oklahoma 73501  
(580) 357-9800  
Code: FIR

\$107 per night

## Fairfield Inn and Suites

201 SE 7th St., Lawton, Oklahoma 73501  
(580) 248-5500  
Code: FIRES Symposium 2025

\$135 per night

For availability and direct booking visit [www.firessymposium.com](http://www.firessymposium.com)

# DATES & DEADLINES

31 Dec

Early Bird Pricing ends - Rates increase by \$50

*IMPORTANT: BOOTH SPACE DOES NOT COME WITH REGISTRATIONS FOR BOOTH STAFF. EACH INDIVIDUAL MUST REGISTER FOR AN ATTENDEE BADGE.*

15 January

Logos, Ad Art & Company Descriptions for the Showguide & Signage

\*Show Guide Forms can be found on the website [www.firessymposium.com/sponsors](http://www.firessymposium.com/sponsors)

15 Feb

Regular Rates end - Rates increase by \$100

1 March

Advance Shipping to USFAA Offices Opens

20 March

Last Day for Conference Registration (if space is still available)

1 April

Shipping to the Venue Opens

6 April

Venue Load In begins and Badge Pick-up opens

## REGISTRATION

EARLYBIRD RATES increase after Dec. 31

BOOTH SPACES DO NOT COME WITH REGISTRATION  
to register attendees who are staffing booths use Sessions Only registration

### In Person Attendees

Currently Serving Military / DOD Personnel

DOES NOT INCLUDE LUNCHES

\$0

Foreign Military

INCLUDES ACCESS TO ALL EVENTS

\$150 per person

Defense and Industry Professionals -

\$550 per person

Attendees from USFAA or ADAA Corp Partners -

\$425 per person

Sessions Only Attendees -

NO LUNCH OR ACCESS TO TUES & WED EVENING EVENTS

\$300 per person

### Virtual Attendees

Currently Serving Military Personnel-

\$0

Industry Virtual Attendees -

\$250 per person

## WHAT'S INCLUDED

### In Person Package Includes:

- Access to all keynote and panel educational sessions
- Two lunches
- Four coffee breaks
- Continental breakfast
- Opening night cocktail networking event
- Two Networking cocktail events
- ADAA tattoo ceremony & USFAA tattoo ceremony
- Access to the Symposium Portal for recorded sessions after the event
- Access to special Symposium room rate at the host hotel

\*Sessions only packages do not include access to lunches or evening events

### Virtual 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

Register at [www.firessymposium.com](http://www.firessymposium.com)

## EVENT SPONSORS

### PRESENTING SPONSOR



### OPENING NIGHT MIXER SPONSOR



### NETWORKING EVENTS SPONSORS



### SHOWGUIDE SPONSORS

Booz | Allen | Hamilton\*



### BREAK SPONSORS



### ADAA TATTOO SPONSORS



### USFAA TATTOO SPONSORS



### JOINT SESSIONS SPONSOR



### LUNCHEON SPONSORS



### BADGE SPONSOR



### REGISTRATION BAG SPONSOR

BAE SYSTEMS

### WAYFINDING SPONSOR

BAE SYSTEMS

### FA BREAKOUTS SPONSOR



### ADA BREAKOUTS SPONSOR

