



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.



April 7-10, 2025
Convention Center at the FISTA
Lawton, OK

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FIRES SYMPOSIUM

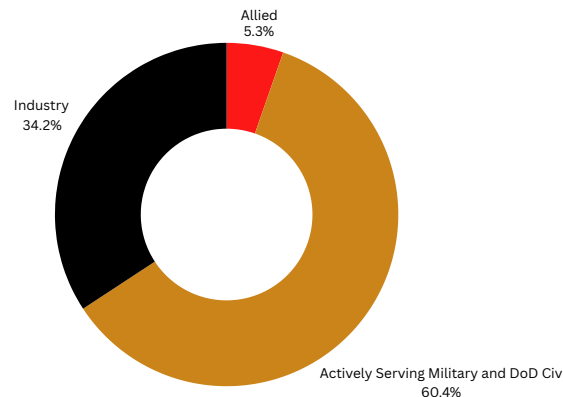
2024 TOTAL ATTENDEES: 2046

- 1081 LIVE EVENT ATTENDEES
- 965 VIRTUAL ATTENDEES



2024 LIVE ATTENDEE BREAKDOWN:

- 644 ACTIVELY SERVING MILITARY & DOD CIVILIANS
 - 32 GENERAL OFFICERS
 - COLONELS
 - 17 CHIEF WARRANT OFFICER 5S
 - 27 COMMAND SERGEANT MAJORS
- 57 ALLIED MILITARY
- 365 INDUSTRY
 - 37 RETIRED GENERAL OFFICERS



2024 KEYNOTE & PANEL SPEAKERS:

- FCOE CG, ADA CMDT, FA CMDT, CFT DIRECTORS
- 10 BRIGADIER GENERALS, 9 MAJOR GENERALS, 3 LIEUTENANT GENERALS AND 3 GENERALS

KEY FACTORS ABOUT ACTIVELY SERVING MILITARY ATTENDEES:

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

KEY FACTORS ABOUT ACTIVELY SERVING MILITARY ATTENDEES:

- 42 INDUSTRY EXHIBITORS
- 29 INDUSTRY SPONSORS OF THE EVENT



SPONSORSHIPS AVAILABLE

PRESENTING SPONSOR - HANWHA DEFENSE USA

- PRIMARY SPONSOR OF THE SYMPOSIUM
- DOWNLOADABLE COMPANY INFORMATION AVAILABLE ON THE LIVE STREAM PORTAL*
- PRODUCT VIDEOS SHOWN DURING BREAKS ON THE PORTAL AND IN THE EVENT VENUE*
- LOGO RECOGNITION AND WELCOME PARAGRAPH IN THE SHOW GUIDE
- FULL PAGE AD IN THE SHOW GUIDE*
- STAGE TIME TO WELCOME GUESTS (LIMITED TO 5 MINUTES)
- RESERVED TABLE AT ALL EVENTS (LUNCHEAS, SESSIONS AND TATTOOS)
- LOGO RECOGNITION ON SHOW WEBSITE
- LOGO RECOGNITION IN ALL ADVERTISEMENTS
- RECOGNITION THROUGHOUT THE EVENT FROM EMCEE
- INCLUDES 2 FULL EVENT REGISTRATIONS

*CLIENT PROVIDED DIGITAL FILES

VIRTUAL PLATFORM SPONSOR - \$2500

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

*CLIENT PROVIDED DIGITAL FILES

ALL SPONSORSHIPS MUST BE ACCOMPANIED BY AT LEAST 1 PAID FULL EVENT REGISTRATION





OPENING NIGHT MIXER SPONSOR - \$2500

3 OPPORTUNITIES

- LOGO BRANDING ON OPENING NIGHT SIGNAGE THROUGHOUT THE VENUE
- LOGO BRANDING ON MAIN EVENT SIGNAGE
- 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

*CLIENT PROVIDED DIGITAL FILES

NETWORKING COCKTAIL EVENT SPONSOR - \$2500

6 OPPORTUNITIES (3 ON ADA NIGHT AND 3 ON FA NIGHT)

- LOGO BRANDING DURING NETWORKING EVENT ON SIGNAGE THROUGHOUT THE VENUE
- LOGO BRANDING ON EVENT INFO TOWERS
- 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

*CLIENT PROVIDED DIGITAL FILES



LUNCHEON SPONSOR - \$3000 EACH

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
- LOGO RECOGNITION IN THE SHOW GUIDE
- HALF PAGE AD 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



ALL SPONSORSHIPS MUST BE ACCOMPANIED BY AT LEAST 1 PAID FULL EVENT REGISTRATION

BREAK SPONSOR - \$2500 EACH

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
- 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

TATTOO CEREMONY SPONSOR - \$1500 EACH

2 OPPORTUNITIES - ADAA TATTOO OR FA TATTOO

- LOGO BRANDING ON TATTOO PROGRAM AND PRINT MATERIALS
- RESERVED TABLE FOR TATTOO EVENT
- LOGO RECOGNITION IN THE SHOW GUIDE
- LOGO RECOGNITION ON SHOW WEBSITE
- LOGO RECOGNITION IN THE FULL-PAGE ADVERTISEMENTS
- RECOGNITION THROUGHOUT THE EVENT FROM EMCEE

WAYFINDING SIGNAGE SPONSOR - \$1500

- LOGO BRANDING ON ALL WAYFINDING AND DIRECTIONAL SIGNAGE THROUGHOUT EVENT
- LOGO BRANDING ON TATTOO PROGRAM AND PRINT MATERIALS
- LOGO RECOGNITION IN THE SHOW GUIDE
- LOGO RECOGNITION ON SHOW WEBSITE
- LOGO RECOGNITION IN THE FULL-PAGE ADVERTISEMENTS
- RECOGNITION THROUGHOUT THE EVENT FROM EMCEE

ALL SPONSORSHIPS MUST BE ACCOMPANIED BY AT LEAST 1 PAID FULL EVENT REGISTRATION

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BADGE HOLDER SPONSOR - HANWHA DEFENSE USA

- LOGO BRANDING ON THE FRONT OF THE BADGE HOLDERS
- AD PLACEMENT AND/OR QR CODE ON THE BACK OF BADGE HOLDERS
- LOGO RECOGNITION IN THE SHOW GUIDE
- LOGO RECOGNITION ON SHOW WEBSITE
- LOGO RECOGNITION IN THE FULL-PAGE ADVERTISEMENTS
- RECOGNITION THROUGHOUT THE EVENT FROM EMCEE

SHOW GUIDE SPONSOR - \$2500

1 OPPORTUNITY

- REAR COVER AD PLACEMENT IN THE SHOW GUIDES
- 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

ATTENDEE BAG SPONSOR - \$2500

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

*CLIENT PROVIDED COLLATERAL

ALL SPONSORSHIPS MUST BE ACCOMPANIED BY AT LEAST 1 PAID FULL EVENT REGISTRATION



CONFERENCE SUPPLIES SPONSOR - \$1000 EACH

OPPORTUNITIES - ADA BREAKOUTS OR FA BREAKOUTS

- LOGO BRANDING ON THE TABLETS & CANDY BOWLS ON DESKS THROUGHOUT THE SESSIONS
- LOGO PENS PROVIDED DURING SESSIONS*
- PRODUCT VIDEOS SHOWN DURING BREAKS IN THE EVENT VENUE*
- LOGO RECOGNITION IN THE SHOW GUIDE
- LOGO RECOGNITION ON SHOW WEBSITE
- LOGO RECOGNITION IN THE FULL-PAGE ADVERTISEMENTS
- RECOGNITION THROUGHOUT THE EVENT FROM EMCEE

*CLIENT PROVIDED COLLATERAL & DIGITAL FILES



LOUNGE AND WORK/CHARGING STATIONS SPONSOR - \$1500

1 OPPORTUNITY

- LOGO BRANDING ON THE CHARGING & WORK TABLES AND CHAIRS THROUGHOUT VENUE
- LOGO BRANDING ON EVENT INFO TOWERS
- 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

*CLIENT PROVIDED DIGITAL FILES



REGISTRATION DESK SPONSOR - \$1000

1 OPPORTUNITY

- LOGO BRANDING ON THE REGISTRATION AREA
- LOGO RECOGNITION IN THE SHOW GUIDE
- LOGO RECOGNITION ON SHOW WEBSITE
- LOGO RECOGNITION IN THE FULL-PAGE ADVERTISEMENTS
- RECOGNITION THROUGHOUT THE EVENT FROM EMCEE

2025 REGISTRATION OPENS 1 OCTOBER 2024

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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2025 PACKAGES

REGISTRATION OPENS 1 OCTOBER 2024

LIVE ATTENDEE PACKAGE PRICES:

EARLY BIRD REGISTRATION FROM 1 OCT - 31 DECEMBER 2024

- FULL EVENT ATTENDEE - \$550
- ASSN 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 JAN 2025 - 15 FEB 2025

- FULL EVENT ATTENDEE - \$600
- ASSN CORP MEMBER FULL EVENT \$475
- 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 16 FEB 2025
- FULL EVENT ATTENDEE - \$700
- ASSN 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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2025 EXHIBITOR BOOTH SPACE SALES OPENS 1 OCTOBER 2024



10'X6' BOOTH SPACES - \$1000

- INCLUDES
- 6FT TABLE WITH BLACK LINEN
- 2 CHAIRS
- ELECTRICITY*
 - EXHIBITORS MUST PROVIDE THEIR OWN SURGE STRIPS OR EXTENSION CORDS

LARGE EQUIPMENT BOOTH SPACES - \$500

- EMAIL RSMITH@FIELDARTILLERY.ORG TO INQUIRE.

ADDITIONAL RENTALS

- 56" TV WITH TRUSS - \$500
- ADDITIONAL 6' TABLE W/ LINEN - \$100
- REAR PIPE & DRAPE - \$250

BOOTH SPACES DO NOT COME WITH ATTENDEE REGISTRATION - ALL BOOTH STAFF MUST BE REGISTERED WITH A SESSIONS ONLY OR A FULL EVENT TICKET

2025 TENTATIVE SCHEDULE

SUBJECT TO CHANGE

SUNDAY, 6 APRIL

- OUTDOOR EXHIBITOR LOAD IN
- INDOOR EXHIBITOR LOAD IN
- EARLY BADGE PICK UP

TUESDAY, 8 APRIL

- 4 KEYNOTE SPEAKERS
- 4 BRANCH PANEL SESSIONS

- ADA COCKTAIL EVENT
- ADAA MUSICAL TATTOO @ THE ADA
TSF ON FORT SILL

WEDNESDAY, 9 APRIL

- 2 KEYNOTE SPEAKERS
- 6 BRANCH PANEL SESSIONS

- FA COCKTAIL EVENT
- USFAA MUSICAL TATTOO AT THE
HILTON GARDEN INN - LAWTON

THURSDAY, 10 APRIL

- CONTINENTAL BREAKFAST
- 2 KEYNOTE SPEAKERS
- 1 JOINT PANEL SESSION

- EXHIBITOR LOAD OUT

MONDAY, 7 APRIL

- GOLF TOURNAMENT @ THE FORT
SILL GOLF COURSE
- INDOOR & OUTDOOR EXHIBITOR
LOAD IN
- BADGE PICK UP
- OPENING NIGHT ICE BREAKER EVENT



FIRES SYMPOSIUM CONTACTS

PLANNING AND LOGISTICS COMMITTEE

SPONSORSHIPS & BOOTH SALES

RACHAL SMITH, EXECUTIVE VICE PRESIDENT USFAA

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

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

GENERAL TICKETS, RENTALS & VIRTUAL PLATFORM ASSISTANCE

KAYLA WALKER, DIRECTOR OF STRATEGIC DEVELOPMENT

- KAYLAWALKER@FIELDARTILLERY.ORG
- 580-355-4677 X 1004

CONTENT, SPEAKERS & PANELS COMMITTEE

MG (R) BRIAN MCKIERNAN, PRESIDENT USFAA

- MCKIERNAN@CYPRESSINTL.COM

BG (R) RANDY MCINTYRE, PRESIDENT ADAA

- RANDALL.MCINTIRE@RAYTHEON.COM

LTG (R) RICHARD FORMICA, CONFERENCE CONTENT COMMITTEE CHAIR

- RICHARD.FORMICA@CALIBRESYS.COM

LTC DANIEL THRELKELD, FCOE PLANNING GROUP

- DANIEL.S.THRELKELD.MIL@ARMY.MIL