



**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 4 - 8, 2027

Conference Center at the FISTA
Lawton, OK

www.firessymposium.com



2026 TOTAL ATTENDEES: 2088

- 1551 LIVE EVENT ATTENDEES
- 537 VIRTUAL ATTENDEES

2026 LIVE ATTENDEE BREAKDOWN:

- 1126 ACTIVELY SERVING MILITARY & DOD CIVILIANS
 - 35 GENERAL OFFICERS
 - 124 COLONELS
 - 148 WARRANT OFFICERS
 - 127 COMMAND SERGEANT MAJORS & SERGEANT MAJORS
- 79 ALLIED MILITARY - FROM 24 COUNTRIES
- 425 INDUSTRY
 - 39 RETIRED GENERAL OFFICERS



2026 KEYNOTE & PANEL SPEAKERS:

- FCOE CG, ADA CMDT, FA CMDT, ARNG FCOE DCGS, LRPFCFT DIRECTOR, AMDCFT DEPUTY
- 9 BRIGADIER GENERALS, 5 MAJOR GENERALS, 3 LIEUTENANT GENERALS AND 1 GENERAL
- 97 TOTAL SPEAKERS, PANELISTS AND EMCEES

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 INDUSTRY ATTENDEES:

- 65 DEFENSE INDUSTRY EXHIBITORS

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 (LUNCHEES, 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 - \$3500

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 (ADA OR FA SOCIAL)

- LOGO BRANDING DURING NETWORKING EVENT 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

*CLIENT PROVIDED DIGITAL FILES



LUNCHEON SPONSOR - \$3000 EACH

6 OPPORTUNITIES - 2 FOR ARNG LUNCH, 2 FOR EACH DAY SYMPOSIUM LUNCHESES

- 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*
- 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

BREAK SPONSOR - \$2500 EACH

8 OPPORTUNITIES- TWO PER DAY (AM AND PM 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 - \$2000 EACH

6 OPPORTUNITIES - 3 FOR 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 - \$2500

- 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

3 OPPORTUNITIES - REAR COVER, INSIDE REAR COVER, INSIDE FRONT COVER

- FULLPAGE 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 BOOK SPONSOR - \$2000

3 OPPORTUNITIES

- LOGO BRANDING ON THE REGISTRATION BOOKS & 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 - \$1500 EACH

4 OPPORTUNITIES - ADA BREAKOUTS/FA BREAKOUTS/ARNG SESSIONS/JOINT SESSIONS

- 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



QUIET WORKING LOUNGE SPONSOR - \$2000

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 - \$1500

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

REUSABLE WATER BOTTLE SPONSOR - \$2500

1 OPPORTUNITY

- EACH ATTENDEE WILL RECEIVE A REUSABLE WATER BOTTLE
- LOGO BRANDING ON THE WATER BOTTLES AND DISPLAY STANDS
- LOGO RECOGNITION IN THE SHOW GUIDE
- LOGO RECOGNITION ON SHOW WEBSITE
- LOGO RECOGNITION IN THE FULL-PAGE ADVERTISEMENTS
- RECOGNITION THROUGHOUT THE EVENT FROM EMCEE

ARNG SOCIAL SPONSOR - \$1500

3 OPPORTUNITIES

- LOGO BRANDING ON SIGNAGE AT THE 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

MINI DISPLAYS - COMPLIMENTARY TO FISTA TENANTS

3' X 3' DISPLAY ON A HIGHTOP TABLE OR SELF STANDING

- LOGO RECOGNITION IN THE SHOW GUIDE
- 8.5"X11" SIGNAGE INCLUDED



2027 REGISTRATION OPENS 1 OCTOBER 2025

LIVE FULL ATTENDEE PACKAGE FOR INDUSTRY AND FOREIGN MILITARY INCLUDES:

- ACCESS TO ALL EDUCATIONAL SESSIONS
- TWO LUNCHEES AND ALL ARNG EVENTS
- 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
- ALL ARNG EVENTS
- ACCESS TO THE SYMPOSIUM PORTAL FOR RECORDED SESSIONS AFTER THE EVENT.
- ACCESS TO SPECIAL SYMPOSIUM ROOM RATE AT THE HOST HOTEL.
 - LUNCHEES 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
- TWO NETWORKING COCKTAIL EVENTS
- 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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2027 PACKAGES

REGISTRATION OPENS 1 OCTOBER 2026

LIVE ATTENDEE PACKAGE PRICES:

EARLY BIRD REGISTRATION

FROM 1 OCT - 31 DECEMBER 2025

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

REGULAR RATES REGISTRATION

FROM 1 JAN 2026 - 15 FEB 2026

- FULL EVENT ATTENDEE - \$600
- ASSN CORP MEMBER FULL EVENT \$475
- SESSIONS ONLY \$350
- FOREIGN MILITARY \$150
- US MILITARY/ DOD \$0
 - ADD ON ARNG LUNCH \$20
 - ADD ON LUNCH DAY 1 \$20
 - ADD ON LUNCH DAY 2 \$20

LATE REGISTRATION

- AFTER 16 FEB 2026
- FULL EVENT ATTENDEE - \$700
- ASSN CORP MEMBER FULL EVENT \$575
- SESSIONS ONLY \$450
- FOREIGN MILITARY \$150
- US MILITARY/ DOD \$0
 - ADD ON ARNG LUNCH \$20
 - ADD ON LUNCH DAY 1 \$20
 - ADD ON LUNCH DAY 2 \$20

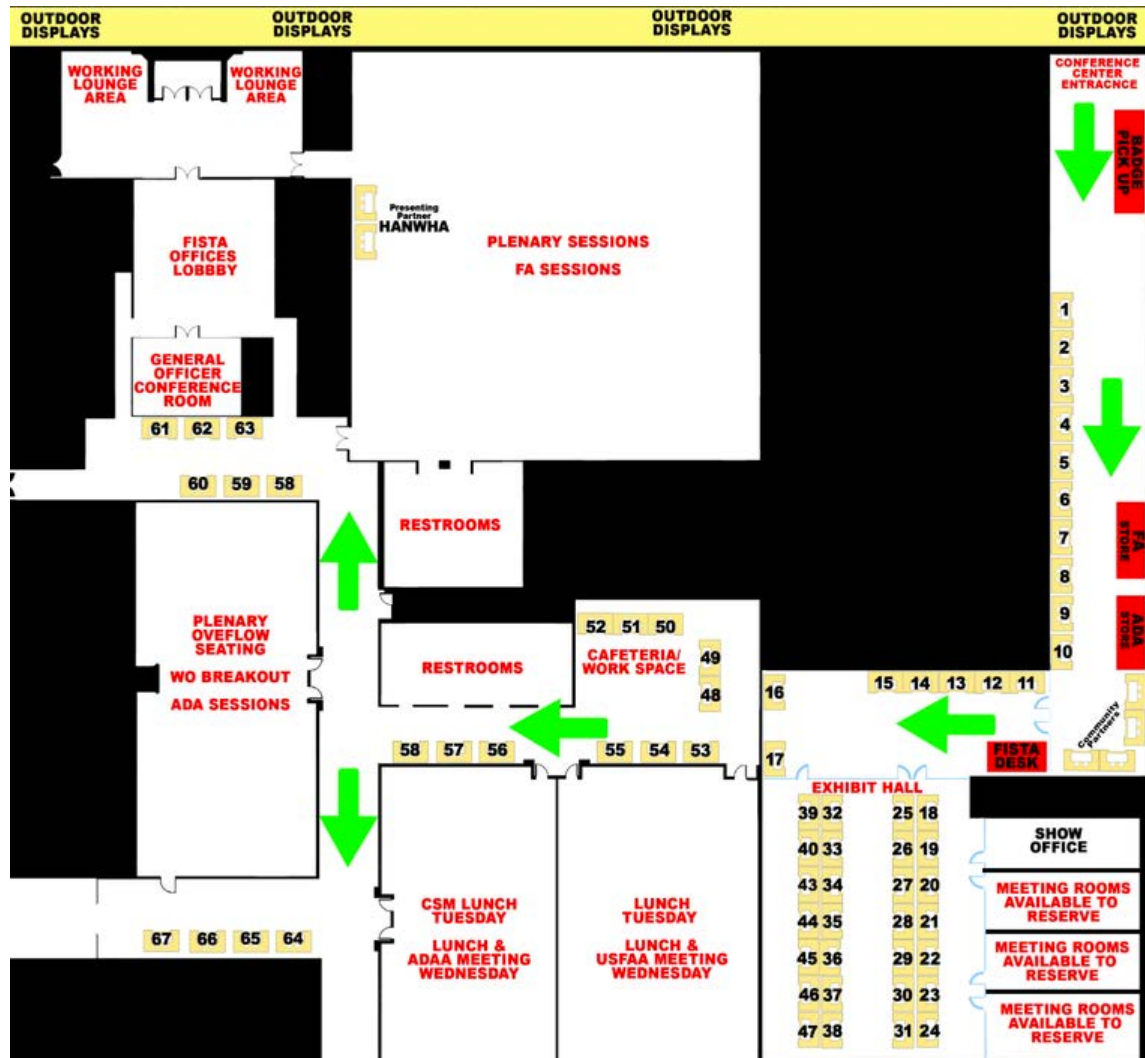
VIRTUAL ATTENDEE PACKAGE PRICES:

- US MILITARY/ DOD / FOREIGN MILITARY - \$0
- INDUSTRY / CIVILIAN - \$250



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2027 EXHIBITOR BOOTH SPACE
SALES OPENS 1 SEPTEMBER 2026
WWW.FIRESSYMPOSIUM.ORG



GREEN ARROWS REPRESENT THE TYPICAL FLOW OF TRAFFIC

10'X6' BOOTH SPACES -
EARLY BIRD PRICING \$1500 UNTIL JAN 1
REGULAR PRICING \$2000 AFTER JAN 1

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

LARGE EQUIPMENT BOOTH SPACES - \$500

- EMAIL YRICHARDS@FIELDARTILLERY.ORG TO INQUIRE.

ADDITIONAL RENTALS

- 56" TV WITH TRUSS - \$500
- ADDITIONAL 6' TABLE W/ LINEN - \$50
- REAR PIPE & DRAPE - \$300

BOOTH SPACES COME WITH ONE SESSIONS ONLY EVENT ATTENDEE PASS

REGISTRATION - ALL OTHER BOOTH STAFF MUST BE REGISTERED WITH A SESSIONS ONLY OR A FULL EVENT TICKET

BOOTHS ARE FILLED ON A FIRST-COME FIRST SERVED BASIS

FIRES SYMPOSIUM SCHEDULE

SAT 4/3	SUNDAY 4/4	MONDAY 4/5	TUESDAY 4/6	WEDNESDAY 4/15	THURSDAY 4/16
HILTON LOBBY 1400 – 1900 HILTON BADGE PICK UP	HILTON LOBBY 0700 – 1900 HILTON BADGE PICK UP FISTA 0700 – 1900 FISTA BADGE PICK UP 0900 – 1200 ARNG FIRES JOINT SESSIONS 1400 – 1700 ARNG FIRES JOINT SESSIONS 1000 – 1700 OUTSIDE LOAD IN 1200–1900 BOOTH LOAD IN SOB 1730 ARNG SOCIAL	FT SILL GOLF COURSE 0700 - 1300 - GOLF TOURNAMENT HILTON LOBBY 0700 - 1400 - HILTON BADGE PICK UP FISTA 0700 – 2030 – FISTA BADGE PICK UP 0900 - 1600 – INSIDE/OUTSIDE VENDOR MOVE IN 1730 - 2030 – FIRES ICEBREAKER SOCIAL	HILTON 0700 ADA COMMAND TEAM BREAKFAST FISTA 0700 – 1600 FISTA BADGE PICK UP 0820 - 0830 OPENING COMMENTS 0830–0900 BG COSTELLO 0900–0945 KEYNOTE 1 0945 - 1015 BREAK 1015-1100 KEYNOTE 2 1100 - 1300 LUNCH 1100 CSM LUNCH 1100 WARRANTS LUNCH 1300 – 1415 COMBINED PANEL 1 1415 – 1530 COMBINED PANEL 2 1530 - 1600 BREAK 1600 – 1645 KEYNOTE 3 1645 – CLOSING COMMENTS HILTON BALLROOM 1730 – ADA SOCIAL EVENT 1830 - ADAA TATTOO	HILTON 0700 ADA CSM BREAKFAST FISTA 0700 – 1200 FISTA BADGE PICK UP 0820 - 0830 OPENING COMMENTS 0830 – 0915 KEYNOTE 4 0915 – 0945 BREAK 0945 – 1100 COMBINED JOINT FIRES PANEL 3 1100 - 1300 ADAA LUNCH 1200 – 1220 USFAA LUNCH BREAKOUTS BY BRANCH 1230 – 1300 CMDT(S) UPDATES 1300 – 1415 ADA/FA PANEL 1 1415 - 1445 BREAK 1445 - 1600 ADA/FA PANEL 2 1600 – 1715 ADA/FA PANEL 3 1715 - CLOSING COMMENTS HILTON BALLROOM 1800 – FA SOCIAL EVENT 1915- USFAA TATTOO	FISTA 0800 - 0830 CONTINENTAL BREAKFAST 0820 – 0830 LAST DAY COMMENTS 0830 - 0945 ADA/FA PANEL 4 0945 – 1100 ADA/FA PANEL 5 1100 – 1115 COMFORT BREAK 1115 – 1200 BRANCH SPECIFIC KEYNOTES 1215 LOAD-OUT



FIRES SYMPOSIUM CONTACTS

PLANNING AND LOGISTICS COMMITTEE

SPONSORSHIPS, BOOTH SALES GENERAL TICKETS, & VIRTUAL PLATFORM ASSISTANCE

YADIRA RICHARDS - EVENT MANAGER

- YRICHARDS@FIELDARTILLERY.ORG
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SPEAKERS AND PANELIST POC

JADRA BRIDGES

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OTHER INQUIRIES

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CONTENT, SPEAKERS & PANELS COMMITTEE

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BG (R) RANDY MCINTYRE, PRESIDENT, ADAA

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