

PLAN. EXHIBIT. SPONSOR.

THE LARGEST ANNUAL GATHERING
DEDICATED TO THE CAST-IN-PLACE
CONCRETE INDUSTRY.



**Holiday Inn Resort
Deadwood Mountain Grand**
1906 Deadwood Mountain Drive
Deadwood, South Dakota 57732

MAXIMIZE YOUR ATTENDANCE VALUE

Participating as a sponsor or exhibitor is your opportunity to elevate your brand's visibility, strengthen connections and relationships, while supporting an event that is critical to CFA members and important to your customers.

One-On-One Buyer Meetings

An integral way of Convention strengthening your buyer relationships is the one-on-one buyers' session. This is designed to pair contractors and suppliers together to discuss next steps for better business. Preferred Suppliers and Sponsors have priority selection privileges.

Product Feature Moments

Designed to provide intentional focus on construction solutions, Preferred Suppliers take the stage for 10-minute product features or information updates to attendees.

National Associates' Council Meeting

One of the semi-annual meetings designed to bring together CFA Staff, the CFA Executive Committee and key representatives for all National Associate members. This meeting takes place to provide valuable updates on Association benefits as well as program interactions to build value for your membership.

Exhibition Times

CFA Convention is a family-friendly and intimate business environment. Your exhibition times are intentionally scheduled to introduce, establish and cultivate relationships while identifying people you will want to meet with throughout the duration of CFACON.

Educational Sessions

A myth for any convention is that education only caters to the attendees. The content variety for our seminars and keynote presentations cater to the growth and motivation for any company type and any individual interest. Spending your time alongside attendees in these sessions gives you ready-made conversation topics to pursue as you move to the social functions of the event.

Networking Socials

While it should go without saying that social times are key opportunities to treat yourself to the relaxed art of relationship building, making your travel plans to include every available function will guarantee your chance to maximize the strength of the relationship building CFACON has become known for.



SPONSOR

Additional sponsorship and branding opportunities are available. Talk to us about your goals and we will work within your budget to maximize your exposure in event promotion and on-site through out the event.

PRESENTING SPONSOR

\$10,000 - Exhibit Space Included

Together with the CFA, the Presenting Sponsor is the public face of the largest annual gathering dedicated to the cast-in-place concrete industry. Your brand will be associated with every piece of event promotion through out the year, on site through the event and in wrap-up communication.

The CFA will work with you to maximize your exposure and ROI, and position your company at the forefront of this event. The opportunity to reach thousands of decision makers through event promotion through out the year is only one major benefit. Your partnership with the CFA for this major event will position your company to be the most visible brand in the association, and extend into our reach of thousands of your key customers.

Additional benefits include:

- Premium event signage locations (provided by sponsor)
- Speaking opportunity (general sessions)
- Premium Exhibit Space (Double Exhibit Space Included)
- Event lanyards with your company branding (provided by sponsor)
- 4 full convention registrations (20% off additional registrations)
- 2 Minute Video Feature in a Monday Morning Cup of CFA
- Accumulate points towards Preferred Supplier status
- Recognition in printed and digital promotion

Past Sponsors

- 2018 - [Schwing](#)
- 2019 - [Schwing](#)
- 2020 - [Irving Equipment](#)
- 2021 - [Irving Equipment](#)
- 2022 - [Form-A-Drain](#)
- 2023 - [Form-A-Drain](#), [Owens Corning](#)
- 2024 - [Form-A-Drain](#), [Irving Equipment](#)

AWARDS GALA SPONSOR

\$7,500 - Exhibit Space Included

Limited to 2 Sponsors

The Awards Gala is devoted to the recognition of commitment, performance, legacy and the top projects from the previous year. Your brand will be associated with event promotion through out the year, on site through the event and in wrap-up communications.

Additional benefits include:

- Premium signage during Awards Gala (provided by sponsor)
- 5-minute speaking opportunity at Awards Gala
- Premium Exhibit Space
- 2 full convention registrations (15% off additional registrations)
- 2 Minute Video Feature in a Monday Morning Cup of CFA
- Accumulate points towards Preferred Supplier status
- Recognition in printed and digital promotion

Past Sponsors

- 2018 - [Putzmeister](#)
- 2019 - [Putzmeister](#)
- 2021 - [Putzmeister](#)
- 2022 - [Putzmeister](#)
- 2023 - [Putzmeister](#)
- 2024 - [Putzmeister](#)

KEYNOTE SPONSOR

\$7,500 - Exhibit Space Included

Limited to 2 Sponsors

The CFA is in the process of selecting more big names for this year's event! Associate your brand with the Keynote Presentations. Your brand will be associated with promotion through out the year, on site and in wrap-up communications.

Additional benefits include:

- Premium signage on stage during keynotes (provided by sponsor)
- Opportunity introduce your company and introduce keynote speakers
- Premium Exhibit Space
- 2 full convention registrations (15% off additional registrations)
- 2 Minute Video Feature in a Monday Morning Cup of CFA
- Accumulate points towards Preferred Supplier status
- Recognition in printed and digital promotion

Past Sponsors

- 2017 - [Tremco](#)
- 2018 - [Tremco](#)
- 2019 - [Tremco](#)
- 2021 - [TUF-N-LITE](#)
- 2022 - [BIK, Badger Forms](#)
- 2024 - [GMX, Inc](#)

LEGACY SOCIAL SPONSOR

\$7,000 - Exhibit Space Included

Limited to 2 Sponsors

Celebrate the industry's pioneers at the CFA's Legacy Social, an event dedicated to honoring the achievements and contributions of past leaders. This gathering is a tribute to those who have shaped our profession, providing a moment for reflection and appreciation within our community. Sponsoring the Legacy Social not only associates your brand with the enduring legacy of excellence but also demonstrates your support for the foundational values of leadership and innovation that continue to drive our industry forward.

Additional benefits include:

- Premium signage during the event (provided by sponsor)
- Exhibit Space
- 2 full convention registrations (15% off additional registrations)
- 2 Minute Video Feature in a Monday Morning Cup of CFA
- Accumulate points towards Preferred Supplier status
- Recognition in printed and digital promotion

Past Sponsors

- 2018 - [GCI Slingers](#)
- 2019 - [CGI Slingers](#)
- 2019 - [Western Forms](#)
- 2019 - [Concrete Forms Services](#)
- 2021 - [Owens Corning, Concrete Forms Services](#)
- 2022 - [Concrete Forms Services, Novoform, GMX](#)
- 2023 - [Owens Corning](#)

FRIDAY NIGHT SOCIAL SPONSOR

\$5,000 - Exhibit Space Included

Limited to 4 Sponsors

Seize the opportunity to sponsor an unforgettable evening of networking and celebration designed to bring attendees and their families together in a unique, family-friendly setting. This event offers a relaxed atmosphere for genuine connections, away from the formalities of business discussions. Highlighted in our pre-event communications, your brand will gain significant exposure by fostering memorable moments and nurturing personal relationships within our community. It's an ideal platform for close-knit interactions, showcasing your commitment to enriching the industry's social fabric.

Additional benefits include:

- Premium signage during the event (provided by sponsor)
- Exhibit Space
- 1 full convention registration (10% off additional registrations)
- 2 Minute Video Feature in a Monday Morning Cup of CFA
- Accumulate points towards Preferred Supplier status
- Recognition in printed and digital promotion

Past Sponsors

- 2022 - [ICC Distribution](#), [GCI Slingers](#), [Nox-Crete](#)
- 2023 - [WP Supply](#)
- 2024 - [Nox-Crete Inc.](#), [Concrete Forms Services](#), [WP Supply](#), [Midwest Forms & Supply LLC](#)

EMERGING LEADERS EVENT SPONSOR

\$7,000 - Exhibit Space Included

Limited to 1 Sponsor

Support the future of the industry at the CFA's Emerging Leaders gathering, where young professionals meet to spark innovation and forge connections. This exclusive event highlights the energy and ideas shaping our field, offering networking, food, and drinks in a dynamic setting. As a sponsor, you'll align with progress, empowering the association's growth and showcasing your brand's commitment to nurturing the next generation of leaders in a lively and engaging environment.

Additional benefits include:

- Premium signage during the event (provided by sponsor)
- Exhibit Space
- 2 full convention registrations (15% off additional registrations)
- 2 Minute Video Feature in a Monday Morning Cup of CFA
- Accumulate points towards Preferred Supplier status
- Recognition in printed and digital promotion

Past Sponsors

- 2023 - [Owens Corning](#)
- 2024 - [Western Forms](#)

EDUCATION SPONSOR

\$6,000 - Exhibit Space Included

Limited to 4 Sponsors

Associate your brand with the education program at this year's event. The education component is the main focus of convention. Your brand will be associated with education promotion through out the year, on site through the event and in wrap-up communications.

Additional benefits include:

- Premium signage in general session room (provided by sponsor)
- Opportunity to introduce your company and be the moderator for general sessions (introducing speakers)
- Company brochures (provided by sponsor) to be placed in seminar room
- Exhibit Space
- 1 full convention registration (10% off additional registrations)
- 2 Minute Video Feature in a Monday Morning Cup of CFA
- Banner ad in CFA Classroom during Q2 and Q3
- Accumulate points towards Preferred Supplier status
- Recognition in printed and digital promotion

Past Sponsors

- 2021 - [Fox Blocks](#), [Verizon Connect](#), [Form-A-Drain](#)
- 2022 - [White Cap](#), [Fox Blocks](#), [Western Forms](#)
- 2023 - [Nox-Crete](#), [Owens Corning](#), [Western Forms](#)
- 2024 - [NEX](#)

HAPPY HOUR SPONSOR

\$6,000 - Exhibit Space Included

Limited to 2 Sponsors

If you want to stand out in the crowd, sponsor Happy Hour at this year's event! Happy Hour will take place on night 1 and 2 in the exhibit hall during exhibit hours. Your brand will be on all promotional material, all Happy Hour directional signs and through out the exhibit hall during happy hour.

Additional benefits include:

- Premium signage space during happy hour (provided by sponsor)
- Opportunity to host your brand merchandise at the bar
- Exhibit Space
- 1 full convention registration (10% off additional registrations)
- 2 Minute Video Feature in a Monday Morning Cup of CFA
- Accumulate points towards Preferred Supplier status
- Recognition in printed and digital promotion

Past Sponsors

- 2021 - [AutoCar](#)
- 2022 - [Schwing](#)
- 2023 - [Helix Steel](#)

CLOSING SOCIAL SPONSOR

\$5,000 - Exhibit Space Included

Limited to 4 Sponsors

End the event on a high note with the Closing Social, a high-energy celebration that reflects the local culture and spirit. This family-friendly finale offers a festive mix of dining, drinking, and genuine connections, celebrating the event's success and the relationships forged. Sponsoring this event associates your brand with a memorable send-off, highlighting community and joy as we look forward to future gatherings.

Additional benefits include:

- Premium signage space during happy hour (provided by sponsor)
- Exhibit Space
- 1 full convention registration (10% off additional registrations)
- 2 Minute Video Feature in a Monday Morning Cup of CFA
- Accumulate points towards Preferred Supplier status
- Recognition in printed and digital promotion

Past Sponsors

- 2021 - [ICC Distribution Group, Novoform, GCI Slingers](#)
- 2022 - [ICC Distribution, GCI Slingers](#)
- 2023 - [GMX, ICC Distribution Group](#)
- 2024 - [ICC Distribution Group](#)

GUEST SOCIAL SPONSOR

\$4,000 - Exhibit Space Included

Limited to 2 Sponsors

The 6th Annual Guest Social is back by popular demand! Beginning in 2019, the CFA hosted lunch and drinks for the guests and spouses to get to know each other while attendees were in education sessions. The guest social continues to grow in numbers each year, and with the help of our sponsors, the CFA will continue to foster a family friendly environment at convention, year after year.

Additional benefits include:

- Exhibit Space
- 1 full convention registration
- 2 Minute Video Feature in a Monday Morning Cup of CFA
- Two complimentary attendance passes to the guest social
- Accumulate points towards Preferred Supplier status
- Recognition in printed and digital promotion

Past Sponsors

- 2021 - [Stabila, Form-A-Drain](#)
- 2022 - [Progressive Foam, Owens Corning](#)
- 2023 - [Progressive Foam Technologies, Starlite Forms & Supply](#)
- 2024 - [Progressive Foam Technologies](#)

HOSPITALITY SPONSOR

\$3,500 - Exhibit Space Included

The hospitality sponsor(s) will have their logo displayed alongside meals and breaks at the hotel through out the event. Your brand will be associated with event promotion through out the year, on site through the event and in wrap-up communications.

Additional benefits include:

- Your brand will be visible along side each meal and break at the hotel
- Exhibit Space
- 1 full convention registration
- Accumulate points towards Preferred Supplier status
- Recognition in printed and digital promotion

Past Sponsors

- 2024 - [Prinsco Inc, OnePoint Business & Insurance Services, GluDown Inc, Wall-Ties & Forms, JDR Enterprises, Badger Forms](#)

EXHIBIT

EXHIBIT SPACE

\$2,750 - CFA MEMBERS

\$3,750 - NON-MEMBERS*

Imagine approximately 60 of your sales calls taking place in just 3 days. If you have a product or service for the cast-in-place concrete industry, you cannot afford to miss this event. The number of exhibiting companies has increased 35% from 2016, and continues to grow annually. The purchase of exhibit space includes:

**Non-members are invited to participate one introductory year. Membership is required after that to continue participating.*

ALL EXHIBIT SPACE INCLUDES

- Exhibit Space with Pipe and Drape
- (1) 6 ft. draped table with two chairs
- 1 full convention registration - Must register separately once registration opens.

PRELIMINARY DEDICATED EXHIBIT HOURS*: Thursday, July 17

3:00 - 5:00pm - Opening Exhibits & Happy Hour

Friday, July 18

3:00 - 5:00pm - Exhibit Time & Happy Hour

***Subject to change.** Please note a great deal of business also take place through conversations and networking events outside of dedicated exhibit hours. The Concrete Foundations Convention builds in numerous networking opportunities for the benefit of attendees and exhibitors alike.



PLEASE REGISTER ONLINE.



bit.ly/CFACON25SponsorExhibit

THANK YOU.

Really, thank you! Your participation means a lot to this association and to your industry. Through the support of companies like yours, we are able to expand our education program, provide networking opportunities across the country, celebrate successes and learn from challenges, advance the industry's products and technology, and so much more...