

Presented by



APRIL 4-6, 2027 • FT. WORTH, TX

Hosted By  Southland.

SPONSORSHIP PROSPECTUS

Please contact us at partners@smacna.org for more information.



Showcase Your Brand Where Fabrication Leaders Connect

Position your company in front of the professionals shaping the future of sheet metal fabrication.

The **SMACNA Fab Forum** is one of the industry's premier educational and networking events, bringing together more than **250 fabrication professionals**, including contractors, shop managers, operations leaders, manufacturers, suppliers, and technology innovators from across North America.

Attendees come to learn, exchange ideas, discover new technologies, and build relationships that improve the efficiency, safety, and profitability of their fabrication operations.

This year's Forum features an **exclusive behind-the-scenes tour of Southland Industries state-of-the-art fabrication facility**, providing attendees with a firsthand look at cutting-edge fabrication processes, automation, and operational excellence.



Who You'll Meet

The Fab Forum attracts professionals including:

- Fabrication Shop Managers
- Operations Executives
- Project Managers
- Estimators
- Manufacturing Leaders
- HVAC and Sheet Metal Contractors
- Equipment Manufacturers
- Software & Technology Providers
- Industry Consultants
- Decision Makers



5 REASONS TO SPONSOR

Sponsoring the SMACNA Fab Forum provides your organization with the opportunity to:

- 1** Increase brand awareness among key industry decision-makers.
.....
- 2** Showcase your products, services, and innovative solutions.
.....
- 3** Develop meaningful relationships with contractors and fabrication leaders.
.....
- 4** Demonstrate your commitment to advancing the sheet metal and HVAC industry.
.....
- 5** Generate qualified business opportunities through face-to-face engagement.



Exclusive Hosted Tour

Hosted By



The highlight of this year's event is a private tour of **Southland Industries'** advanced fabrication facility in the Fort Worth area.

Attendees will experience:

- Advanced fabrication technologies
- Manufacturing process innovations
- Automation and robotics
- Best practices in shop operations
- Workforce development strategies
- Innovative production workflows



Invest in Relationships That Build Business

Whether your goal is launching a new product, strengthening customer relationships, increasing brand recognition, or expanding your presence in the fabrication marketplace, the SMACNA Fab Forum offers direct access to the professionals who influence purchasing decisions throughout the industry.

Join us in Fort Worth and become part of the conversations driving the future of fabrication.

We look forward to meeting you at the 2027 SMACNA Fab Forum.

TITLE SPONSOR

Benefits Include:

- Exclusive Title Sponsor recognition throughout the event
- Exclusive placement of marketing materials
- Exclusive signage, and printed
- Exclusive placement on general session agenda slides
- Speaking opportunity or welcome remarks
- Premium exhibit booth with first booth selection
- Two complimentary full conference registrations
- Two complimentary exhibitor staff badges
- Recognition in post-event communications and social media
- Exclusive logo placement on the app home screen
- Sponsor banner within the app
- Recognition on the website and printed agenda

COST: \$30,000

SOLD OUT



GOLD SPONSOR

Benefits Include:

- Complimentary exhibit booth
- Logo featured on general session agenda slides
- Logo on event signage
- Logo on the event website
- Logo in the printed agenda
- One complimentary full conference registration
- One complimentary exhibitor staff badge

COST: \$8,000



SILVER SPONSOR

Benefits:

- Complimentary exhibit booth
- Logo in event marketing emails
- Logo on the event website
- Logo on event signage
- Logo in the printed agenda
- One complimentary exhibitor staff badge

COST: \$5,000

BRONZE SPONSOR

Benefits:

- Complimentary exhibit booth
- Logo on the event website
- Logo in the printed agenda
- Logo on shared sponsor signage
- One complimentary exhibitor staff badge

COST: \$3,000



BILLY BOB'S OFFSITE RECEPTION SPONSOR (EXCLUSIVE)

Monday, April 5, 2027 | 7:00–9:00 p.m. | Billy Bob's Texas, Fort Worth Stockyards

Benefits:

SOLD OUT

- Reception at Billy Bob's Texas
- Signage throughout the venue
- Pop displays
- Logo on TV screens above the bars
- Opportunity to name a signature cocktail
- Verbal recognition during the event
- Recognition on the website, mobile app, and printed agenda

COST: \$13,000

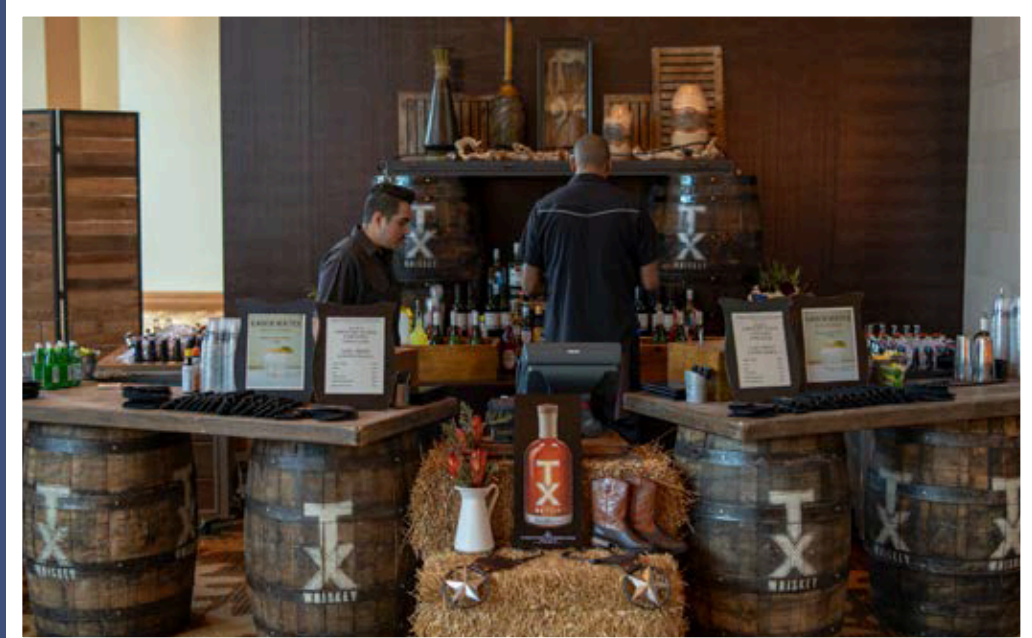


OPENING RECEPTION SPONSOR (EXCLUSIVE)

Benefits:

- Exclusive sponsor of the Opening Reception
- Recognition during welcome remarks
- Logo on reception signage
- Logo on event website and mobile app
- Cocktail napkins and tabletop signage
- Recognition in the printed agenda

COST: \$10,000



SOUTHLAND INDUSTRIES LUNCH SPONSOR (EXCLUSIVE)

Benefits:

- Sponsor recognition during lunch at Southland Industries
- Lunch signage
- Opportunity to provide branded giveaways
- Recognition in the mobile app and printed agenda

COST: \$10,000

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SHUTTLE TRANSPORTATION SPONSOR (EXCLUSIVE)

Benefits:

- Logo displayed on shuttle buses
- Recognition inside shuttle buses
- Recognition on transportation schedules
- Website and mobile app recognition

COST: \$5,000



COFFEE BREAK SPONSOR (2 AVAILABLE)

Benefits:

- Signage at coffee stations
- Logo on coffee bar displays
- Recognition on the event website and mobile app

COST: \$2,000 ea



OMNI FORT WORTH HOTEL BRANDING OPPORTUNITIES

LARGE SILVER COLUMNS (2)

COST: \$5,500

HOTEL KEY CARDS (EX) **SOLD OUT**

COST: \$5,000

LARGE BRICK COLUMNS (2)

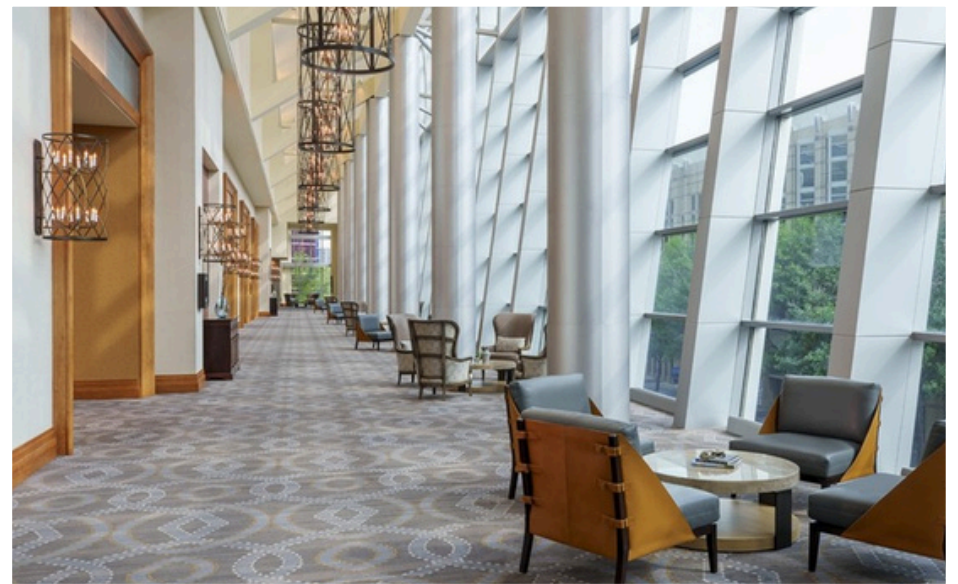
COST: \$4,000

WINDOW CLINGS (3)

COST: \$1,500

COFFEE TABLES (MULTIPLE)

COST: \$500 ea



2027 SMACNA FAB FORUM

IMPORTANT DETAILS



SPONSOR DEADLINE:

February 5, 2027

ASSETS NEEDED:

Logo Files (vector preferred), Promotional Content, Signage Requests

CONTACT FOR QUESTIONS OR BOOKING:

Chris Grady

Manager, Strategic Partnerships & Industry Engagement

Email: cgrady@smacna.org

Phone: (703) 727.3806

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SPONSORSHIP APPLICATION



AVAILABLE SPONSORSHIP

- ☒ Title Sponsor (SOLD) \$30,000
- ☐ Gold Sponsor \$8,000
- ☐ Silver Sponsor \$5,000
- ☐ Bronze Sponsor \$3,000
- ☒ Billy Bob's Offsite Reception (SOLD) \$13,000
- ☐ Opening Reception Sponsor \$10,000
- ☐ Southland Industries Lunch Sponsor ... \$10,000
- ☐ Shuttle Transportation Sponsor \$5,000
- ☐ Coffee Break Sponsor \$2,000

Omni Fort Worth Hotel Branding

- ☐ Large Silver Columns (2) \$5,500 Qty: ____
- ☒ Hotel Key Cards (SOLD) \$5,000
- ☐ Large Brick Columns (2) \$4,000 Qty: ____
- ☐ Window Clings (3) \$1,500 Qty: ____
- ☐ Coffee Tables (multiple) \$500 Qty: ____

COMPANY INFORMATION

Company Name

Company Address

City

State/Province

Zip Code

Country

CONTACT INFORMATION

Name

Job Title

Email

Phone

ACCEPTANCE

Our company hereby submits our application for the sponsorship opportunity or opportunities selected on this form for the 2027 Fab Forum in Fort Worth, TX. My signature confirms that I have read, understand and agree that this is only an application to become a sponsor at the 2027 Fab Forum, and that no sponsorship benefits will be conferred or remitted to my company until SMACNA accepts my company's application. I understand SMACNA reserves the right to reject any 2027 Fab Forum sponsorship application for any reason. I further understand that by submitting this application, if accepted, and paying the sponsorship payment, I have accepted and my company is bound by the Terms and Conditions of sponsorship.

Signature

Title

Date

Name

Company

Please submit this completed form via email to partners@smacna.org by February 5, 2027.