

20
26

ANNUAL CONFERENCE
**SPONSORSHIP
PROSPECTUS**

OCTOBER 6–8, 2026

*Atlanta Marriott Marquis
Atlanta, Georgia*



SFPE
2026 ANNUAL 
CONFERENCE
& EXPO ATLANTA

About the Conference

The SFPE Annual Conference & Expo is the premier international event for fire protection and fire safety engineering professionals. Building on the success of the 2025 Annual Conference & Expo in Vancouver, British Columbia, the 2026 event will continue to deliver world-class education, innovation, and networking for the global fire safety community.

Expected Attendance:

500+ (based on 2025 metrics)

Why Sponsor?

- Engage directly with buyers and specifiers
- Elevate brand visibility before, during, and after the event
- Highlight new products and technologies
- Generate qualified leads
- Demonstrate commitment to the fire protection engineering profession

Exhibit Hall Highlights

The Expo Hall at the **Atlanta Marriott Marquis** will be the central hub for:

- Dedicated exhibit hours
- Networking receptions
- Product demonstrations
- Lead retrieval opportunities
- Direct engagement with decision-makers

Venue

Atlanta Marriott Marquis

265 Peachtree Center Ave NE
Atlanta, Georgia 30303 USA

Located in the heart of downtown Atlanta with world-class meeting facilities and convenient access to Hartsfield-Jackson Atlanta International Airport.



Attendees include:

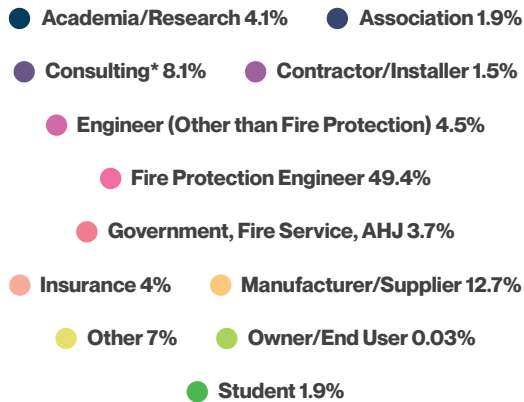
- Fire protection engineers and designers
- Code officials and AHJs
- Researchers and academics
- Manufacturers and solution providers
- Building owners, insurers, and risk managers
- Experts in performance-based design



2025 ANNUAL CONFERENCE & EXPO BY THE NUMBERS

Attendees **526** Exhibitors **57** Sponsors **21** Speakers **59** Technical Sessions **45**

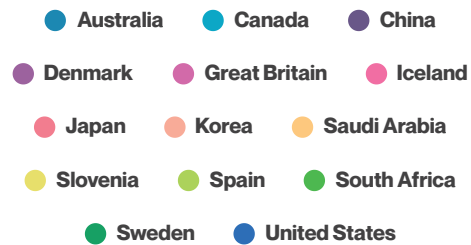
Profession Type



*Consulting includes Consulting Engineers, Design Engineers, and more.

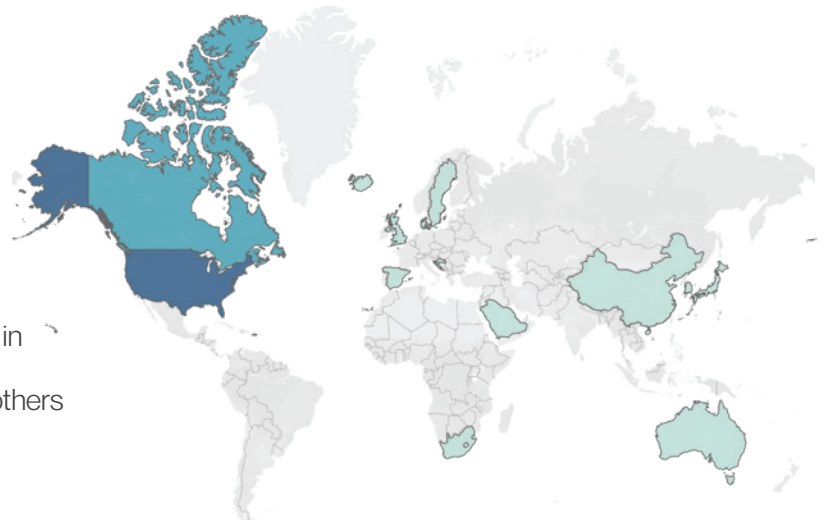
Attendees from 14 Countries

North America 90% | Europe 4% | Asia 3% | Africa 1% | Oceania 2%



Attendee Feedback?

- 26% First-time attendees
- 71% Attendees with over ten years of experience in Fire Protection Engineering
- 98% Attendees would recommend the event to others



Sponsorship Packages

***ALL CORPORATE 100 PARTNERS RECEIVE A \$600 DISCOUNT ON THEIR BOOTH SPACE**

Not a Corporate 100 Partner?

Contact Rose Portera at rportera@sfpe.org for more information)

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INFERNO SPONSORSHIP

\$10,500 USD*

Gain maximum exposure as an Annual Conference Inferno Sponsor with a package that includes prime positioning throughout the event.

Sponsorship package includes:

- Premier recognition as an *Inferno Sponsor*
- One (1) complimentary 10' x 10' exhibit space in a premium location – space includes one table and two chairs
- Four (4) full Conference & Expo registrations
- Option to place (1) item in each tote bag (sponsor provided)
- Logo with hyperlink on conference website
- Inclusion in social media posts thanking sponsors
- Banner advertisement in Conference Daily e-blast
- Logo in mobile app and digital program
- Recognition on onsite signage and plenary slides
- Verbal acknowledgement during general session
- Access to opt-in pre/post-registration Attendee list

Additional Free Add-Ons Inferno Level, Choose One:

- **President's Opening Welcome reception** (1 available) **SOLD**
 - Exclusive placement of logo on all event signage
 - Branded cocktail napkins
 - Option to provide party favor to all attendees (provided by the sponsor, approved by SFPE)
 - Verbal acknowledgement during general session
 - Recognition on conference website-schedule as opening night reception sponsor
- **Mobile App Sponsor** (1 available) **SOLD**
 - Exclusive Sponsor featured in conference registrants' app download instructions
 - Availability to add branding to the mobile app. 1024x256 pixels Banner Ad with URL link
 - One (1) Sponsor Push Notification
- **Daily Feature on LED Monitor** (3 available)

This makes a great impression with the LED monitor in a high traffic area for your visibility with this eye-catching display. Available for one (1) day. Day will be assigned on a first-come, first-served basis. Design provided by sponsor and files due September 15.
- **Charging Station** (2 available) **1 available**

Associate your brand with one highly utilized sponsor-branded charging station located in a high-traffic area.

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BLAZE SPONSORSHIP

\$8,000 USD*

Highlight your company as an Annual Conference Blaze Sponsor with a package that highlights your brand throughout the event.

Sponsorship package includes:

- Recognition as *Blaze Sponsor*
- One 8' x 8' tabletop exhibit space – includes one table and two chairs
- Three (3) full conference registrations
- Option to place (1) item in each tote bag (sponsor provided)
- Logo on conference website
- Logo on all conference-related email communications
- Inclusion in social media posts thanking sponsors
- Recognition on onsite signage and plenary slides
- Access to opt-in pre/post registration Attendee list

Additional Free Add-Ons Blaze Level, Choose One:

- **Lunch Sponsor** (2 available) **1 available**
 - Exclusive placement of logo on all event signage
 - Thank you message in the pre-conference messaging
 - Recognition on the conference website as lunch sponsor
- **Tote Bag Sponsor** (1 available) **SOLD**
 - Logo inclusion on approximately 500+ tote bags provided to attendees
- **Lanyard Sponsor** (1 available) **SOLD**
 - Exclusive logo inclusion on lanyards provided to all attendees
 - Exclusive logo placement on registration signage during event.
- **WiFi Sponsor** (1 available)
 - Selection of WiFi password
 - Exclusive promotion during the event as the wi-fi sponsor
 - Logo & selected password will be prominently displayed within conference mobile app
- **Speaking time slot** (6 available) **SOLD**
 - 30-minute speaking opportunity during the live sponsored conference track
 - SFPE will promote as part of the conference schedule
 - Presentation will be uploaded to conference mobile app
 - Access to session attendee list

Sponsorship Packages

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FLAME SPONSORSHIP

\$6,000 USD*

Sponsorship package includes:

- Recognition as *Flame Sponsor*
- One 8' x 8' tabletop exhibit space – includes one table and two chairs
- Two (2) full conference registrations
- Logo on conference website and digital program
- Logo on all conference-related email communications
- Recognition on onsite signage and plenary slides
- Access to opt-in pre/post registration Attendee list

Additional Free Add-Ons Flame Level, Choose One:

- **Networking Break Sponsors** (12 available) **8 available**
 - Logo placement for all sponsors during the coffee/networking breaks (6 breaks)
 - Recognition on conference website and break slide deck as networking break sponsor
 - Logo placement on Meal/Networking break signage
- **Social Media Takeover** (4 available) **SOLD**
 - Takeover will be held Sept.28 – Oct. 2
 - Sponsor provides 2 posts for SFPE LinkedIn posted by an SFPE representative from 9 am – 5 pm EST
 - All posts must be submitted by September 15 for review by SFPE and should include complete text, graphics, and links.
- **Meter Board Sign on General Session Floor Level or high traffic areas** (6 available)
 - Prominently displayed for all attendees
 - Design provided by Sponsor to SFPE no later than September 7

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EXHIBITOR SPONSORSHIP

\$4,000 USD*

Sponsorship package includes:

- One 8' x 8' tabletop exhibit space
- One (1) full conference registration
- Company listing on conference website
- Opportunity to purchase additional add-on packages
- Access to all networking events

FRIENDS OF SFPE

(First Time Exhibitors Only)

Limited availability – intended for first time exhibitors only

\$3,000 USD*

Sponsorship package includes:

- One 8' x 8' tabletop exhibit space – includes one table and two chairs
- One (1) full conference registration
- Company listing on conference website

FRIENDS OF SFPE

(Non-Profit Organizations)

Ideal for associations, universities, and mission-driven organizations

\$2,500 USD*

Sponsorship package includes:

- Discounted exhibitor presence includes an 8' x 8' tabletop exhibit space with one table and two chairs
- One (1) full conference registration
- Company listing on conference website

Sponsorship Packages

Not seeing a sponsorship opportunity that aligns with your company goals? Custom packages are available. Please email rportera@sfpe.org



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Our sponsorships are customizable to best suit your needs. Select the package that is right for your organization, then choose from a selection of available opportunities to build brand recognition.

Special Interest Group Support - \$5,000

Selection of Sponsorship for one of the following interest groups: Emerging Professionals, Women in Fire Protection Engineering, Fire Protection Engineers in Fire Service. Prominent logo placement, verbal acknowledgement, and custom event invites.

Daily Feature on LED Monitor - \$4,000 per day* (3 available)

This makes a great impression with the LED monitor in a high traffic area for your visibility with this eye-catching display. Date will be assigned on a first-come, first-served basis. Design provided by sponsor and files due September 15. *Multi-day discounts available - contact us for special pricing.

Step & Repeat Photo Wall Sponsorship - \$4,000 (1 available)

Showcase your brand with a custom step-and-repeat photo wall placed in a high-traffic area. This sponsorship offers prime logo visibility as attendees and clients capture and share photos throughout the event, extending your reach both onsite and across social media. A great way to align your brand with memorable moments and high attendee engagement.

Charging Station - \$3,500 (2 available)

Associate your brand with one highly utilized sponsor-branded charging station located in a high-traffic area.

Tech Tour & Shuttle - \$2,500 (2 tours available) - TBD

Exclusive logo inclusion on all digital communications for tour registration and promotions before/after the tour; Logo inclusion on the conference website as tour and shuttle sponsor, opportunity to provide tour attendees with a flyer on the return trip.

Sponsored Poster Presentations - \$2,000 (Exclusive)

Present technical content in the poster gallery. Sponsor must submit final poster design to SFPE at least one month prior to the event.

Ice Cream Social - \$2,000

This Pre-Conference networking event follows the Chapter Leadership Forum. Prominent logo placement for this exclusive opportunity.

Floor Clings - \$1,500

Drive foot traffic to your booth with an exclusive placement of logo & booth number on two floor clings in the Expo Hall. Design provided by Sponsor to SFPE one month prior to event.

Meter Board Sign - \$1,500

Placed in high-traffic areas. One-sided 4-color high-resolution print. Design provided by Sponsor to SFPE by one month prior to event.

Additional conference registration badges - \$1,125

Badges may be purchased at a discount exclusively available to confirmed sponsors/exhibitors. This preferred pricing provides added team members with full access to conference sessions, networking events, and expo events. EXPO ONLY BADGES ARE NOT AVAILABLE.

Tote Bag Insert/Sample - \$750

Perfect for company advertising materials, brochures, or booth giveaways. We also have availability for branded products like water bottles, pens, power banks, stress balls, hand sanitizers, etc. Anything that can fit in a conference tote bag. 500+ items must be provided to SFPE by the sponsor.