

2025 EXHIBITOR PROSPECTUS

IN PARTNERSHIP WITH
DHI
Door Security +
Safety Professionals

FORT WORTH STOCK YARDS

DHI conNexTions

NOV. 5-6, 2025 ★ FORT WORTH, TX

Fort Worth Convention Center

OWNED & PRODUCED BY



IRONMARKETS
CONNECTED SOLUTIONS



DHI CONNEXIONS: WORTH IT.

ABOUT

DHI conNextions is the only conference and tradeshow serving the non-residential door and hardware industry in North America. Through high-quality education and hands-on training, facilitated networking and demonstrations of the latest products and technology, DHI conNextions provides door security and safety professionals with the collective intelligence needed to advance their careers and grow their businesses in today's rapidly evolving market.



DHI conNextions is THE place to market non-residential doors, hardware, electronic security and access control, specialty building products and other related services for the architectural openings industry. **Nowhere else can you reach more distributors/dealers and influential stakeholders in one place than DHI conNextions.**

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IF I AM A DISTRIBUTOR OUT THERE, ANYWHERE ACROSS THE COUNTRY, AND I'M LOOKING TO TAKE A PEEK AT WHAT OUR INDUSTRY OFFERS AND WHAT KIND OF CONNECTIONS I CAN MAKE. THIS IS A SHOW TO COME TO. THIS IS THE PLACE WHERE YOU'RE GOING TO HAVE ALL OF THE DISTRIBUTORS AND ALL OF THE MANUFACTURERS OF THE DIFFERENT ITEMS THAT YOU MAY NEED. YOU'RE ALSO GOING TO RUB ELBOWS AT SOME OF THE AFTER HOURS EVENTS WITH OTHER ATTENDEES - DEVELOPING FRIENDSHIPS.

CHUCK DUNCAN, NATIONAL CUSTOM HOLLOW METAL

DHI
conNextions

WHY EXHIBIT?



- ★ **Gain access to the largest gathering of distributors and industry stakeholders** in North America
- ★ **Develop new business partnerships and close deals** with attendees who have purchasing power
- ★ **Share your expertise** – DHI conNextions provides an interactive, educational environment that is the perfect opportunity to educate, inform and engage your customers and put your products directly into their hands
- ★ **Showcase your newest products, technology and innovations** while gaining important customer feedback and market intelligence
- ★ **Protect market share** and position your value and brand ahead of the competition
- ★ **Reinforce and nurture relationships** with new and existing customers
- ★ **Support channel partners** and the architectural openings industry



“

IT'S IMPORTANT TO HAVE EVENTS LIKE DHI FOR THE EDUCATIONAL ASPECTS, AS WELL AS SEEING CUSTOMERS AND HAVING A GOOD TIME. I THINK IT'S VERY IMPORTANT TO CONTINUE EDUCATION IN THE DOOR HARDWARE INDUSTRY. GET NEW PEOPLE IN. EDUCATE THEM ABOUT WHAT WE DO HERE AND THE ASPECTS OF SAFETY AND SECURITY.

SONNY HAGER, HAGER COMPANIES

ATTENDEE PROFILE

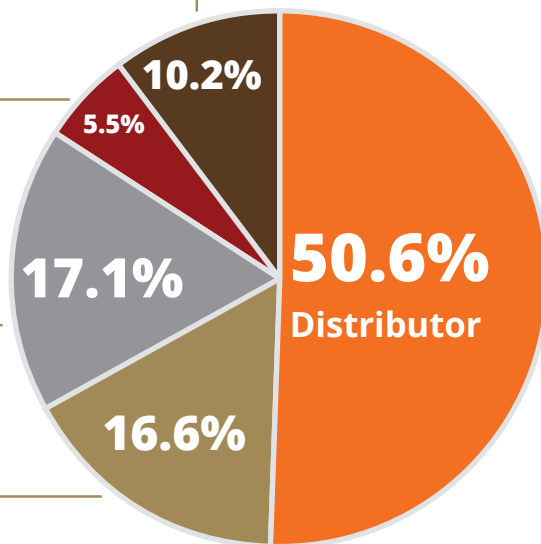
BUSINESS TYPE

OTHER (speakers, installers, end-users, consultants)

STAKEHOLDER (architect, contractor, facility manager, locksmith, security integrator)

INDEPENDENT SALES AGENT

MANUFACTURER/ SUPPLIER



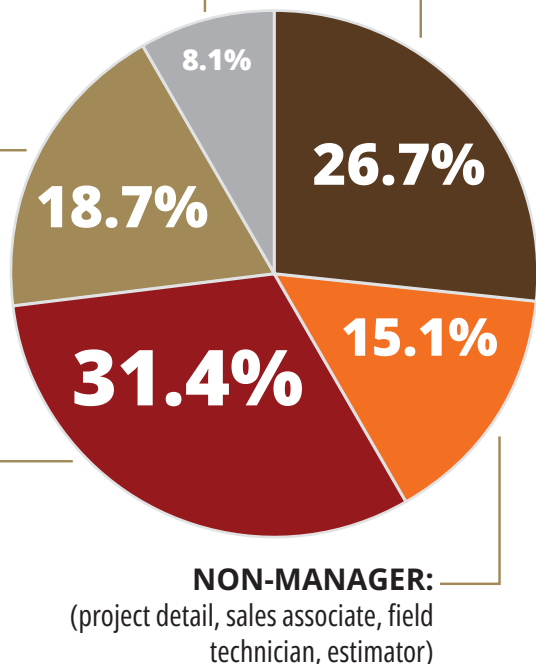
ORGANIZATIONAL ROLE

MANAGER (project manager, sales manager, spec writer)

OTHER

OWNER/ PRINCIPAL

EXECUTIVE LEADERSHIP: (c-suite, president, director, VP):



AGE DIVERSITY

0.3%

Over 77

1.9%

Under 25

28.2%

58 - 76
Years Old

26.6%

25-41
Years
Old

43%

42-57 Years Old

BUYING POWER

23.2%

Less than \$5
Million

48.2%

\$15+
million

17.4%

\$5-10 million

11.2%

\$10-15 million

RETURNING

33.7%

First-Time
Attendees

66.3%

Returning
Attendees

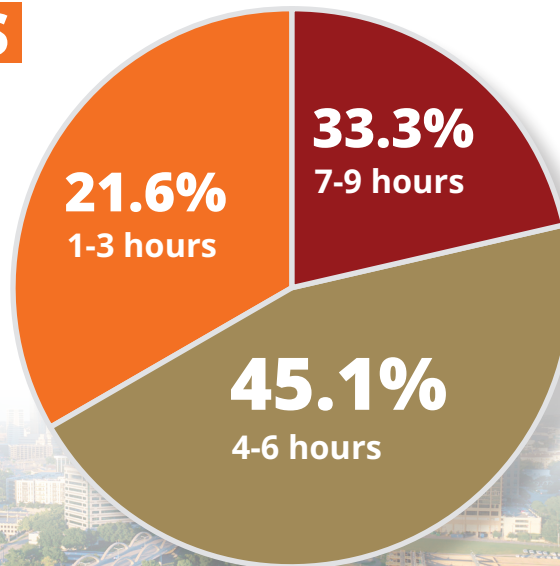
ATTENDEE SURVEY RESULTS

REASONS TO ATTEND

- #1** DEVELOP NEW BUSINESS PARTNERSHIPS & CUSTOMERS
- #2** REINFORCE & NURTURE RELATIONSHIPS WITH EXISTING CUSTOMERS
- #3** SHOWCASE NEW PRODUCTS & TECHNOLOGY
- #4** SUPPORT CHANNEL PARTNERS & THE ARCHITECTURAL OPENINGS INDUSTRY
- #5** PROTECT MARKET SHARE/POSITION YOUR VALUE & BRAND AHEAD OF THE COMPETITION

TOTAL HOURS

SPENT ON THE
SHOW FLOOR



“

I THINK ONE OF THE BIG PIECES AND DRIVERS FOR JOINING WOULD BE GETTING TO REALLY MAKE THOSE CONNECTIONS WITH THOSE CUSTOMERS FACE TO FACE. I THINK BUILDING RELATIONSHIPS IN PERSON IS INVALUABLE. AND SOMETHING THAT WOULD REALLY IMPROVE YOUR BUSINESS AND DRIVE YOUR BUSINESS FORWARD IN THE FUTURE.

SHAYE NEWMAN,
USA WOOD DOOR

“

WE HAVE AN OPPORTUNITY TO SHARE SOME TRADE SECRETS, GET TOGETHER AND LEARN ABOUT HOW EVERYONE IS RUNNING THEIR BUSINESSES. I THINK THAT REALLY BENEFITS EVERYONE THAT'S INVOLVED. THIS IS OUR SECOND TIME AT A DHI EVENT, AND, YOU KNOW, WE'RE ALREADY GOING TO BE BOOKED FOR NEXT YEAR.

IAN WAGNER,
TRUE CONTRACTOR SOFTWARE

EXHIBIT SPACE

NOV. 5-6, 2025 ★ FORT WORTH, TX

Incredible Value Included with Exhibiting:

- Four complimentary, all-access, exhibitor staff passes for a 10 x 10, two for each 10 x 10 thereafter
- Free product display in the New Product Showcase
- Free attendee appointment scheduling and matchmaking recommendations
- Free exhibitor listing in official Show Guide, mobile app and website
- 50 complimentary exhibit hall only passes to share with customers and prospects
- Opportunity to present in Innovation Theater

EXHIBIT SPACE RATES

Booth Size	Standard Rate
10 x 10	\$3,700
10 x 20	\$7,300
10 x 30	\$10,950
10 x 40 Island	\$14,600
20 x 20 Island	\$14,600
20 x 30 Island	\$21,750
20 x 40 Island	\$29,150
20 x 50 Island	\$36,400

Additional \$50 for each draped corner

RESERVE YOUR SPACE TODAY! Contact Anthony O'Shea at 770.432.8410 x109 or aoshea@tradeshowlogic.com

FORT WORTH CONVENTION CENTER

EXHIBIT HALL A

SHOW HOURS

Wednesday, November 5 | Thursday, November 6
Noon – 4:30 p.m.



For LIVE Layout, visit: dhiconnections2025.expofp.com

ADVERTISING AND SPONSORSHIPS

Make a bigger impact with advertising and sponsorship opportunities.

DHI conNextions is dedicated to ensuring that sponsors receive high-quality attention. Available advertising and sponsorship opportunities prominently display your company's message to draw interest among your intended audience and maximize your return on investment. Customized opportunities are also available—let us know how we can help you achieve your goals!

ANTHONY O'SHEA

Exhibit Sales & Sponsorships
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AMY SCHWANDT

Chief Revenue Officer
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MARKET TO ATTENDEES BEFORE, DURING AND AFTER SHOW

E-MAIL DEPLOYMENT TO ATTENDEES

Your custom message promoting your product/service will be emailed to every registered attendee before or after the show. Copy and graphics must be supplied by sponsor. Hurry, limited dates available! **\$1,950**

SHOW DAILY UPDATE SPONSOR **EXCLUSIVE**

Exclusive sponsorship of the daily updates (Know Before You Go, Wednesday and Thursday) sent to all attendees highlighting the day's schedule and events. Promotions will be sent via email and posted on social media, with sponsor branding included on all updates. **\$4,500**

SHOW GUIDE ADVERTISING

Included in each attendee's registration bag, the official show guide contains important exhibitor information, including schedule of events, exhibitor and product listings and floor map. Increase your company's visibility and drive booth traffic with your advertisement.

Quarter-page \$1,200

Half-page \$1,900

Inside front, inside back or back cover \$3,000

Full-page \$2,500

SHOW GUIDE BELLYBAND **EXCLUSIVE**

Wrap your company's ad/message around the show guide. A high-impact opportunity with maximum visibility as attendees reference their program. **\$3,500**

SHOW BAG INSERT

Sponsor provided flyer or item to be inserted into the show bag given to every attendee at registration. Limited to 10 sponsors. **\$1,750**

CORPORATE VIDEO PRODUCTION

Take advantage of having your range of products and subject matter experts under one roof! Our professional videographer will allot one hour of shooting time in your booth, conducting up to three interviews and obtaining footage that highlights your product(s) and/or services. Turnaround time on professionally edited video will be up to 6-weeks. **\$2,500**

GRAB THE FUTURE BY THE HORNS

ADVERTISING AND SPONSORSHIPS

HIGH IMPACT ATTENTION GRABBERS

REGISTRATION SPONSOR **EXCLUSIVE**

Be the first thing everyone sees as they arrive at registration on-site. As the exclusive registration sponsor, your company logo will be displayed on all registration desks/kiosks signage as well as the registration confirmation email received by every registrant. **\$7,000**

LANYARD SPONSOR

Your company logo (1-color) will be printed on all lanyards given out at registration. An ever-present promotion of your brand throughout the entire event. **\$6,000**

BADGE SPONSOR

Your company logo will be highly visible with placement on all attendee badges. Sponsors to provide vector logo artwork. **\$5,000**

SHOW BAGS **EXCLUSIVE**

The ultimate walking billboard! Branded with your company logo and the DHI conNextions logo, the show bags are provided to every attendee in the registration area. **\$6,250**

AISLE BANNERS

This high-visibility sponsorship includes your logo and booth number displayed on all aisle signage for each aisle in the exhibit hall. **\$5,000**

HOTEL KEY CARD SPONSOR

Nothing's more important than keeping track of your room key! Attendees will seek out their key card with your brand messaging each time they access their hotel room. Production and delivery to hotels within approved block are sponsor's responsibility. **\$4,500**

EXTRA SIGNAGE ON THE SHOW FLOOR

FLOOR GRAPHICS

Place your company logo, message and booth number on a 3' x 3' floor graphic on the exhibit hall floor to direct traffic to your booth.

\$500 each or 3 for \$1,250

METER BOARDS

Get your brand, message and booth number in front of the eye of every attendee with a 39" x 84" meter board placed in exhibit hall. **\$995**

SUCCEEDING THROUGH EDUCATION

PEN WITH STYLUS

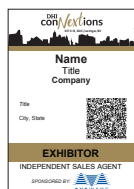
Everyone needs them at the show and back at the office! Put your name in the hands of attendees with a comfortable pen-stylus handed out at registration. **\$2,500**

EDUCATION CONFERENCE REFRESHMENT SPONSOR **ONLY 2 AVAILABLE**

Receive recognition throughout the conference by becoming a fixture at sessions throughout the show. Your company logo will be displayed on signage in the break area and on coffee sleeves. **\$3,000**

EXCLUSIVE EDUCATION TRACK SPONSOR

Position your brand as a thought leader by sponsoring an exclusive education track. Gain premium visibility among professionals earning continuing education credits, ensuring high engagement with your brand. Your sponsorship includes prominent branding across all pre-show promotions, on-site signage, and the show guide, making you the go-to name in industry education. **Available Tracks:** Trends & Technology, Business Management, Sales & Marketing, Safe-Schools, Healthcare and Codes. **\$3,000**



CONTACT US
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aoshea@tradeshowslogic.com

AMY SCHWANDT
Chief Revenue Officer
aschwandt@iron.markets

Tuesday, May 8
8:00 AM - 5:00 PM

Wednesday, May 9
7:00 AM - 4:00 PM

Thursday, May 10
7:00 AM - 3:00 PM

ADVERTISING AND SPONSORSHIPS

EXTRA NOTABLE OFFERINGS

PASSPORT TO PRIZES

Receive valuable and guaranteed attendee exposure through this “register-to-win” incentive. Every attendee will be handed a Passport to Prizes card at registration in which they must visit every participating exhibitor in order for a chance to win fabulous prizes. This is a prime way to ensure attendees visit your booth and also keeps them interactive on the show floor through the end of the show. Winners will be announced on the last day of the exhibit hall and must be present to win. Participation is limited to 12 exhibitors and is on a first-come, first-served basis. **\$795**

PERSONAL HAND SANITIZER

Branded with your company logo, a 2 oz bottle of hand-sanitizer will be placed in every attendee show bag. **\$2,800**

ZIP-UP BOTTLE KOOZIE® KOOLER

Your logo will be prominently displayed on the KOOZIES handed to every attendee at registration. This is sure to draw attention as attendees use the KOOZIES to keep their beverage cold during the Happy Hour Networking reception. Additionally, any overage of KOOZIES will be displayed and available to attendees during the Happy Hour Networking reception. **\$5,000**



POPCORN SPONSORSHIP: A TASTY WAY TO ELEVATE YOUR BRAND!

EXCLUSIVE

Be the exclusive Popcorn Sponsor and put your brand in the spotlight with branded packaging, premium popcorn, and lead capture from all attendees who enjoy a snack. Our team manages the station, collecting badge scans and custom survey responses for you. Plus, gain extra exposure with email promotion before the event and onsite signage at your booth. A fun, interactive way to connect with prospects—secure your sponsorship today! **\$7,500**

SPONSORSHIP THROUGH UNFORGETTABLE EXPERIENCES

WEDNESDAY CO-SPONSORED NETWORKING RECEPTION

ONLY 6 AVAILABLE

Attracting the majority of show attendees on the exhibit hall floor, your company will receive invaluable exposure as attendees enjoy libations, hors d'oeuvres and ample networking. In addition to a PA announcement, your company name and logo will be included on the website, on-site signage, and in all printed promotion of the Happy Hour Networking Reception. Bar may be set up in/adjacent to your booth, space permitting. **\$10,000**

AFTER PARTY CO-SPONSOR

The after-party is where the real magic happens—a dynamic fusion of music, laughter, networking, and camaraderie. From branded signage to interactive experiences and entertainment, the after-party offers an experience that resonates with attendees and elevates your brand in a memorable and impactful way. Featured as a co-sponsor, your company logo will be prominently displayed on all after-party signage, schedule-at-a-glance signage, website and in all printed/digital promotion of the after-party. **\$12,000**

SWING INTO SUCCESS: \$10K HOLE-IN-ONE SPONSORSHIP!

ONLY 2 AVAILABLE

As a sponsor, your company will be showcased across all promotional materials—including our website, print media, on-site signage, and the official show guide. Your sponsorship will be the talk of the event as attendees compete for a chance to win \$10,000 in our golf tournament—right on the tradeshow floor! Plus, your brand will be featured alongside complimentary beer and wine, making this an unforgettable networking opportunity. **\$7,500**

KEYNOTE SPONSORSHIP: COMMAND THE STAGE

Gain premium exposure as the Keynote Sponsor, with your logo featured across all promotional channels—web, email, print, show guide, and on-site signage. Your brand will also be highlighted on the keynote presentation itself. Plus, seize the rare opportunity to speak for 10 minutes before the keynote, engaging the DHI conNextions audience with undivided attention. **\$10,000**

CUTTING-EDGE TECH SPONSORSHIPS

MOBILE DEVICE CHARGING STATION

Power up attendees with a mobile device charging station. Your company logo will be displayed on the charging station, which will be sure to draw attention and appreciation from attendees as your rescue them from the dreaded “low battery” signal. **\$5,000**

MOBILE APP

EXCLUSIVE

Put your brand in everyone's hands while they utilize the official event app to find exhibitors, sessions, speakers, attendees, maps and more! **\$5,500**

WI-FI LOUNGE

ONLY 2 AVAILABLE

Located in the exhibit hall, the Wi-Fi lounge is always a popular meeting and networking spot and place to reconnect online. Your company logo will be displayed on on-site signage as well as the Wi-Fi splash page. **\$5,000, or exclusive for \$7,500**