



# ACCA 2020

**ANNUAL CONFERENCE & EXPO**

EXHIBITOR & SPONSOR PROSPECTUS

March 16-18, 2020 | St. Louis, MO





# THE CONFERENCE FOR SERIOUS CONTRACTORS

## YOU'LL FIND YOUR TARGET CUSTOMER HERE!

The ACCA Annual Conference & EXPO connects you with serious customers. Hundreds of owners and service managers who make the purchase decisions for their HVAC companies attend the ACCA Annual Conference. When it's time to make a purchase decision, those face-to-face meetings will make a huge difference—one that pays off for you and your company. They research in advance, come to the EXPO to evaluate their options, and buy!

Learn More, Contact:

**NTP Events**

**Alexis Dennis**

**703.706.8216**

**[accasales@ntpevents.com](mailto:accasales@ntpevents.com)**



## Attendees Come To:

Train in Business/Leadership

Interact with Manufacturers and Suppliers

Evaluate and Compare Products for Current and Future Purchasing Decisions

Meet with Key Suppliers and New Suppliers

Network

## SELL YOUR PRODUCTS & SERVICES TO HUNDREDS OF QUALIFIED BUYERS

Meet face-to-face with your current customers and prospects, to strengthen relationships and build your business. Attendees are all REAL decision makers, and qualified, motivated buyers, and the EXPO continues to be an effective sales vehicle for industry manufacturers, service suppliers, and wholesale/distributors.

## ATTENDEES INCLUDE:

- Residential Contractors
- Commercial/Industrial Contractors
- Design/Build Contractors
- Manufacturers
- Consolidators
- Professionals (teachers, architects, engineers)
- Light Commercial Contractors
- Institutional Contractors
- Wholesale Distributors

## WHO ATTENDS?

**QUALITY ATTENDEES:** More than 85% of attendees are business owners who are serious about the success of their business.

**PRIMED BUYERS:** Decision makers interested in what's new in today's marketplace

**INDUSTRY EXPERTS:** Specialists demonstrating new ideas, technologies, and creative solutions

**YOUR COMPETITION:** Ready to sell their products and services to your customers

# WE DELIVER THE RIGHT AUDIENCE

## DID YOU KNOW?

### \$5.1 BILLION

Total Revenue Achieved for ACCA Members

### \$3 MILLION

Average Annual Revenue for ACCA Members



**OUR DATABASE** We have contact with over 80,000 qualified attendees.

**INDUSTRY RELATIONS** We have relationships with the largest manufacturers, wholesalers/distributors, and service providers in the industry.

**MEDIA PARTNERS** We work closely with leading industry trade publications, newsletters and blogs.

**QUALITY EDUCATION** Our three day conference offers cutting-edge sessions led directly from contractors and known industry experts.

**MASSIVE MARKETING** Our marketing initiatives create the buzz and deliver an audience. This includes heavy social media, direct mail, in-store event promotions, email campaigns, digital and print advertising as well as lots of outreach and help from top manufacturers, wholesalers, and distributors in the industry.

## BUSINESS SERVICES AT THE EXPO INCLUDE:

- Background Checks
- Collections
- Consulting
- Drug Testing
- Employment Staffing
- Financial Services
- Home Warranty
- HVAC Design
- HVAC Training
- Insurance
- Legal Services
- Management
- Marketing
- Print Services
- Promotional Products
- Safety Education
- Sales
- Software
- Leader Generation Tools
- Website Design

# BENEFITS OF EXHIBITING

## TOP 5 REASONS to Exhibit at ACCA 2020

- 1** Direct access to contracting business owners who do not attend other industry trade shows.
- 2** Reach an audience with buying power. Our attendees are the most successful and profitable decision-makers in the industry—contractor owners, residential and commercial decision-makers!
- 3** Interact with customers face-to-face at your booth—the industry's preferred method of receiving and sharing information.
- 4** Generate sales leads and new customers promoting brand awareness of your company.
- 5** Go head-to-head with your competition!

### EXHIBITOR MARKETING TOOLS:

- Exclusive EXPO hours offering uninterrupted networking time.
- Recognition on the Show Website dedicated exclusively to information about the show and EXPO.
- Year-round presence on our Mobile App, including your company information, logos, link to your website, upload sale sheets, press releases, and marketing materials.
- Pre- and Post-attendee Mailing lists to market your company's presence. Mailing information, names and phone numbers are provided.
- Two complimentary badges per 10x10 booth.
- Access to exclusive conference materials, including marketing, sponsorship, and advertising assets.
- Preferential booth selection based on a priority point system for future events.
- And, much more!





Reserve Your Booth:

## NTP Events

**Alexis Dennis**

**703.706.8216**

**[accasales@ntpevents.com](mailto:accasales@ntpevents.com)**

## BOOTH RESERVATIONS

**March 16-18, 2020**

**St. Louis Union Station Hotel, Curio Collection by Hilton**

**St. Louis, MO**

## RESERVE YOUR BOOTH

Contact NTP Events' Alexis Dennis at 703.706.8216 or [accasales@ntpevents.com](mailto:accasales@ntpevents.com).

## MAXIMIZE YOUR IMPACT

An event sponsorship sets your company apart from the rest. Boost your visibility, strengthen brand recognition and generate powerful results. Take your brand beyond the booth and generate maximum return on investment with a variety of sponsorship options to suit your budget. Choose from several opportunities or contact us to create your own!

### EXPO HOURS

**Tuesday, March 17**

3:00 p.m. – 6:00 p.m.

**Wednesday, March 18**

12:00 p.m. – 3:00 p.m.

### TEAR DOWN

**Wednesday, March 18**

3:00 p.m. – 8:00 p.m.

### FLOOR PLAN

Online floor

plan located at

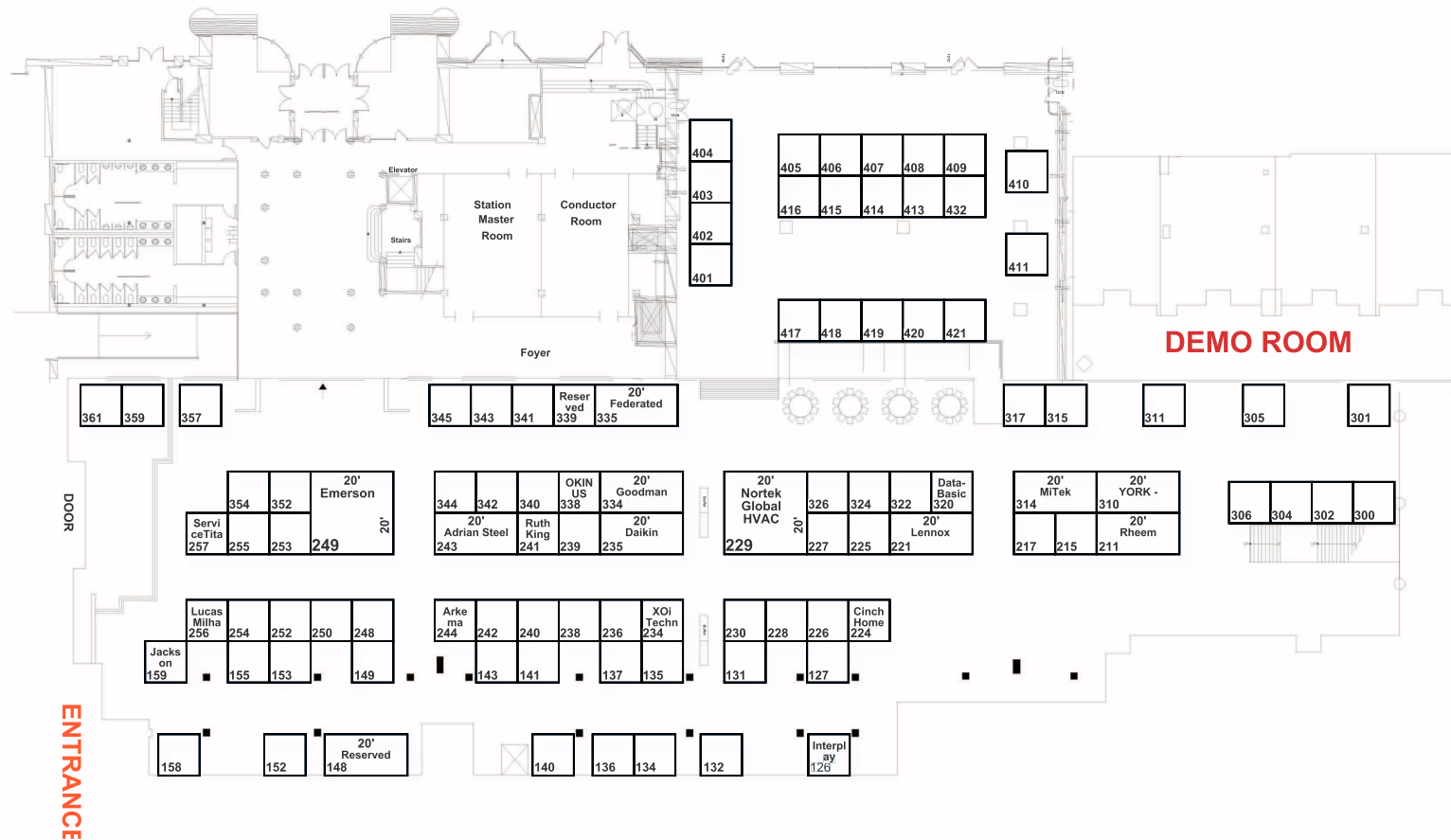
[www.accaconference.com](http://www.accaconference.com)

### SPACE RATES

\$30.00/sq. ft

# FLOOR PLAN MAP UPDATED AS OF 12/6/2019

ACCA 2020  
March 17-18, 2020





# MAKE YOUR PITCH

## RISE & SHINE

*Breakfast Sessions*

**\$4,000 + F&B**

The stage is yours for an hour. Support contracting excellence and display your thought leadership with a panel of happy clients and we'll help you pack the room with breakfast, promotional emails & a push notification. Or hand pick 25 of your best clients or prospects for a private gourmet breakfast. You're in complete control of the program, signage, materials, attendee list and menu, so we'll work with you to pick F&B that fits your budget (Multiple Available).

*Grab & Go Breakfast*

**\$2,000**

Don't need to make a presentation? If you're looking for a more low-key option, breakfast can be hosted in the pre-function area for attendees to grab on their way in (Multiple Available).

## FIELD TRIPS

**Call for pricing**

We've set aside an entire afternoon for field trips so it's time to get creative! Sponsor a field trip to your facility or demonstrate your equipment on a downtown rooftop. Show off your tools, vehicles or field service software with a walking tour to a neighborhood home or business. Or show potential clients a good time by sponsoring a shotgun shoot or riverboat cruise. Sponsorship costs will depend on transportation, food and whether the trip is free for attendees or an additional fee.

## GET CREATIVE

**Call for pricing**

***We can even help you create and market your paid workshop!***

We've reserved many of the Union Station Hotel's unique spaces for your events:

- **Pre/post-conference Sessions:** Host a half-day client training or extended demo on Sunday or Thursday. We could even help market your paid workshop.
- **Demo Spaces:** From 15 minutes on the show floor to a private room for an entire day. We'll provide space and drive clients your way.
- **Private Receptions:** From a historic railcar to ornate suites, we'll secure your space and can put your event on the official schedule, if desired.

# WHAT YOU'LL GET

- Complete control! You control the program, materials, menu and can promote it to all contractors, or a targeted invite list
- Promotion via targeted attendee emails as well as the ACCA Events app if desired.
- Your logo on signage for session room schedules or field trip options.
- A mention from the floor at a general session.
- Display of event invitations (you provide) in the registration area.



# A REAL SHOT AT FUN

## SPORTING CLAYS EXPERIENCE \$1,500 | Multiple Available

Sponsor one or more shooting stations to create a truly memorable event for a group of clients or your team. You can choose to create a unique branded experience and pull targets at one station or accompany potential clients around the course.

### The sponsorship package for each station includes:

- Signage at a shooting station
- Five tickets for your team and/or clients to attend
- Mobile app listing
- Inclusion in onsite event signage
- Promotion in event materials
- Opportunity to staff a station to greet attendees and network



# SPONSORSHIPS

## MAINSTAGE SESSION \$15,000

Nothing quite makes a splash like taking the main stage. Attendees will be greeted by your branding throughout and you will be given the opportunity to explain your brand and introduce the keynote speaker (Exclusive).

## REGISTRATION SPONSOR \$7,500

All attendees stop by the registration desk. This sponsorship ensures that every attendee will see your branding. Logo in the registration area, in onsite signage and in the registration confirmation emails (Exclusive).

## COFFEE/REFRESHMENT BREAK \$1,500

Our attendees are highly motivated and love their coffee! Sponsoring the coffee break means they will have you to thank for their daily pick-me-up. Sponsors also have the option to provide branded water bottles at a water station as well (Multiple Available).



## SESSION ROOM SPONSOR \$5,000 | 3 AVAILABLE

By sponsoring a session you show your dedication to continuing education for the industry. A pop-up banner outside the room shows that your brand supports attendee professional development by sponsoring a session.



## MIX® RECEPTION \$7,500 exclusive

**SOLD OUT!**  
This evening event is in support of ACCA's MIX® Group program, a leading ACCA member benefit where non-competing contractors work together to help each other build better businesses. As our featured event, a who's who of the HVAC industry will be in attendance, this robust sponsorship provides: direct messaging to attendees, logo recognition on the website and mobile app, onsite signage, the ability to hand out promotional materials, event invitations for all sponsor staff, and a full attendee list for post-event outreach.



# SPONSORSHIPS CONT.

## **HOTEL KEY CARDS**

**\$7,500**

Attendees might have a lot on their plate at the conference, but they will always have their hotel key card in hand. Placing your message or logo in this highly visible sponsorship ensures that everyone will have your message in hand the whole time.

## **ELEVATOR CLINGS**

**\$6,000**

Attendees are always on the move. Be where they are with a 3'x6' sign right on the elevator doors.

## **WINDOW AND DOOR CLINGS**

**Call for pricing**

Attendees will be reminded of your brand consistently as they move throughout the show.

Contact Us Today!

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## **LANYARDS**

**\$4,500**

By sponsoring the lanyards you ensure that every attendee is wearing your logo throughout the show. It's just like having hundreds of walking billboards! Also includes: sponsor recognition on the website and in promotional materials.

## **FLOOR STICKERS**

**\$2,000 FOR 3X3**

**\$5,000 FOR 6X6**

Your logo will be placed strategically throughout the space to ensure maximum visibility; Available in 3x3 or 6x6, (Multiple Available).

## **STAIR RISERS**

**Call for pricing**

Branding the riser space from the midway to the pegasus is a creative way to be right in the middle of everything.

## **UNION STATION HOTEL STAIR MIDWAY FLOOR GRAPHICS**

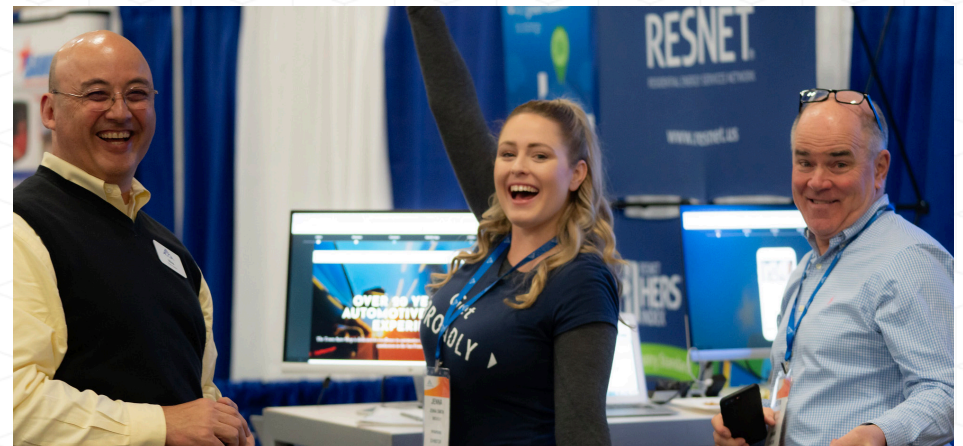
**\$6,000**

Ensure that attendees see your brand everywhere they go by placing your logo in the midway of the main hotel.

## **FLOOR AISLE MARKERS**

**\$5,000**

Keep it simple by placing your logo where attendees are already going.





# SPONSORSHIPS CONT.

## WIFI SPONSORSHIP

**\$5,000**

No event would be successful without go WIFI these days. This opportunity includes a splash page when users access the WIFI, a customized WIFI passcode, recognition on all public space event signage, recognition any time the WIFI is advertised.

## BINGO CARD

**\$1,500**

Engage more attendees by sponsoring the bingo card. Once attendees fill it out they can return it to your booth for prize! Includes: logo and booth number on card and recognition on the event signage, web and mobile app.

## DAILY SHOW AD

**\$700 | 5 Per Day**

Marketing favors the prepared. If you can get us your banner ads two weeks prior to the event, we can ensure that your ad is pushed out to every attendee with the daily email update. You'll be in the inbox of every attendee and exhibitor each day!

## Custom Sponsorship

### Call for Pricing

The historic Union Station hotel in St. Louis is the perfect place to host a one-of-a-kind event. If you can think it up we can make it happen. Whether its a pop-up store, a basketball jump shot at registration, or even a private cigar lounge...we are ready to help you create a truly memorable experience that will have attendees leaving St. Louis thinking of your brand.

## MOBILE APP BANNER AD WITH LANDING PAGE

**\$1,500 | 2 Available**

More than just an ad, this sponsorship also includes a landing page with additional promotional information.

## MOBILE APP PUSH NOTIFICATIONS

**\$700 | 2 Per Day**

Get attendee attention by having a targeted message delivered directly to their device.

## MOBILE APP BANNERS

**\$1,000 | 2 Available**

Ensure attendees see your brand on the go with simple but effective ads in their hand when they open the app.

## BANNERS

**\$2,000**

Banners of various sizes will be placed in specific locations.



# THANK YOU TO OUR CORPORATE PARTNERS

## OUR CORPORATE PARTNERS

The Corporate Partner and Business Associate Programs are powerful year-long marketing and promotional campaigns. Developed to provide the HVACR manufacturing/supplier community with opportunities to align with ACCA. From advertising and exhibits, to year round recognition and individual outreach opportunities, the ACCA Corporate Partner Program is the most flexible way to reach and develop sustainable relationships with the professional contracting community. For more information, contact [partners@acca.org](mailto:partners@acca.org).



The new degree of comfort.™

