



# ACCA 2022

## Annual Conference & Expo Exhibitor & Sponsor Prospectus

**March 28-30, 2022  
St. Louis, Missouri**

Visit [accaconference.org](https://accaconference.org)  
to learn more

Contact Tom Murphy at  
[tom.murphy@acca.org](mailto:tom.murphy@acca.org) or  
(703) 824-8875



# 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 leaders 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:

**Tom Murphy**

ACCA Sales Specialist

703.824.8875

[tom.murphy@acca.org](mailto:tom.murphy@acca.org)



## Attendees Come To:

Train in Business and Leadership

Interact with Manufacturers and Suppliers

Evaluate and Compare Products for Current and Future Purchasing Decisions

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

## 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 leads.

**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 by 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
- Employment Staffing
- Field Service
- Financial Services
- Home Warranty
- HVAC Design
- HVAC Training
- Insurance
- Legal Services
- Management
- Marketing
- Print Services
- Promotional Products
- Safety Education
- Sales & Marketing
- Software

# BENEFITS OF EXHIBITING

## TOP 5 REASONS to Exhibit at ACCA 2022

- 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:**

**TOM MURPHY**

ACCA Sales Specialist

703.824.8875

tom.murphy@acca.org

# BOOTH RESERVATIONS

March 28-30, 2022

St. Louis Union Station Hotel, Curio Collection by Hilton

St. Louis, MO

## BINGO CARDS

**\$750**

Engage more attendees by sponsoring the bingo card! Includes: logo and booth number on the card and recognition on the event signage, web and mobile app. Limited positions available.



## SET UP

Monday, March 28

12:00PM - 6:00PM

Tuesday, March 29

9:00AM - 12:00PM

## EXPO HOURS

Tuesday, March 29

3:00PM - 6:00PM

Wednesday, March 30

12:00PM - 3:00PM

## TEAR DOWN

Wednesday, March 30

12:00PM - 5:00PM

## FLOOR PLAN

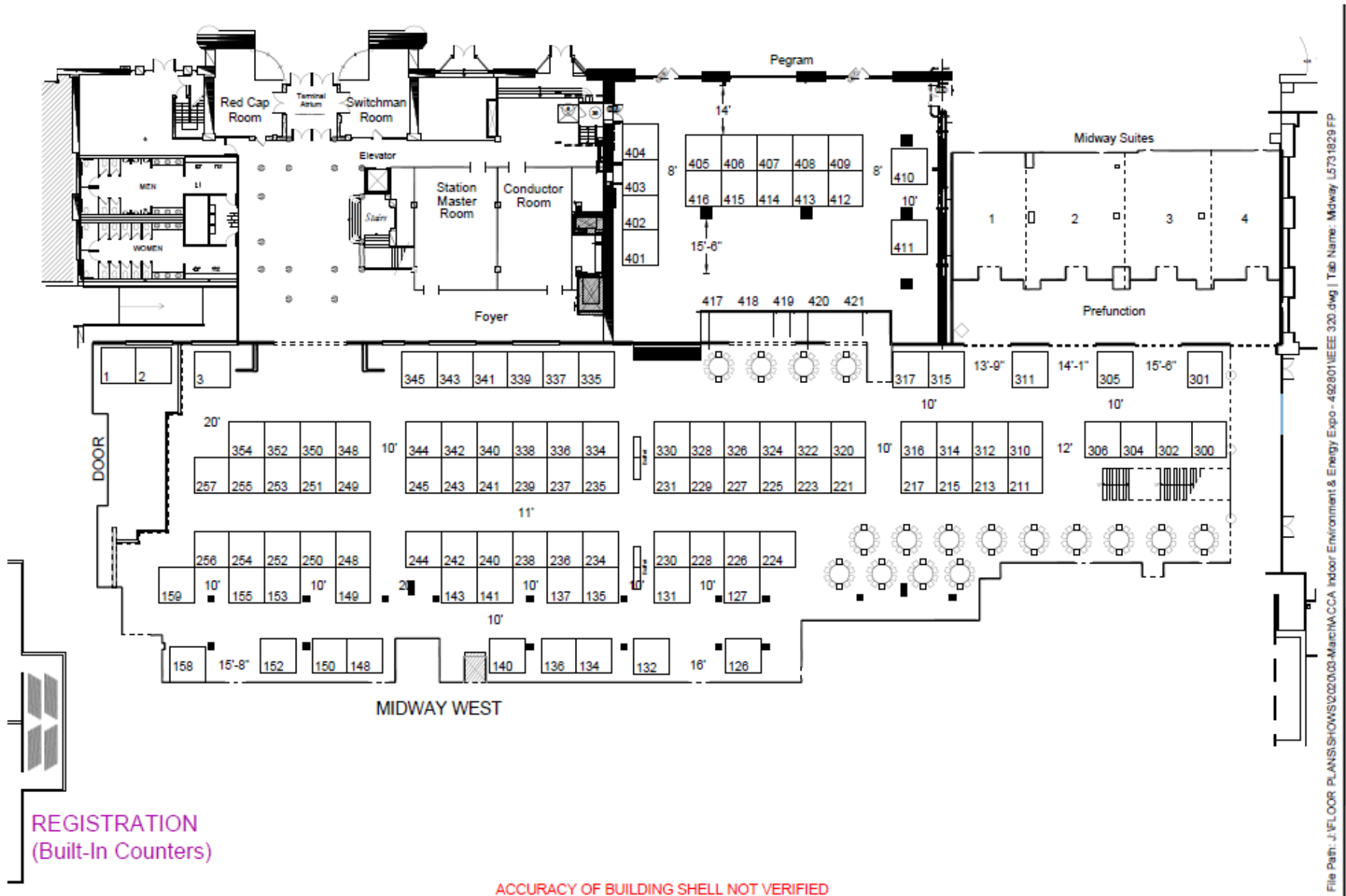
Online floor plan located at  
[www.accaconference.com](http://www.accaconference.com)

## SPACE RATES

**\$35.00/sq. ft\***

*\*ACCA Members \$30.00/sq.ft*

# FLOOR PLAN MAP



# MAKE YOUR PITCH

## Rise & Shine

*Breakfast Sessions*

**\$6,000**

The stage is yours for an hour. Support contracting excellence and display your thought leadership with a panel of happy clients or play a demo video to a captive audience. It's your room! We'll help you pack the room with breakfast, promotional emails & a push notification. You're in complete control of the program, signage, materials, attendee list & menu, so we'll work with you to pick F&B that fits your budget (Multiple Available).



# GET CREATIVE

## Call for pricing

*Impress customers or prospects with a custom tour or other notable experiences. Get signage, recognition, and speaking opportunities.*

Take advantage 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 event.
- 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.

# 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).



**SOLD OUT**

## REGISTRATION SPONSOR

**\$10,000**

All attendees stop by the registration desk. The sponsorship ensures that every attendee will see your branding. Includes your 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 opportunity to provide branded water bottles at a water station. (Multiple Available)



## SESSION ROOM SPONSOR

**\$5,000**

By sponsoring a session room 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. \*Opportunities to sponsor individual sessions are also available.



## MIX GROUP® RECEPTION

**\$7,500 exclusive**

**\$5,000 co-sponsor**

This session will showcase your brand in front of ACCA MIX Groups®, a leading ACCA member benefit where non-competing contractors work together to help each other build better businesses.



**SOLD OUT**

**Various bundles and opportunities available!**

Contact Tom Murphy for more information  
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# 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.

## LANYARDS

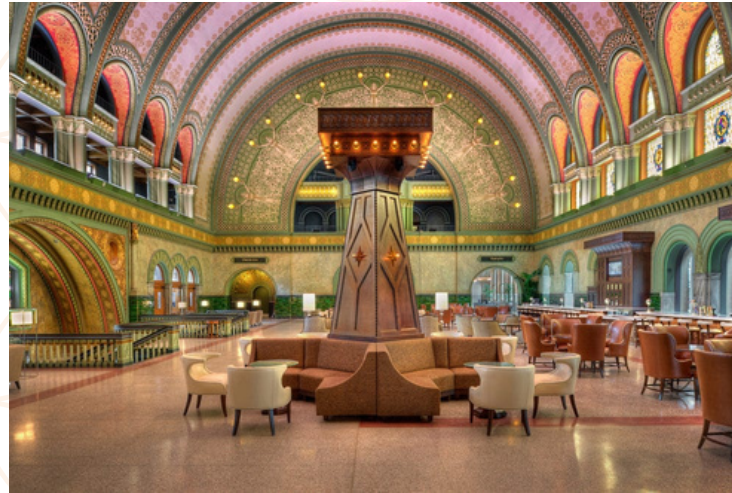
**\$4,500**

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.

## 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.



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## ELEVATOR CLINGS

**\$6,000**

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

## 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)

## FLOOR AISLE MARKERS

**\$5,000**

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

## WINDOW AND DOOR CLINGS

**Call for pricing**

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

# SPONSORSHIPS CONT.

## WIFI SPONSORSHIP

**\$5,000**

No event would be successful without 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.

## 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 BANNERS

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

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

## CONFERENCE WELCOME BAG

**\$5,000**

Sponsor co-branded conference bag handed out as attendees register (approx. 1200). (1) available

## CONFERENCE WELCOME BAG INSERT

**\$1,000**

Reach every conference registrant with your provided collateral material for inclusion in sponsor bag. (approx 1200). Unlimited. One insert per sponsor.

## SHOW DAILY AD

**\$700 | 5 Per Day**

Marketing favors the prepared. Be the first thing attendees see when they wake up to check the schedule each morning. If you're featured in a session, hosting a reception, or exhibiting on the expo floor, a timely ad in the show daily is a great way to drive folks to your company.

## BANNERS

**\$2,000**

Banners of various sizes will be placed in specific locations.

## MOBILE APP PUSH NOTIFICATIONS

**\$700 | 2 Per Day**

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

## 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.

Contact Tom Murphy for more information  
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# 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.™

