



# ACCA 2024

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**March 11-14 | Orlando, FL**

**Exhibitor & Sponsor Prospectus**

**Contact [sales@acca.org](mailto:sales@acca.org) or (925) 487-4667**  
**[accaconference.com](http://accaconference.com)**

# The Conference for Serious Contractors



## YOU'LL FIND YOUR TARGET CUSTOMER HERE!

ACCA 2024 connects you with serious customers. Hundreds of owners and leaders who make the purchase decisions for their HVAC companies attend the ACCA Conference. This year's conference is co-located with the Florida Refrigeration and Air Conditioning Contractor Association's biennial educational conference, bringing even more contractors together under one roof! When it's time to select new product and service providers, 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:

**ACCA Sales  
Specialist**  
sales@acca.org  
(925) 487-4667



## Attendees Come to:

- Advance Business Knowledge and Enhance Their Leadership Abilities
- Connect With Manufacturers and Suppliers to Learn About New Offerings Programs
- 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. 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% in attendance are business owners who are serious about their business success.

**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



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

**MEDIA** 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.

**MASS MARKETING** Our marketing initiatives have a strong reach that delivers a prime Conference audience. This includes heavy social media, direct mail, in-store event promotions, email campaigns, digital and print advertising as well as substantial outreach and help from top manufacturers, wholesalers, and distributors in the industry.

### BUSINESS CATEGORIES AT THE EXPO INCLUDE:

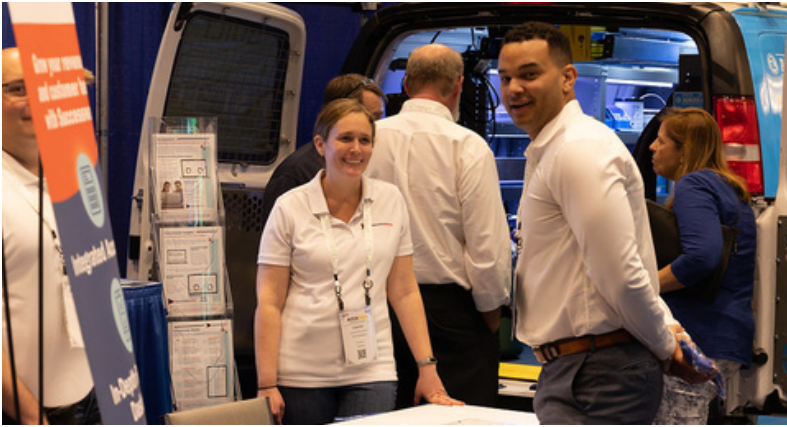
- Background Checks
- Collections
- Consulting
- Employment Staffing
- Field Service
- Financial Services
- Home Warranty
- HVAC Design
- HVAC Training
- Insurance
- Legal Services
- Print Services
- Promotional Products
- Safety Education
- Sales & Marketing
- Software

# TOP 5 REASONS TO EXHIBIT AT ACCA 2024

- 1** Direct access to decision makers who do not attend other industry trade shows.
- 2** Reach an audience with buying power. Our attendees are the most successful and profitable contracting business owners in both the residential and commercial market.
- 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.
- **Presence on our Mobile App**, including your company information, logos, and link to your website.
- **Pre- and Post-attendee mailing lists** to market your company's presence. Mailing information, names and phone numbers are provided.
- All booths include **lead capture** service to gather notes and emails of every contractor you meet.
- Two **complimentary conference passes** per 10x10 booth.
- Access to **exclusive conference materials**, including marketing, sponsorship, and advertising assets.
- **And, much more!**



**Reserve Your Booth:**

**ACCA Sales**

**Specialist**

**sales@acca.org**

**(925) 487-4667**

## **BOOTH RESERVATIONS**

**March 11-14, 2024**

**Universal Orlando Sapphire Falls Resort, Orlando, FL**

### **BINGO CARD**

Engage more attendees by sponsoring the bingo card! Includes: logo and booth number on the card and recognition on the event signage. 24 positions available. \$700 per square.



### **SET UP**

**March 11, 2024**

### **EXPO HOURS**

**March 12, 2024**

**3:30PM - 6:30PM**

**March 13, 2024**

**12:00PM-3:00PM**

### **TEAR DOWN**

**March 13, 2024**

### **FLOOR PLAN**

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

### **SPACE RATES**

**\$49.00/sq. ft\***

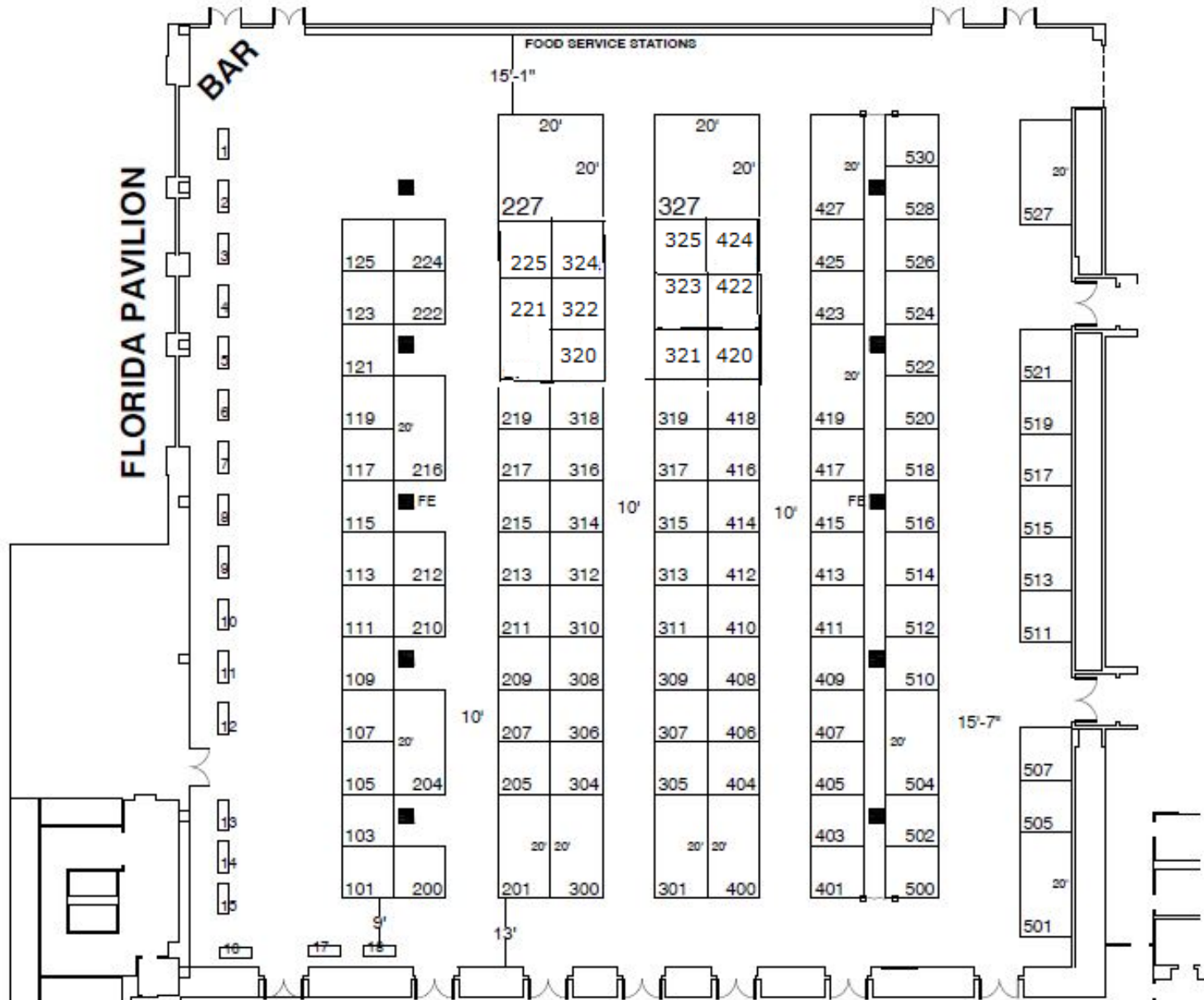
*\*ACCA Members \$42.00/sq.ft*

### **NEW All-in Pricing for 2024!**

This year's booths all include:

- Lead retrieval app to scan badges, collect leads and take notes
- A table, chairs and (built-in) carpeting

# FLOOR PLAN MAP



# SHARE YOUR PITCH

## Rise & Shine

### *Breakfast Sessions*

The stage is yours for 45 minutes. Support contractor excellence and display your knowledge or demo video with a group of interested clientele. It's your room! We'll help you pack the room with breakfast, promotional emails and a push notification. Choose the program, signage, materials, attendee list, and menu. (Multiple Available).

**\$12,000 (food included)**



# 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 Universal Orlando Sapphire Falls unique spaces for your events:

- Pre/post-conference Sessions: Host a half-day client training or extended demo. We can even help market your event.
- Demo Spaces: From showcasing a product or service in the Solution Center to a private room for an entire day. We'll provide space and drive clients your way.
- Private Receptions: Secure your space and put your event on the official schedule.



# SPONSORSHIPS

## MAINSTAGE SESSIONS

Nothing quite makes a splash like taking the main stage. Attendees will be greeted by your brand throughout and you will have the opportunity to explain your brand and introduce the speaker.

**Opening General Session (\$30,000)**

**Contractor Forum Live (\$20,000)**

**Breakfast with Champions (\$20,000)**

**Ideas Into Action With Ken Goodrich (\$20,000)**



## SURPRISE AND DELIGHT

Our attendees are highly motivated and love a treat between sessions to give them a boost! Sponsoring a Surprise and Delight 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. Includes a push message in the app during the event. (Multiple Available) **\$10,000**

## REGISTRATION SPONSOR

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 on the name badge, and in the registration confirmation emails. Includes a welcome bag insert. (Exclusive).

**\$12,000**

## SESSION ROOM SPONSOR

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.

**\$2,500 single session**

**\$5,000 full day**

**\$7,500 entire event**

**Various bundles and opportunities available!**

## MIX GROUP® MIXer

Showcase your brand with the growth-minded contractor members of ACCA's MIX Groups®. This event features Speed Networking for ACCA's premier peer groups to interview prospective members at tables on the lawn while you hold court at the pavilion bar. Includes an insert in the welcome bag. **\$20,000**

## SPONSOR ATTENDEES

Use prepaid contractor registrations to reward your best clients, engage top prospects, or even run a sweepstakes on social media. The company will be invoiced accordingly for the number of registrations sold. **\$500/attendee**

Contact [sales@acca.org](mailto:sales@acca.org) or (925) 487-4667 for more information



# RECEPTIONS

## ACCA Awards Reception

Be the first to set foot on the main stage and set the tone for the week! ACCA's inaugural Awards Reception in 2023 was a big hit, and this year promises to be even bigger as we honor the "best of the best" with the industry's most prestigious awards program. Welcome attendees from the stage, display pre-roll video and enjoy branded napkins, drink tickets, and prominent signage. Includes an insert in the welcome bag and push notification. **\$15,000**



## Create Your Own Memorable Event

Showcase your brand with an event open to all attendees or host an invite-only gathering for your best clients and prospects! We'll help you plan a party to remember with a reception package in this beautiful Caribbean-themed resort! You can even hire transformers, minions, or other Universal Studios characters! Includes promotion with signage, a push notification, and a welcome bag insert.

**Call for pricing**



## Welcome to Florida Party in the Expo

A Florida tradition goes national as our hosts from the Florida Refrigeration and Air Conditioning Contractors Association welcome ALL attendees to the Expo. This will be the most significant event at ACCA 2024 and is your opportunity to make a big splash in the industry! Brand the bars and high tops with your signage, napkins, swag, drink tickets, and signature drinks themed around your company. Includes an insert in a welcome bag and push notification. **\$15,000**



# SPONSORSHIPS CONT.

## LANYARDS

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.

**\$5,000**

## FLOOR STICKERS

Your logo will be placed strategically throughout the space to ensure maximum visibility. **\*Call for pricing**

## ELEVATOR CLINGS

Attendees are always on the move. Be where they are with a sign right on the elevator doors. **\*Call for pricing**



## CHARGING STATIONS

Place your brand on one or five strategically placed Charging Stations in high-traffic areas throughout the event space. Charging Stations allow attendees to securely charge their phones and laptops while working at the stations and interacting with each other. Let them associate your brand with helping them stay connected.

**\$3,500 each, \$12,000 for all 5**

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## WINDOW AND DOOR CLINGS

Attendees will be reminded of your brand consistently as they move throughout the show. **\*Call for pricing**

## WIFI SPONSORSHIP

No event would be successful without WiFi these days. This opportunity includes a customized WiFi passcode, recognition on all public space event signage, and recognition any time the WiFi is advertised. **\$5,000**



# SPONSORSHIPS

## ACCA 2024 EXPERIENCE KICKOFF

Welcome ACCA 2024 attendees at the orientation session. Aid these attendees in networking with other contractors, while also promoting your brand directly to them. Continental Breakfast included. **\$6,500**

## ALLIED CONTRACTING ORGANIZATIONS LUNCHEON

ACCA's 22 state and local Allied Contracting Organizations (ACOs) now serve 29 states and DC. On Monday, March 11, ACO staff and board members will gather for a day of networking and learning at the Association Leadership Workshop. Sponsoring the ACO luncheon will provide you instant name recognition, an opportunity to give a brief presentation, and an invitation to network throughout the day. **\$5,000**

## CONFERENCE WELCOME BAG

Sponsor co-branded (ACCA, FRACCA, and You) conference bag handed out as attendees register. (1) available. **\$5,500**

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## Custom Sponsorship Call for Pricing

The Universal Orlando Sapphire Falls Resort 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 another idea...we are ready to help you create a truly memorable experience that will have attendees leaving Orlando thinking of your brand.

## CONFERENCE WELCOME BAG INSERT

Reach every conference registrant with your provided collateral material for inclusion in sponsor bag. (Unlimited, One insert per sponsor). **\$1,000**



# THANK YOU TO OUR CORPORATE PARTNERS

## OUR CORPORATE PARTNERS

The Corporate Partner program is a 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).



Turn to the experts



EMPLOYEE  
RETENTION  
TAX CREDIT



The new degree of comfort.™

