



GAYLORD – NATIONAL HARBOR

March 10-12, 2027

Exhibitor and Sponsor Prospectus





Who is ACCA?

ACCA is the only nationwide, non-profit association for professionals that install and maintain HVACR, indoor environment and building performance systems.

Our Purpose

We focus on improving the quality of contractors' lives and the professionalism of the HVACR industry.

Our Mission

- Air Conditioning Contractors of America is the voice of authority on behalf of HVAC contractors.
- We equip HVACR contractors and their teams to meet challenges and opportunities.
- We guide HVACR contractors and employees toward success.
- We lead the fight for contractor interests and elevate the standards of excellence in the HVACR industry.
- We forge relationships to promote HVACR contractors' success.

Our Vision

Air Conditioning Contractors of America (ACCA) leads the way towards quality and professionalism across the HVACR industry creating a legacy of excellence for future leaders.

Who Attends?

Quality Attendees: More than 85% in attendance are business owners who are serious about their business success. **Attendees include:**

- Residential contractors
- Manufacturers
- Light commercial contractors
- Wholesale distributors
- Commercial/industrial contractors
- Consolidators
- Institutional contractors
- Design/build contractors
- Professionals

**\$5.1
Billion**

total revenue achieved for ACCA members

**\$3
Million**

average annual revenue for ACCA members

Other Attendees Include:

- **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.

Sell your products and services to hundreds of qualified buyers

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



EXPO OPPORTUNITIES





Expo Floor Schedule

Thursday, March 11: 1:00 PM-3:30 PM

Friday, March 12: 9:30 AM-12:00 PM

Expo Floor Rates

ACCA Members: \$50/sq.ft.

Non-Members: \$65/sq.ft.

Expo Floor Staff: \$0 (Up to 4 per booth, additional available upon request)

Exhibitor Full Conference Passes: \$699

Full Conference Passes include access to session rooms, meals, and other events at conference.

Secure Your Booth Today!

Contract Cory Harpin at sales@acca.org

Online floor plan is located at accaconference.com.

Contact sales@acca.org or visit accaconference.com



SPONSORSHIP OPPORTUNITIES



On Stage and Speaking Sponsorship Opportunities

Awards

Sponsor one of ACCA's key awards and align your brand with the best of the best.

- Recognition during awards program by host
- Opportunity to announce and congratulate awardee onstage
- Logo recognition on onsite signage and rolling PowerPoints
- Recognition in ACCA Now Magazine when award winner is featured
- Recognition on ACCA blog when award winner is featured
- Recognition on social media when award winner is featured
- Logo recognition on ACCA app sponsor recognition section

Awards Available for Sponsorship:

- Marketing Masters Award
- Community Leadership Award
- Distinguished Service Award
- Spirit of Independence Award
- Service Manager of the Year

Number Available: 4 Investment: \$15,000

Main Stage Keynote Session (3-minute intro on the main stage)

Nothing makes a splash like taking the main stage.

- Opportunity to speak for 3 minutes about your company or show a short video
- Opportunity to introduce the speaker
- Opportunity to include handouts and/or swag in main stage session room (materials must be provided by the sponsor)
- Logo recognition on onsite signage and permission to post signage in the room during the sponsored session
- Logo recognition in all rolling conference PowerPoint slides
- Logo recognition in program on ACCA app, on website, and printed onsite schedules
- 1 push notification highlighting event
- Included in pre-event attendee marketing emails (no standalone emails)

Number Available: 2 Investment: \$22,000

Breakfast Breakout (full session speaking)

These vendor-led breakfast breakout sessions provide sponsors with a full speaking opportunity.

- Topic and speaker(s) of choice for a 45-minute presentation
- Breakfast for attendees included
- Logo recognition on onsite signage and rolling PowerPoints
- Listed in program on ACCA app, ACCA event website, and printed on onsite schedules
- 1 push notification highlighting event
- Included in pre-event attendee marketing emails (no standalone emails)

Number Available: 4 Investment: \$19,000

Breakout Rooms (1-minute intro on stage during up to 4 contractor-led breakout sessions)

Breakout room sponsors enjoy sponsorship of a full session room for an entire day.

- Pop-up banner outside the session room
- Opportunity to introduce yourself and your company at the start of each session
- Opportunity to include handouts and/or swag in session room (materials must be provided by the sponsor)
- Logo recognition on onsite signage and permission to post signage in the session room
- Logo recognition in program on ACCA app, on website, and printed on onsite schedules
- Included in pre-event attendee marketing emails (no standalone emails)

Number Available: 4 Investment: \$6,000/day (multi-day discounts available)



Contact sales@acca.org or visit accaconference.com



Branding Opportunities

Padfolio

Land in the hands of every attendee with a padfolio. Attendees will enjoy a professional padfolio that they can take back to their businesses after the event and keep year-round.

Number Available: 1 Investment: \$10,000

Conference Book Ads

Capture the attention of every attendee with a full-page advertisement in the official ACCA Conference guide. This printed resource is used throughout the event to navigate sessions, speakers, and activities, giving your brand a high-impact presence that attendees will see repeatedly during the conference. As contractors reference the guide throughout the event, your message will remain visible and accessible, reinforcing your presence throughout the conference experience.

Full Page Ad

Number Available: 4 Investment: \$3,500

Half Page Ad

Number Available: 2 Investment: \$2,000



Ferris Wheel Branding

One of the most memorable visual features of the conference, the Ferris Wheel, creates a fun and highly photographed experience for attendees. Branding this attraction ensures your company becomes part of the conference's most shareable moments, generating visibility both onsite and across social media.

Number Available: 2 Investment: \$7,500

Networking Atrium (Daily)

The Networking Atrium is the heartbeat of the conference — where contractors gather between sessions to connect, collaborate, and build relationships. Sponsoring this central space places your brand at the center of the action and positions your organization as a champion of industry connection.

Number Available: 3 Investment: \$10,000/day



Headshot Booth

Help contractors refresh their professional image with a complimentary headshot booth.

- Table near the booth where you can be physically present to network with attendees
- Logo recognition on onsite signage and rolling PowerPoints
- Logo recognition in program on the ACCA app, ACCA event website, and printed on onsite schedules
- Included in pre-event attendee marketing emails
- 1 push notification highlighting the booth
- Permission to distribute literature and/or swag near the booth

Number Available: 1 Investment: \$8,500

Lanyard Logos

Every attendee wears a lanyard throughout the entire conference, making it one of the most visible sponsorship opportunities available. With your logo prominently displayed, your brand will be seen continuously across sessions, networking events, and the Expo Hall.

Number Available: 1 Investment: \$8,500



Expo Hall Bags

Conference bags are one of the most widely used items during the event as attendees collect materials, giveaways, and resources. With your branding featured on the official Expo Hall bags, your company will enjoy continuous visibility throughout the conference and beyond.

Number Available: 1 Investment: \$15,000

Push Notifications in App

Reach attendees instantly through targeted push notifications within the conference mobile app. Whether promoting a booth, session, or special offer, this sponsorship delivers your message directly to contractors' devices at the moments that matter most.

Number Available: 5 Investment: \$2,000



Hotel Key Card Branding

Extend your brand presence beyond the conference venue with hotel key card branding. Every attendee staying at the conference hotel will see your logo multiple times each day, making it a simple yet powerful way to keep your brand top-of-mind throughout the event.

Number Available: 1 Investment: \$10,000

Bingo Card Squares

The Expo Hall Bingo Card encourages attendees to explore the exhibit space and engage with vendors throughout the hall. Sponsoring a square places your brand directly into this interactive experience, creating a fun incentive for contractors to visit and learn more about your company. *Available only to exhibitors.*

Number Available: 24 Investment: \$1,250



Food and Beverage Sponsorships

MIX Group® MIXer

Showcase your brand with growth-minded contractor members and candidates of ACCA's MIX Groups.®

- Food/refreshments included
- Recognition during program by host
- Opportunity to personally welcome attendees at the event with 5 minutes of remarks
- Opportunity to be physically present to network throughout the event
- Logo recognition on onsite signage and rolling PowerPoints
- Logo recognition in program on the ACCA app, ACCA event website, and printed on onsite schedules
- Included in pre-event attendee marketing emails
- 1 push notification highlighting event
- Permission to distribute literature and/or swag at event

Number Available: 1 Investment: \$22,000



PAC Reception/Breakfast

The PAC Reception/Breakfast brings together engaged contractors who care deeply about the industry's future and the policies that affect their businesses.

- Food/refreshments included
- Recognition during program by host
- Opportunity to personally welcome attendees at the event with 5 minutes of remarks
- Opportunity to be physically present to network throughout the event
- Logo recognition on onsite signage and rolling PowerPoints
- Logo recognition in program on the ACCA app, ACCA event website, and printed on onsite schedules
- Included in pre-event attendee marketing emails
- Lead capture software to capture attendee information
- 1 push notification highlighting event
- Permission to distribute literature and/or swag at event

Number Available: 1 Investment: \$12,000



Gold and Silver Member Lounge

The Gold and Silver Member Lounge is a popular networking space where top contractors gather to recharge and connect between sessions.

- Food/refreshments included
- Table inside the room where you can be physically present to network with attendees
- Logo recognition on onsite signage and rolling PowerPoints
- Logo recognition in program on the ACCA app, ACCA event website, and printed on onsite schedules
- Included in pre-event attendee marketing emails
- 1 push notification highlighting the room
- Permission to distribute literature and/or swag in the room

Number Available: 1 Investment: \$10,000



Expo Hall Snacks

Keep the energy high in the Expo Hall by sponsoring attendee snack stations. As contractors explore solutions and meet vendors, your brand will be prominently displayed at a welcome refreshment stop. This sponsorship creates a natural gathering point and keeps your brand front-of-mind throughout the exhibit experience. Donut walls, popcorn machines, ice cream bars, and other attendee delights are available

Number Available: 1 Investment: \$8,500

Coffee Break

Our attendees are highly motivated and love a treat between sessions to give them a boost! Fuel the conversations that drive business forward. Coffee breaks are natural networking moments where contractors connect with peers and vendors alike. Your brand will be prominently displayed as attendees recharge, making this a highly visible and appreciated touchpoint during the conference day.

Number Available: 3 Investment: \$5,500



Water Bottles

Place your brand in attendees' hands throughout the entire conference. As the Water Bottle Sponsor, your logo will appear on reusable bottles distributed to participants, creating a highly visible and practical takeaway that attendees carry with them from sessions to networking events—and long after the conference ends. (Pairs nicely with the Hydration Station sponsorship opportunity.)

Number Available: 1 Investment: \$15,000

Hydration Station

Keep attendees refreshed while keeping your brand top of mind. As the Hydration Station Sponsor, your company will receive prominent branding at water refill stations located throughout the conference venue. This high-traffic sponsorship offers repeated visibility as contractors and industry leaders stop throughout the day to recharge and stay energized. (Add a water bottle sponsorship to amplify your brand impact.)

Number Available: 1 Investment: \$7,500

Dinearounds and Social Hour

Enhance the conference experience for ACCA attendees! Join ACCA as a dinearound host on Thursday, March 11 at 8 p.m. and host a dinner or reception for your top clients or potential new clients. ACCA will provide you with a list of local dining options and will help promote the dinner to attendees in the print and digital programs; you work directly with a local restaurant venue on logistics and scheduling to make it your best event yet.

Note: ACCA does not permit additional outside events hosted by vendors.

- Listed on website schedule
- Listed on app schedule
- Included in push notifications
- Included in attendee email on Thursday

Number Available: 10

Investment: \$3,000 *(venue costs are additional and managed directly by you)*

Contact sales@acca.org or visit accaconference.com

