



ACCA 2023

CONFERENCE & EXPO

NEW ORLEANS MARRIOTT | NEW ORLEANS, LA
APRIL 2-5, 2023

Exhibitor & Sponsor Prospectus

Contact sales@acca.org or 703.824.8875
accaconference.com

The Conference for Serious Contractors



YOU'LL FIND YOUR TARGET CUSTOMER HERE!

The ACCA 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 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:

Tom Murphy

ACCA Sales Specialist

703.824.8875

sales@acca.org



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 2023

- 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. Purchase our lead capture service to gather notes and emails for every contractor you meet.
- Two **complimentary all-access passes** 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

sales@acca.org

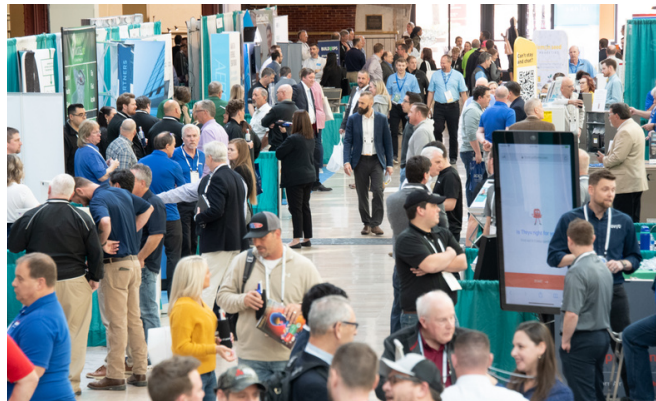
BOOTH RESERVATIONS

April 2-5, 2023

New Orleans Marriott, New Orleans, LA

BINGO CARD

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



SET UP

Monday, April 3

7:00AM - 1:00PM

EXPO HOURS

Monday, April 3

2:30PM - 5:30PM

Tuesday, April 4

3:00PM - 6:00PM

TEAR DOWN

Tuesday, April 4

6:00PM - 11:59PM

FLOOR PLAN

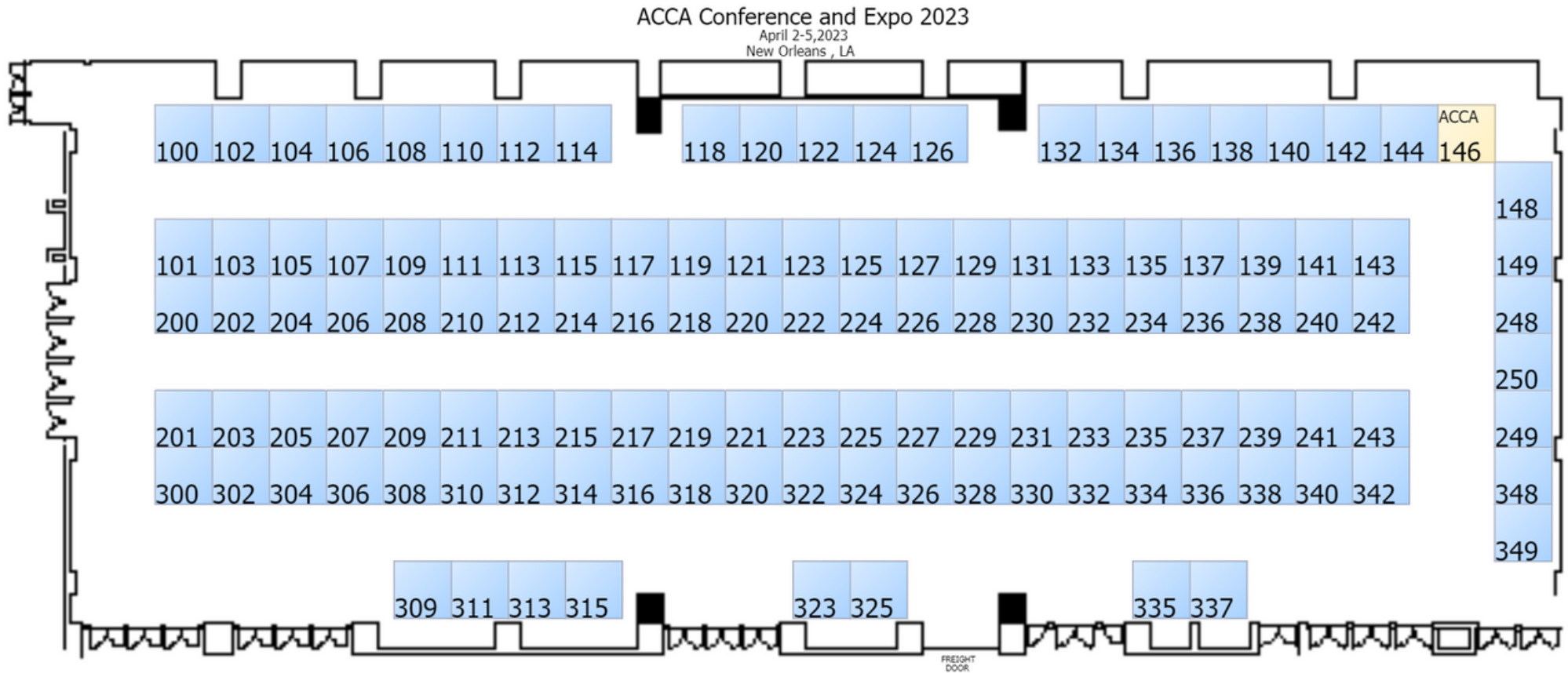
Online floor plan located at
www.accaconference.com

SPACE RATES

\$39.00/sq. ft*

*ACCA Members \$30.00/sq.ft

FLOOR PLAN MAP



SHARE YOUR PITCH

Rise & Shine

Breakfast Sessions

The stage is yours for an hour. 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 & a push notification. Choose the program, signage, materials, attendee list & menu. (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 New Orleans Marriott's unique spaces for your events:

- Pre/post-conference Sessions: Host a half-day client training or extended demo on Sunday or Thursday. We can 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: Secure your space and put your event on the official schedule.

SPONSORSHIPS

MAINSTAGE SESSION

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 keynote speaker (Exclusive).

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 onsite signage, and in the registration confirmation emails (Exclusive).

COFFEE/REFRESHMENT BREAK

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)

Various bundles and opportunities available!



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.



MIX GROUP® RECEPTION

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.

SPONSOR ATTENDEES

Use prepaid contractor registrations to reward your best clients, engage top prospects, or even run a sweepstakes on social media. Purchase your reduced contractor registration codes in groups of five.

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SPONSORSHIPS CONT.

HOTEL KEY CARDS

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

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

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

ELEVATOR CLINGS

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

CHARGING STATIONS

Place your brand on one or three (3) 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.

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WINDOW AND DOOR CLINGS

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

WIFI SPONSORSHIP

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.

BADGES

Ensure maximum brand exposure with your company logo on the one thing every attendee needs at all times – the name badge.

SPONSORSHIPS CONT.

ATTENDEE ORIENTATION SESSION

Welcome new ACCA Conference and Expo attendees at the orientation session. Aid these attendees in networking with other contractors, while also promoting your brand directly to them.

RECEPTIONS

This custom sponsorship enables you to create a memorable experience for attendees. Including the option of an invite-only or open-to-all.

CONFERENCE WELCOME BAG

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

CONFERENCE WELCOME BAG INSERT

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

Custom Sponsorship Call for Pricing

The New Orleans Marriott is the perfect place to host a one-of-a-kind event. If you can think it up, we can make it happen. Whether it's 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 New Orleans thinking of your brand.

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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.

