

A close-up photograph of an HVAC technician working on a unit. The technician is using a torch to heat a copper pipe while holding pliers. The background shows the internal components of the HVAC unit, including coils and pipes.

ACCA STRATEGIC PARTNER PROGRAM



Air Conditioning Contractors of America

703-824-8868
PARTNERS@ACCA.ORG

PARTNERS IN EXCELLENCE



READY TO TAP INTO THE HEART OF THE HVACR INDUSTRY?

Partner with ACCA and connect with the industry's top HVACR professionals and decision-makers.

Air Conditioning Contractors of America (ACCA) isn't just an association; we're a powerful network of **over 60,000 HVACR professionals** (3,000+ company members), completing **more than half the nation's HVACR work**. We're a diverse group of residential, commercial, industrial, and institutional contractors united by a passion for excellence.

We empower our members with the essential resources, advocacy, and education they need to excel – and together, we champion the health and innovation of the HVACR industry.

Consider us your dedicated HVACR marketing channel.

ACCA's Partner Program aligns you with a trusted name in the HVACR space, granting you instant credibility and access to a vast audience of qualified leads. Utilize our diverse marketing channels and exclusive partner opportunities to help you achieve your business goals through a strategic, year-long campaign.



PARTNERSHIP THAT POWERS GROWTH



EVER WONDER HOW INDUSTRY GIANTS LIKE COPELAND STAY AT THE TOP OF THEIR GAME?

The answer is simple: through the power of a strategic alliance with ACCA!

Our higher-level tiers offer custom campaign solutions that take member engagement and industry insights to the next level.

Just ask Copeland, one of ACCA's longstanding Platinum Partners. Before joining our Partner Program, Copeland needed a way to connect with thousands of the nation's top HVACR contractors in one place. **Enter ACCA!** Through a deeply collaborative approach, we identified their unique challenges and goals and crafted innovative marketing solutions to elevate their brand.

The result? The legendary Copeland Party at ACCA's annual conference – the highlight of the event! Hundreds of HVACR contractors from around the country gather under one roof for an unforgettable evening. It's Copeland's vision, brought to life with our expertise to form the ultimate networking experience. From festive party themes and door prizes to live music and entertainment, together we create lasting memories that keep contractors coming back year after year.

But the party's just the beginning. We work hand-in-hand with Copeland year-round, crafting targeted messaging through webinars, email campaigns, member feedback sessions, and more. This generates valuable contractor engagement, giving Copeland an edge in product development and industry strategy.

John Schneider, Copeland President, sums it up best: **"Through this collaboration, we gain insights directly from the field... By actively listening to [member] feedback, we stay ahead of the curve."**



Ready to team up with the best in the business?

Explore our partnership options and see how ACCA can help your business thrive! **Learn more by emailing Partners@acca.org.**

ACCA PARTNER

\$27,000/YEAR



Your launchpad for HVACR success! This comprehensive toolkit is your **one-stop shop** for establishing **industry credibility** and **brand awareness**. As an ACCA Partner, you'll enjoy exclusive access to our robust marketing platform, including targeted advertising, email campaigns, and event exposure. Plus, take advantage of Partner-only benefits, like webinars and dedicated email campaigns, to connect directly with our members and generate leads.

Note: Full customization options offered at the Premium Tier & above.

PARTNER PACKAGE INCLUDES:



ENHANCED BRAND VISIBILITY

National ACCA membership for your entire company, including discounts on ACCA products and advertising.

Prominent logo placement on the ACCA website, newsletters, magazine, event promotions, and other partner mentions.



INDUSTRY EVENT PRESENCE

Partner exhibitor package included with ACCA's annual events.

Receive priority floor space selection, top-tier sponsorship recognition, two staff registrations, and full attendees list with contact information.

- **10x10 booth** at ACCA's national conference & expo
- **7ft tabletop** at ACCA's fall meetings



MARKETING PACKAGE

Dedicated email blast (1x/year). Available only to ACCA Partners.

Educational webinar (1x/year). Available only to ACCA Partners.

Digital advertising

- **4 banner ads** on the ACCA blogsite
- **4 digital ads** in ACCA's weekly newsletter
- **1 Product Spotlight** newsletter feature
- **1 Partner Profile** feature on ACCA's blogsite & newsletter

Print advertising

- **2 full-page ads** in *ACCA Now Magazine*
- **Direct mail piece** (optional) included in ACCA's monthly member packets. Partner is responsible for the insert design, print, and shipping to ACCA mail house.

Contractor lead generation: Access ACCA's exclusive membership list with contact information (excludes emails). Distributed 1x/year.

703-824-8862 | PARTNERS@ACCA.ORG

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ACCA PREMIUM PARTNER

\$65,000/YEAR



Go beyond traditional advertising to deepen **member engagement** and unlock powerful **industry insights**. Leverage data-driven intel to understand contractor needs, craft impactful, year-long campaigns, and position your brand as a trusted resource within the HVACR community. **Note:** *Manufacturers required to join at the Premium Level or above.*

PREMIUM PACKAGE INCLUDES:

- ✓ **ALL standard package benefits, PLUS...**
- ✓ **Fully customized marketing package**
- ✓ **Enhanced engagement strategy** - Choose from a suite of unique campaign options (see below) that focus on member engagement and industry insights.
- ✓ **Multi-brand partner discount** - Inquire for more details.
- ✓ **Manufacturer Leadership Forum Participation** - (Manufacturers only)
Executives are invited to take the mainstage during ACCA's annual conference, participating in high-profile discussions and gaining extensive media coverage.

CUSTOM CAMPAIGN EXAMPLES



Targeted content creation: Develop strategic email campaigns and by-lined articles featured on ACCA's blog site, newsletters, and social posts. Include case studies and member testimonials to enhance credibility.



Custom research and insights: Gain valuable industry data through targeted white papers, focus groups, and polls conducted among ACCA members. Leverage these insights to refine your marketing strategies and better understand HVACR market trends.



Training and education: Conduct a series of educational webinars or virtual workshops. Align your brand with industry leaders by participating in ACCA's training and education programs (OEMs only).



Command attention at ACCA's events: Forge deeper connections and generate leads through sponsored breakfast sessions, in-person training workshops, dealer meetings, and member networking events (e.g. happy hours, luncheons, golf tournaments). *Subject to availability.*

READY TO GET STARTED?



HARNESS THE POWER OF AN ACCA ALLIANCE.

At ACCA, we don't just build partnerships; we cultivate lasting alliances that drive growth.



Michaila Hanley, ACCA Strategic Partnerships Specialist,

As your dedicated Strategic Partnerships Specialist, I'm passionate about connecting leading brands like yours with the HVACR industry's most engaged audience. With a strategic approach and a wealth of resources at your disposal, I'm confident we can craft a partnership that propels your brand and fuels growth!

Ready to forge a winning partnership? Schedule a call with me! I'm eager to hear your vision, unique goals, and explore how ACCA can help you achieve them.



LET'S TALK!

[CLICK HERE TO BOOK A TIME ON MY CALENDAR!](#)

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