



# ACCA 2021

## ANNUAL CONFERENCE & EXPO

EXHIBITOR & SPONSOR PROSPECTUS

New Orleans Marriott | New Orleans

*February 21-24, 2021*



# 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 service managers 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

### NTP Events

Jillian Holt

703.706.8228

[accasales@ntpevents.com](mailto:accasales@ntpevents.com)



## ATTENDEES COME TO

Train in Business/Leadership

Interact with Manufacturers and Suppliers

Evaluate and Compare Products for Current and Future Purchasing Decisions

Discover New Marketing and Customer Service Solutions

Network with other contractors and owners

## SELL YOUR PRODUCTS & SERVICES TO HUNDREDS OF QUALIFIED BUYERS

Meet face-to-face with current customers to build relationships and find new prospective clients to build your business. ACCA attendees are highly qualified, motivated buyers and have decision-making power. ACCA EXPO continues to be an exceptional sales vehicle for industry manufacturers, service supplies, and wholesale/distributors.

## ATTENDEES INCLUDE:

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

## 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 attendees.

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

**MEDIA PARTNERS** We work closely with industry-leading trade publications, newsletters and blogs.

**QUALITY EDUCATION** Our three day conference offers cutting-edge sessions led directly from 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
- Print Services
- Promotional Products
- Safety Education
- Sales & Marketing
- Software
- Lead Generation Tools
- Virtual Receptionist
- Website Design

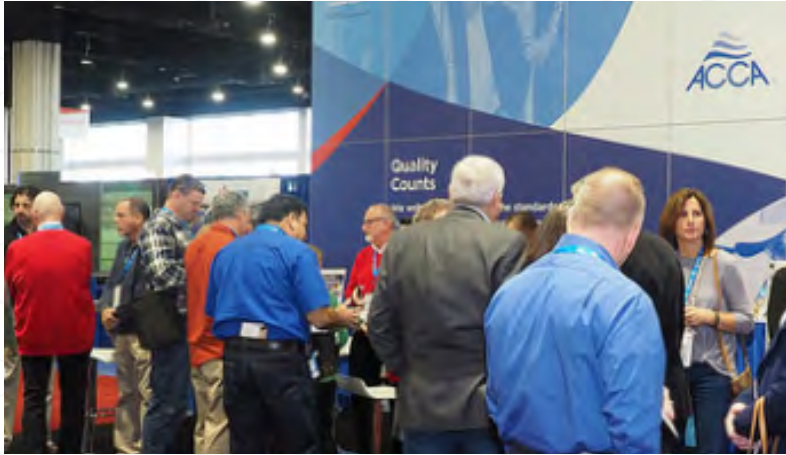
# TOP 5 REASONS

## to Exhibit at **ACCA 2021**

- 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 current customers to bolster existing relationships.
- 4** Generate high-quality leads and attract new customers via brand exposure.
- 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**

## **NTP Events**

Jillian Holt

703.706.8228

[accasales@ntpevents.com](mailto:accasales@ntpevents.com)

## **BOOTH RESERVATIONS**

**February 21-41, 2021**

**New Orleans Marriott**

**New Orleans, LA**

## **RESERVE YOUR BOOTH**

Contact NTP Events' Jillian Holt at 703.706.8228 or [accasales@ntpevents.com](mailto:accasales@ntpevents.com).

## **MAXIMIZE YOUR IMPACT**

An event sponsorship sets your company apart from the rest. Boost your visibility, strengthen brand recognition and generate powerful results. Take your brand beyond the booth and generate maximum return on investment with a variety of sponsorship options to suit your budget. Choose from several opportunities or contact us to create your own!

## **EXPO HOURS**

**Monday, February 22**

2:00 p.m. – 5:30 p.m.

**Tuesday, February 23**

2:30 p.m. – 5:30 p.m.

*\*hours, dates and availability  
subject to change*

## **TEAR DOWN**

**Tuesday, February 23**

by 11:59 p.m.

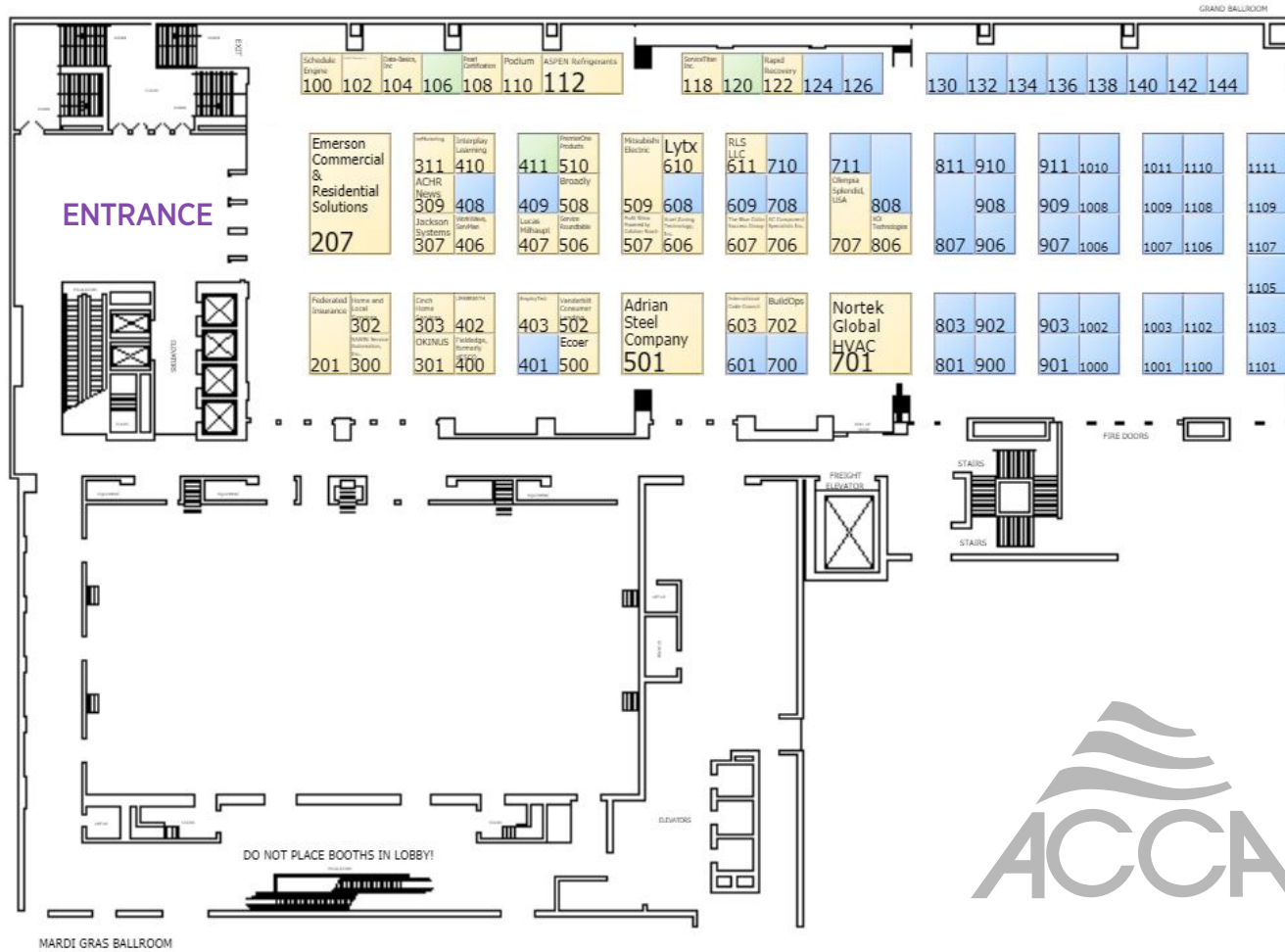
## **FLOOR PLAN**

[View Floor Plan](#)

## **SPACE RATES**

\$30.00/sq. ft

# FLOOR PLAN MAP UPDATED AS OF AUGUST 7, 2020



# MAKE YOUR PITCH

## **RISE & SHINE** *Breakfast Sessions* **\$4,000 + food and beverage**

The stage is yours for an hour. Support contracting excellence and display your thought leadership with a panel of happy clients and we'll help you pack the room with breakfast, promotional emails & a push notification. Or hand pick 25 of your best clients or prospects for a private gourmet breakfast. You're in complete control of the program, signage, materials, attendee list and menu, so we'll work with you to pick food and beverage that fits your budget (9 Sessions Available).

### **Sponsorship Includes:**

- Complete control! You control the program, materials, menu and can promote it to all contractors, or a targeted invite list.
- Promotion via targeted attendee emails as well as the ACCA Events app if desired.
- Your logo on signage for session room schedules or field trip options.
- A mention from the floor at a general session.
- Display of event invitations (you provide) in the registration area.

## **CUSTOM SPONSORSHIP**

### **Call for Pricing**

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 New Orleans thinking of your brand.

## **BINGO CARD** **\$500**

Engage more attendees by sponsoring the bingo card. Once attendees fill it out they can return it to your booth for prize! Includes: logo and booth number on card and recognition on the event signage, web and mobile app.





# SPONSORSHIPS

## MAINSTAGE SESSION

**\$10,000**

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. Keynote speakers are listed [online](#) (Exclusive).

## REGISTRATION SPONSOR

**\$3,000**

All attendees stop by the registration desk. This sponsorship ensures that every attendee will see your branding. Logo in the registration area, in onsite signage and in the registration confirmation emails. Availability for sponsor to distribute swag (Exclusive).

## COFFEE/REFRESHMENT/GRAB & GO BREAKFAST 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 will have signage on the refreshment stand, logo in the schedule/ program, and the option to provide a branded water bottle giveaway.

## PRE/POST CONFERENCE SESSION

**Call for Pricing  
Multiple Available**

Host a half-day client training or extended demo on Sunday or Wednesday. Let us help your market your own paid workshop!

## DEMO SESSIONS

**Call for Pricing  
Multiple Available**

Get access to a private room for a an entire or partial day to show off your products.

## ALLIED ORGANIZATIONS RECEPTION

**\$2,000 Exclusive  
\$1,000 Co-Sponsor**

Put your brand in front of CEO's and board leadership of Allied Contracting Organizations that represent and convene contractors at the state and local levels. You'll receive recognition on event invitations, listings and as a sponsor, you can attend the event!

## ELEVATOR CLINGS

**Call for pricing**

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

## OWN THE ROOM WITH A SESSION ROOM SPONSORSHIP!

Be the official sponsor of a session room and have the opportunity to provide pop-up signage, distribute literature, greet attendees and have your logo associated with session descriptions in the schedule-at-a-glance.

**SINGLE SESSION  
\$1,500 | 8-10 Available**

**FULL DAY  
\$2,000 | 3 Available**

**ENTIRE CONFERENCE  
\$3,000 | 5-8 Available**

## TOWN HALL

**\$2,500 Exclusive**

Be front and center in a room of contractors-only at the town hall. Engagement and branding include welcome remarks, collateral, signage, recognition on the website.

## ON-SITE RECEPTIONS

**SUNDAY OR MONDAY**

**\$3,000 + Event Costs  
MULTIPLE AVAILABLE**

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

## OFF-SITE EVENT RECEPTION PROMOTION

**\$1,500 | Multiple Available**

Extend your brand impressions outside the venue with off-site event reception. Signage, dedicated email blast, push notification on mobile app.

# SPONSORSHIPS CONT.

## **WIFI SPONSORSHIP** **\$5,000**

No event would be successful without go 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** **\$1,000 | 2 Available**

More than just an ad, this sponsorship also includes a landing page with additional promotional information.

## **SHOW DAILY AD** **\$500 | 5 Per Day**

Marketing favors the prepared. If you can get us your banner ads two weeks prior to the event, we can ensure that your ad is pushed out to every attendee with the daily email update. You'll be in the inbox of every attendee and exhibitor each day!

## **MOBILE APP PUSH NOTIFICATIONS** **\$500 | 2 Per Day**

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

## **MOBILE APP BANNERS** **\$750 | 2 Available**

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

## **BANNERS** **\$2,000**

Banners of various sizes will be placed in specific locations throughout the event space.

## **HOTEL KEY CARDS** **\$5,000**

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 | Exclusive**

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.

## **STAIR RISERS AND ESCALATORS** **Call for pricing**

Branding hotel access areas near the expo hall and session rooms is a creative way to be right in the middle of everything.

## **WINDOW AND DOOR CLINGS**

### **Call for pricing**

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

## **FOYER TABLE-TOP** **\$1,500 | 10 Available**

Be part of the attendee's immediate experience by having your branding in the high traffic foyer.

## **MIX® RECEPTION** **\$7,500 exclusive** **\$5,000 co-sponsored**

This Sunday night event is in support of [ACCA's MIX® Group](#) program, a leading ACCA member benefit where non-competing contractors work together to help each other build better businesses. As our featured event, a who's who of the HVAC industry will be in attendance, this robust sponsorships provides: direct messaging to attendees, logo recognition on the website and mobile app, onsite signage, the ability to hand out promotional materials, event invitations for all sponsor staff, and a full attendee list for post-event outreach.

## **FLOOR STICKERS** **\$1,500 FOR 3X3** **\$3,000 FOR 6X6**

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

# CUSTOM TOURS & EVENTS!

CONTACT US TODAY

**NTP Events**

Jillian Holt  
703.706.8228  
[accasales@ntp-events.com](mailto:accasales@ntp-events.com)

Impress customers or prospects with a custom tour of notable experiences exclusive to New Orleans! Get signage, recognition and speaker opportunities on a paid tour marketed to all attendees OR we'll help market your private tour to qualified buyers." Contact us more to learn about these tour options:

## HISTORY & CULTURE

Witches Brew  
Haunted History  
New Orleans Ghost Tour  
All Bout Dat Tours -  
Black Heritage & Jazz  
Mardi Gras World

## BREWERIES

Urban South Brewery  
Port Orleans Brewery  
Abita Brewing Company  
NOLA Brew Bus

## OUTDOOR FUN

Dr. Wagner's Honey  
Island Swamp Tour  
Cajun Encounters Swamp  
Tour

## FOOD-ORIENTED

Destination Kitchen  
New Orleans Culinary  
History Tours

## SPORTING CLAYS SHOOT

**\$10,000 | Exclusive or \$6,000 Co-Sponsored**

Your sponsorship will make this memorable event possible. Have maximum exposure and networking opportunity with attendees while enjoying a day on a sporting clays shoot.

### *Sponsorship Includes:*

- Signage shooting stations
- 10 tickets for your team and/or clients to attend
- Mobile app listing
- Speaking opportunity on bus
- Inclusion onsite event signage
- Promotion in event materials
- Opportunity to staff shooting stations to greet attendees

# 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).

