

**2024 SMACNA
ANNUAL CONVENTION**

OCTOBER 27-30, 2024 | PALM DESERT, CA



PRODUCT SHOW

**EXHIBITOR PROSPECTUS &
SPONSORSHIP OPPORTUNITIES**

Please contact productshow@smacna.org for more information and to request an exhibitor application form.



BE A PART OF THE ACTION



The 2024 SMACNA Annual Convention will bring together the sheet metal and HVAC industry's most advanced contractors in a luxurious setting. Making the commitment to be an exhibitor at the SMACNA Product Show allows you to showcase your cutting-edge technologies, outstanding products, essential services, new innovations, and critical solutions that fit our members' unique needs.

Additionally, we have numerous sponsorship opportunities available. This is a great way to go beyond the SMACNA Product Show to make meaningful connections and start conversations that can lead to purchases of products, equipment, and services.

EXHIBIT

SMACNA Product Show attendees are primarily business owners, company presidents, and high-level executives who possess the key decision-making and purchasing authority you are looking for.

Our members look forward to the SMACNA Product Show each year so they can meet in-person with suppliers and service providers that provide solutions to fit their unique needs.



5 REASONS TO EXHIBIT

- 1** Reach an audience with buying power. Our attendees are some of the most successful contractors in the industry.
- 2** Direct access to business owners and executives.
- 3** Meet face-to-face with current and new customers at your booth.
- 4** Generate sales leads and brand awareness of your company.
- 5** Go head-to-head with your competition!



READY TO EXHIBIT?

TUESDAY, OCTOBER 29, 2024
6:45am – 11:15am

JW Marriott Desert Springs Resort & Spa (Palm Desert, CA)

SETUP DAY

Monday, October 28, 2024
1:00pm – 5:00pm

BREAKDOWN DAY

Tuesday, October 29, 2024
11:15am – 2:30pm

COST

10x10 booth space is complimentary at Silver, Gold, and Platinum levels of SMACNA Associate Membership and \$5,000 to non-members.

EXPECTED ATTENDANCE

500 – 750 (90% will be business owners, with the remaining 10% being other company representatives and local chapter executives)

WHAT'S INCLUDED?

- Complimentary liability insurance with Certificate
- Complimentary online listing
- (2) Complimentary Product Show booth staff badges
- Back wall & side rail drape
- Standard booth ID sign
- (1) 6' W x 30" H draped table
- (2) Side chairs
- (1) Wastebasket

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PUT THE SPOTLIGHT ON YOUR COMPANY

AVAILABLE SPONSORSHIP OPPORTUNITIES

CLOSING NIGHT DINNER & SHOW

Our marquee event is one of the biggest and most memorable of the entire SMACNA Annual Convention! Contractors, their families, industry professionals, chapter executives, and other invited guests all gather to enjoy a fabulous dinner followed by live music from a famous band and dancing.

Exclusive Sponsor Cost: \$30,000

OPENING NIGHT MEET & GREET RECEPTION

The reception that sets the tone for the entire SMACNA Annual Convention, bringing together all member contractors, industry professionals, chapter executives, and other invited guests in an informal setting with food, drinks, games, and live music.

Exclusive Sponsor Cost: \$20,000 ~ OR ~

Shared Sponsor Cost: \$7,500 (4 available)

KEYNOTE PRESENTATION & LUNCH

This is one of the best attended gatherings of the entire SMACNA Annual Convention, and it features awards presentations for the SMACNA Contractor of the Year, SMACNA Chapter Executive of the Year, and SMACNA Legislative Awards followed by an entertaining presentation from Nicole Malachowski, the first female pilot selected to fly as part of the USAF Air Demonstration Squadron, better known as the Thunderbirds.

Exclusive Sponsor Cost: \$15,000 ~ OR ~

Shared Sponsor Cost: \$5,000 (4 available)

PRESIDENT'S LUNCH

Be a part of the official ceremony where the new SMACNA President officially starts their tenure and delivers their first address to the SMACNA membership.

Exclusive Sponsor Cost: \$15,000 ~ OR ~

Shared Sponsor Cost: \$5,000 (4 available)

ALL TOGETHER NOW: SMACNA AFTER PARTY

This brand-new addition to the SMACNA Annual Convention promises to be a new attendee favorite! Held in the evening of the first full day of the SMACNA Annual Convention, it will feature drinks, desserts, dancing, and a musical performance from a live band.

Exclusive Sponsor Cost: \$15,000 ~ OR ~

Shared Sponsor Cost: \$5,000 (4 available)

REFRESHMENT BREAKS

The three main days of the SMACNA Annual Convention (Monday, Tuesday, Wednesday) will each have designated times for attendees to enjoy beverages and snacks in between educational sessions. This is a great opportunity for your company to stay top-of-mind with attendees while they take a break from learning.

Exclusive Sponsor Cost: \$15,000 ~ OR ~

Daily Sponsor Cost: \$8,000 (3 available)

HOTEL KEY CARDS

If you are looking to reach attendees with your logo or corporate identity, then look no further than this highly visible sponsorship opportunity. Multiple times per day, attendees will see your exclusive message, generating thousands of impressions throughout the event that provides your company with elevated awareness of your brand.

Exclusive Sponsor Cost: \$15,000

ATTENDEE NAME BADGES

Another significant sponsorship opportunity enables your company to gain visibility with attendees, every day, every minute during the 2024 SMACNA Annual Convention. With attendee badges required for entry into all Convention functions, this sponsorship opportunity is an incredibly effective way for your company to be seen by everyone!

Exclusive Sponsor Cost: \$15,000

CONTRACTOR BREAKFASTS

Another new addition for 2024, your company can be the first thing attendees see in the morning when they enjoy a fulfilling breakfast before starting the day's events.

Exclusive Sponsor Cost: \$12,500 ~ OR ~

Daily Sponsor Cost: \$7,500 (2 available)

PRODUCT SHOW MORNING BAR

Serving up complimentary espressos, cappuccinos, bloody marys, and mimosas to everyone in attendance at the SMACNA Product Show, this big-hit returns in 2024.

Exclusive Sponsor Cost: \$5,000 ~ OR ~

Shared Sponsor Cost: \$1,000 (8 available)

SPOUSE BREAKFAST

Held on Tuesday morning, SMACNA Annual Conventions attendees' spouses will enjoy a wonderfully arranged breakfast in an informal setting while hearing a presentation from Ryan Campbell, the first teenager and youngest pilot to fly solo around the world.

Exclusive Sponsor Cost: \$5,000 ~ OR ~

Shared Sponsor Cost: \$1,000 (8 available)

CONVENTION APP

Once on-site, this highly valuable digital tool will be the primary resource attendees use for information about events, educational sessions, speakers, restaurants, and all other things 2024 SMACNA Annual Convention related.

Exclusive Sponsor Cost: \$5,000 ~ OR ~

Shared Sponsor Cost: \$1,000 (8 available)