



ACCA 2025

MARCH 24-27

KALAHARI RESORT - GREATER AUSTIN, TX

EXHIBITOR AND SPONSOR PROSPECTUS



Contact events@acca.org or (925) 487-4667
accaconference.com



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SELL YOUR PRODUCTS & 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.

ATTENDEES INCLUDE:

- Residential Contractors
- Manufacturers
- Light Commercial Contractors
- Wholesale Distributors
- Commercial/Industrial Contractors
- Consolidators
- Institutional Contractors
- Design/Build Contractors
- Professionals

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.



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WE DELIVER THE RIGHT AUDIENCE

INDUSTRY RELATIONS

We have solid 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 the ideal conference audience. This includes social media, direct mail, in-store event promotions, email campaigns, digital and print advertising, as well as substantial outreach from top manufacturers, wholesalers, and distributors in the industry.

\$5.1 Billion

Total Revenue Achieved for ACCA Members

\$3 Million

Average Annual Revenue for ACCA Members

BUSINESS CATEGORIES AT THE EXPO:

- Business Brokers
- Business and Sales Training
- Consulting
- Recruiting and HR Services
- Field Service
- Financial Services
- Home Warranty
- HVAC Design
- HVAC Training
- Innovative Products
- Insurance
- Sales and Marketing
- Software
- Supply Chain Solutions
- Vehicle Leading and Upfitting
- and More!

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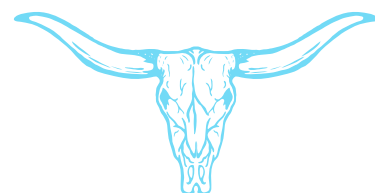
TOP 5 REASONS TO EXHIBIT AT ACCA 2025

- 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 markets.
- 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.
- **Pre and Post-attendee mailing lists** to market your company's presence. Mailing information, names, and phone numbers are provided.
- All booths include **lead capture** services to gather notes and emails of every contractor you meet.
- **Two complimentary conference passes**, a table, and chairs per 10x10 booth.
- **Presence on our ACCA Mobile App**, including your logo and other information.
- Access to **exclusive conference materials**, including marketing, sponsorship, and advertising assets.
- Lead retrieval, access to the exhibitor portal, **and more!**



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BOOTH RESERVATIONS

March 23-28, 2025

Kalahari Resort and Convention
3001 Kalahari Blvd
Round Rock, TX 78665

To reserve your booth, contact
events@acca.org or (925) 487-4667

SET UP

March 25, 2025

EXPO HOURS

March 25, 2025

3:00PM - 6:00PM

March 26, 2025

12:00PM - 3:00PM

TEAR DOWN

March 26, 2025

3:00PM - 9:00PM

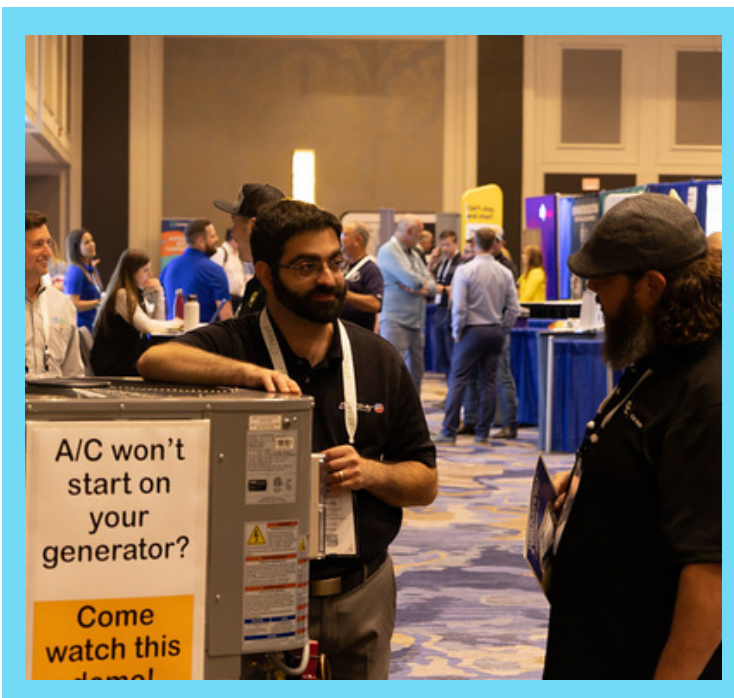
FLOOR PLAN

Online floor plan is located at
accaconference.com

SPACE RATES

\$52.00/sq. ft*

*ACCA Members: \$45.00/sq. ft





SHARE YOUR PITCH RISE AND SHINE WITH ATTENDEES

Sponsored Breakfast Sessions

The stage is yours for 45 minutes. Support contractor excellence by displaying your knowledge or with a demo video amongst a group of interested clientele. It's your room! You choose the program, signage, materials, attendee list, and menu.

\$15,000 Food Included *Multiple Available*

BINGO CARD

Engage attendees by sponsoring the bingo card! Attendees will visit each booth number on the card to be entered to win prizes. Includes: logo and booth number on the card and recognition on event signage.

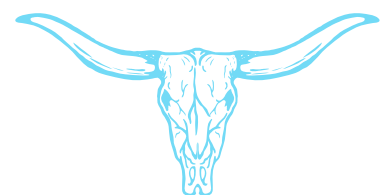
\$800 per square *24 Available*

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 Kalahari Resorts and Conventions unique spaces for your events:

- Pre/post-conference Sessions: Host a half-day client training or extended demo. We will even help market your event.
- Demo Spaces: From showcasing a product or service at the expo 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.



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SPONSORSHIPS

MAIN STAGE SESSIONS

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 as well as the session's speaker.

Opening General Session: \$30,000

Contractor Forum Live: \$20,000

Breakfast with Champions: \$20,000

Closing General Session: \$20,000

SURPRISE AND DELIGHT

Our attendees are highly motivated and love a treat between sessions to give them a boost! A Surprise and Delight sponsorship 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. Includes a push notification through the ACCA app during the event.

\$10,000 *Multiple Available*

REGISTRATION SPONSOR

Make your brand one of the first things attendees see! Includes your logo in the registration area, on the name badge, in the registration confirmation emails, and an insert in the conference welcome bag.

\$12,000 *Exclusive*

SESSION ROOM SPONSOR

Show your dedication to continuing education for the HVACR industry by sponsoring a session room. A pop-up banner outside the room shows that your brand supports attendee professional development by sponsoring a session.

Individual Session: \$2,500

Full Day: \$5,000

Entire Event: \$10,000



MIX GROUP® MIXer

Showcase your brand with growth-minded contractor members and candidates of ACCA's MIX Groups®. This event features Speed Networking for ACCA's premier peer groups to interview prospective members while you host the bar. Includes an insert in the conference welcome bag.

\$20,000 *Exclusive*

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SPONSORSHIPS

SPONSOR ATTENDEES

Use prepaid contractor registrations to reward your best clients, engage top prospects, or even run a sweepstakes on social media. Your company will be invoiced accordingly for the number of registrations sponsored.

\$500 Per Attendee

LANYARDS

Ensure every attendee is wearing your logo throughout the show by sponsoring the event lanyards. It's just like having hundreds of walking billboards! Includes sponsor recognition on the website and in promotional materials.

\$5,000 Exclusive

FLOOR STICKERS

Your logo will be placed strategically throughout the event space to ensure maximum visibility.

\$3,500

WINDOW, DOOR, OR ELEVATOR CLINGS

Attendees are always on the move. Be sure to be seen with your logo right on the resort's elevator doors.

***Call for Pricing (925) 487-4667**

CHARGING STATIONS

Place your brand on one of five strategically placed charging stations in high-traffic areas throughout the event space. Allow attendees to securely charge their phones and laptops at these stations while working and networking. Associate your brand with helping attendees stay connected.

\$3,500 Each

\$12,000 for 5 Exclusive



WI-FI SPONSORSHIP

No event is successful without Wi-Fi these days. This opportunity includes a customized Wi-Fi passcode, recognition on all public space event signage, and recognition where Wi-Fi is advertised.

\$5,000 Exclusive

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SPONSORSHIPS

ACCA 2025 EXPERIENCE KICKOFF

Welcome ACCA 2025 attendees to the orientation session! Aid attendees in networking with other contractors while promoting your brand directly to them. Continental breakfast included.

\$7,500 Exclusive

ALLIED CONTRACTING ORGANIZATIONS LUNCHEON

ACCA's 22 state/local Allied Contracting Organizations (ACOs) currently serve 29 states and DC. On Monday, March 24, ACO staff and board members will gather for a day of networking and learning at the Association Leadership Workshop. Sponsoring this luncheon will provide you with instant name recognition, an opportunity for a brief presentation, and the ability to network with attendees throughout the day.

\$5,000 Exclusive

WELCOME BAG

Sponsor a co-branded (with ACCA) conference bag given to attendees as they register.

\$7,500 Exclusive

WELCOME BAG INSERT

Reach every conference registrant with your provided material or promotional item for inclusion in the sponsored welcome bag.

\$1,000 Unlimited; One Insert Per Sponsor



CUSTOM SPONSORSHIP

The Kalahari Resort 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 Texas thinking of your brand.

***Call for Pricing (925) 487-4667**

SPONSORSHIP LIST

- ACCA 2025 EXPERIENCE KICKOFF
- ALLIED CONTRACTING ORGANIZATIONS LUNCHEON
- BINGO CARD
- CHARGING STATIONS
- FLOOR STICKERS
- LANYARDS
- MAIN STAGE SESSIONS
 - OPENING GENERAL SESSION
 - CONTRACTOR FORUM LIVE
 - BREAKFAST WITH CHAMPIONS
 - CLOSING GENERAL SESSION
- MIX GROUP® MIXER
- REGISTRATION SPONSOR
- RISE AND SHINE BREAKFASTS
- SESSION ROOM SPONSOR
- SPONSOR ATTENDEES
- SURPRISE AND DELIGHT
- WELCOME BAG
- WELCOME BAG INSERT
- WI-FI SPONSORSHIP
- WINDOW, DOOR, AND ELEVATOR CLINGS

ONSITE RESTAURANTS

There are a number of onsite restaurants available for specialized events.

- MACS - Macaroni and Cheese Shop
- Double Cut Steak House
- B-Lux Grill and Bar
- Sortino's Italian Kitchen
- Cinco Niños
- Redd's Piano Bar and Lounge
- Great Karoo Marketplace
- The Last Bite
- Waterpark Dining
- Java Manjaro
- Marrakesh Market Eatery
- Baobab Social
- Pizzeria Sortino



THANK YOU TO OUR CORPORATE PARTNERS

Our Corporate Partner program is a powerful marketing and promotional partnership developed to provide the HVACR manufacturing/supplier community with opportunities to align with ACCA and our members. From advertising and exhibits to year-round recognition and individual outreach opportunities, our 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.

