

2023

**SMACNA  
ANNUAL  
CONVENTION**

OCTOBER 15 – 18 / PHOENIX, AZ



**SPONSORSHIP  
OPPORTUNITIES**

**PUT YOUR COMPANY IN THE SPOTLIGHT AT SMACNA'S BIGGEST EVENT OF THE YEAR!**



## SPONSORSHIP BENEFITS

SMACNA's Annual Convention brings together the sheet metal and HVAC industry's most advanced contractors, in a luxurious setting where they can learn from industry experts and network with their colleagues and focus on growing their businesses.

The family-like atmosphere at the SMACNA Annual Convention makes all attendees highly approachable. Becoming a sponsor is a great way to make meaningful connections and start conversations that can lead to purchases of products, equipment, and services in the months ahead.





# MAJOR EVENT SPONSORSHIPS

## OPENING NIGHT RECEPTION

This well-attended Sunday night event marks the official start of the SMACNA Annual Convention and sets the tone for the entire week, bringing together all member contractors, industry professionals, chapter executives, and other invited guests to reconnect, network, and discuss business conditions while enjoying cocktails and hors d'oeuvres in an informal setting.

The benefits of purchasing this exclusive sponsorship opportunity will include:

- Company logo printed on event signage
- Company logo printed on bar items, including signs, napkins, and cups
- Company logo printed on table items, including centerpieces and/or tents
- (4) comped guest passes to Opening Night Reception

**COST: \$20,000**

## KEYNOTE PRESENTATION & LUNCH

Year in and year out, this is one of the best attended gatherings of the entire SMACNA Annual Convention. Being held on Monday, October 16, this event promises to be memorable for all those in attendance and it will feature a performance by a well-known speaker. There will also be an awards presentation for the SMACNA Contractor of the Year, SMACNA Chapter Executive of the Year, and SMACNA Legislative Awards.

By sponsoring the Keynote Presentation & Lunch your company will gain significant recognition and be associated with the very best our industry has to offer. Additional benefits of purchasing this exclusive sponsorship opportunity will include:

- Company logo printed on event signage
- Company logo displayed on big screens
- Company logo printed on table items, including centerpieces and/or tents
- Special recognition from SMACNA President on stage
- (4) comped guest passes to Keynote Presentation & Lunch event

**COST: \$20,000**



# PRESIDENTS LUNCH

To be held on Wednesday, October 18, this sit-down luncheon will have hundreds in attendance and feature the official ceremony where the new SMACNA President officially starts their tenure and delivers their first address to the SMACNA membership.

Other ceremonies taking place at this luncheon include induction of new members to SMACNA's College of Fellows, a charity donation, and recognition of the outgoing SMACNA President. This event sets the tone for the new SMACNA business year and connects a sponsor with the most engaged people in the industry. This exclusive sponsorship opportunity includes:

- Company logo printed on event signage
- Company logo displayed on big screens
- Company logo printed on table items, including centerpieces and/or tents
- Special recognition from SMACNA President on stage
- (4) comped guest passes to Presidents Lunch event

**COST: \$15,000**



# SMAC PAC DINNER & RECEPTION

Always a themed event, attendees will enjoy numerous festivities, activities, and food offerings along with opportunities to win a fabulous assortment of prizes. Sponsoring this event will associate your company with a positive, important, and entertaining evening. Sponsorship benefits will include:

- Company logo printed on event signage
- Company logo printed on bar items, including signs, napkins, and cups
- Company logo printed on table items, including centerpieces and/or tents
- Special recognition from SMAC PAC staff on stage including company logo to be displayed on big screens

**COST: \$10,000**





## CLOSING NIGHT DINNER & SHOW

This marquee event is one of the biggest and most memorable at the entire SMACNA Annual Convention! Member contractors, their families, industry professionals, chapter executives, and other invited guests will all gather on Wednesday evening, October 18 to enjoy a fabulous dinner followed by live music from a famous band/recording artist that will have everyone singing and dancing.

Your company can be a big part of this unforgettable evening. Benefits of purchasing this exclusive sponsorship opportunity will include:

- Company logo printed on event signage
- Company logo printed on bar items, including signs, napkins, and cups
- Company logo displayed on big screens during dinner
- Company logo printed on table items, including centerpieces and/or tents
- Lighted company logo displayed on walls during event
- (4) comped guest passes to Closing Night Dinner & Show event
- Meet and greet with performing band/recording artist before event.

**COST: \$30,000**



# OTHER EVENT SPONSORSHIPS

## SPOUSE BREAKFAST

Family plays an important role in both our members' business and during SMACNA's Annual Convention. This Tuesday morning breakfast specifically recognizes the vital role spouses play in SMACNA members' businesses.

Attendees will enjoy a wonderfully arranged breakfast in an informal setting while hearing a presentation from a well-known guest speaker. The exclusive sponsor of this breakfast and reception will raise awareness of their brand to key influencers, and get benefits that include:

- Company logo printed on event signage
- Company logo printed on table items, including centerpieces and/or tents
- Special recognition from SMACNA President's wife on stage

**COST: \$5,000**

## REFRESHMENT BREAKS

The three main days (Monday, Tuesday, Wednesday) of the 2023 SMACNA Annual Convention have built-in times for attendees to network with their peers while enjoying a beverage. With five total designated refreshment breaks across three days, this is a great opportunity for attendees to associate your brand with a much-needed break and stay top-of-mind as contractors discuss business plans and information they have learned from educational sessions.

All refreshment breaks will take place between Business Development Sessions and Forums. SMACNA has created several sponsorship options, providing greater options and flexibility for your company. Benefits of this sponsorship will include:

- Company logo printed on signs at and around refreshment tables
- Company logo printed on napkins and cups

<b>SINGLE:</b>	<b>\$5,000</b>
<b>DAILY:</b>	<b>\$8,000</b>
<b>EXCLUSIVE:</b>	<b>\$20,000</b>





# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## KEY CARDS

cost \$15,000

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

This exclusive sponsorship opportunity will include:

- Fully customized branding on one side of hotel key card distributed to all 2023 SMACNA Annual Convention attendees

## NAME BADGES

cost \$15,000

Another significant sponsorship opportunity enables your company to gain visibility with every attendee, every day, every minute during the 2023 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!

- Company logo added to all full 2023 SMACNA Annual Convention attendee badges

## REGISTRATION BAGS

cost \$12,500

Achieve instant recognition for your company with attendees the moment they make their initial visit to the registration desk. Your company logo will be prominently displayed on bags handed out to attendees that will be used throughout the event and for years to come.

- Large company logo printed on a 2023 SMACNA Annual Convention co-branded bag

## CONVENTION APP

cost \$7,500

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 2023 SMACNA Annual Convention related. This is yet another fantastic opportunity to have your company logo seen by attendees numerous times throughout the day.

- Company logo to appear on initial splash page every time app is launched

## CHARGING STATIONS

cost \$5,000  
PER STATION

Located in several high-traffic areas frequented by attendees throughout the entirety of the 2023 SMACNA Annual Convention, these charging stations offer attendees a central location to associate your brand with allowing them to add some much-needed battery power to their devices.

# SPONSORSHIP APPLICATION

## EVENT SPONSORSHIPS

- ☐ Closing Night Dinner & Show ..... \$30,000
- ☐ Opening Night Reception ..... \$20,000
- ☐ Keynote Presentation & Lunch ..... \$20,000
- ☐ Presidents Lunch ..... \$15,000
- ☐ SMAC PAC Dinner & Reception ..... \$10,000
- ☐ Spouse Breakfast ..... \$5,000

## ADDITIONAL SPONSORSHIPS

- ☐ Hotel Key Cards ..... \$15,000
- ☐ Attendee Name Badges ..... \$15,000
- ☐ Attendee Registration Bags ..... \$12,500
- ☐ Convention App ..... \$7,500
- ☐ Device Charging Stations ..... \$5,000 each
  - ☐ One Station
  - ☐ Two Stations
  - ☐ Three Stations
  - ☐ Four Stations

## REFRESHMENT BREAKS

- ☐ Single ..... \$5,000
  - ☐ Monday AM
  - ☐ Monday PM
  - ☐ Tuesday PM
  - ☐ Wednesday AM
  - ☐ Wednesday PM
- ☐ Daily ..... \$8,000
  - ☐ Monday
  - ☐ Wednesday
- ☐ Exclusive ..... \$20,000

## COMPANY INFORMATION

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_ Zip Code \_\_\_\_\_ Country \_\_\_\_\_

## CONTACT INFORMATION

Name \_\_\_\_\_

Job Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

## ACCEPTANCE

Our company hereby submits our application for the sponsorship opportunity or opportunities selected on this form for the 2023 SMACNA Annual Convention in Phoenix, Arizona. My signature confirms that I have read, understand, agree that this is only an application to become a sponsor at the 2023 SMANCA Annual Convention, and that no sponsorship benefits will be conferred or remitted to my company until a binding contract has been agreed upon, signed, and accepted by SMACNA.

SMACNA reserves the right to reject any 2023 SMACNA Annual Convention sponsorship application for any reason.

Signature \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

2023  
SMACNA  
ANNUAL  
CONVENTION  
OCTOBER 15 - 18 / PHOENIX, AZ



Please send this completed form to [dberger@smacna.org](mailto:dberger@smacna.org)





# FULFILL YOUR MARKETING OBJECTIVES FOR **THE 2023 SMACNA ANNUAL CONVENTION**

From start to finish SMACNA is committed to helping create a highly successful experience that provides you with maximum visibility and brand impact for your budget.

For more information about any of these opportunities, please contact **Dustin Berger** at [dberger@smacna.org](mailto:dberger@smacna.org).

*All 2023 SMACNA Annual Convention sponsorship opportunities are available on a first-come, first-served basis. The deadline to purchase a 2023 SMACNA Annual Convention sponsorship is August 31, 2023. Please note that a sponsorship opportunity is not officially booked until a contract is signed and received by SMACNA.*