SMACNA’s Associate Member program is more than a sales encounter. It is a unique opportunity to build a lasting relationship and become a valued resource to SMACNA contractors—the industry’s premier contractors.

SMACNA contractor members rely on SMACNA’s Associate Members to learn about the latest innovations in the sheet metal and HVAC marketplace.

THE ASSOCIATE MEMBER PROGRAM WILL:
- Put you in touch with the key purchasing decision makers
- Provide you with ongoing visibility to these best-in-class contractors
- Create opportunities for SMACNA contractor engagement beyond the instant point of sale

In addition to a monthly news and advertising vehicle, the program is robust with events and opportunities to meet and network with the SMACNA members.

WHO BENEFITS FROM ASSOCIATE MEMBERSHIP?
Manufacturers of products and suppliers of services that provide solutions to these highly sought-after industry leaders. There’s no better way than SMACNA’s Associate Member program to reach this select market of construction industry leaders who perform private and public HVAC and sheet metal work in:

- RESIDENTIAL
- HVAC COMMERCIAL
- ARCHITECTURAL SHEET METAL
- INDUSTRIAL & CUSTOM FABRICATION

Start Your Successful Partnership with SMACNA Today
Contact your SMACNA Show Management Team at (703) 259-6118 or email smacna@naylor.com for more information.
## 2020 ASSOCIATE MEMBER BENEFITS

### SMACNA CONTRACTORS ARE POWERFUL, SERIOUS BUYERS

#### EXCEPTIONAL NETWORKING ADVANTAGE

SMACNA’s annual Product Show, held in conjunction with the Association’s Annual Convention, provides opportunities for Associate Members to meet directly with SMACNA contractors, C-level owners and key executives from the largest North American sheet metal, HVAC, and specialty metal contracting firms. The Product Show is a half-day event with no competing sessions, orchestrated by design for full attendance by all members. SMACNA turns a spotlight on Associate Members during this flagship event, giving special recognition and numerous promotional opportunities throughout the show.

### WHO ARE SMACNA CONTRACTORS?

Multitalented contractors specializing in HVAC systems and commissioning; architectural sheet metal; industrial sheet metal; kitchen equipment; specialty stainless steel work; custom fabrication; building enclosure, testing and balancing; residential service, energy management service, and retrofit.

SMACNA and its members drive the construction industry with ground-breaking research and best practices in energy efficiency, indoor air quality, duct construction and architectural sheet metal, to name only a few. SMACNA contractors set the standards for the sheet metal and HVAC industries.

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### RATES

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<th>PLATINUM</th>
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<td>$20,000</td>
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### PLATINUM LEVEL

- 2 tickets to Monday’s Convention Keynote Presentation and Lunch
- Priority booth location in Product Show
- 12 monthly electronic inserts in the SMACNA Products and Services Update e-newsletter
- 20% discount for ads in SMACNA Product & Services Guide
- 10% membership fee discount if paid by January 1st

### GOLD LEVEL

- 2 tickets to Sunday evening Convention Meet and Greet Reception
- Video recognition at SMACNA Convention general sessions & food functions
- 8 monthly electronic inserts in the SMACNA Products and Services Update e-newsletter
- Gratis copies of SMACNA technical and business publications
- Gratis subscription to SMACNA’s e-library (technical manuals)
- Eligible for a SMACNA Convention hospitality suite, if exhibiting
- Eligible to provide one company promo insert with Convention registration packet
- Golf Hole Sponsor for the College of Fellows Golf Outing - Signage at Tee Box
- 25% discount on additional Product Show exhibit space
- 15% discount for ads in SMACNA Product & Services Guide
- 10% discount on Convention Daily ads
- 10% membership fee discount if paid by January 1st

### SILVER LEVEL

- 1 Free 10x10 Booth Space in the Product Show
- Opportunity to submit educational program for the SMACNA New Technology Sessions
- 4 monthly electronic inserts in the SMACNA Products & Services Update e-newsletter
- 15% off Additional Product Show exhibit space
- 10% discount for ads in SMACNA Product & Services Guide
- SMACNA press release recognition
- Digital media engagement
- Logo in SMACNews.
- Recognized as a SMACNA Supporter
- Included in SMACNA general membership mailings and other publications
- Use of the SMACNA Associate Member logo
- Recognition on SMACNA Website with company contact info, logo, hyperlink to website
- 4 free Product Show badges (if exhibiting)
- Recognition in Convention Brochure and Convention Daily (if exhibiting)
- Purchase SMACNA publications at member price
- Convention registration at contractor member rate
- Post-convention attendees list (if exhibiting)
- 5% discount on Convention Daily ads
2020 SMACNA ASSOCIATE MEMBER PROGRAM – JOIN NOW!

SMACNA CONTRACTORS’ REVENUES AND MARKET SHARE ARE ON THE RISE

According to a recent Engineering News-Record (ENR) magazine’s Top 600 Specialty Contractors Report, SMACNA members represented the majority of sheet metal firms.

- 61% SMACNA members
- 80% SMACNA members

TOP 50 mechanical firms
Total annual revenue of $1.2 BILLION
Annual revenue from TOP 50 mechanical firms $14.9 BILLION

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