

2026 SMACNA Annual Convention

October 25 - 28, 2026 | Orlando, FL



SPONSORSHIP OPPORTUNITIES

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



BE A PART OF THE ACTION

The 2026 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. Sponsorships are a great way 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.



TOP 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?



SMACNA PRODUCT SHOW TUESDAY, OCTOBER 27, 2026

8:00am – 12:00pm

Signia by Hilton Bonnet Creek/Waldorf Astoria, Orlando, FL

MOVE-IN

Monday, October 26, 2026

1:00pm – 5:00pm

PRODUCT SHOW

Tuesday, October 27, 2026

8:00am – 12:00pm

MOVE-OUT AND DISMANTLING

Tuesday, October 27, 2026

12:00pm – 4:00pm

PRODUCT SHOW BREAKFAST (IN THE EXHIBIT HALL)

Tuesday, October 27, 2026

8:00am – 9:00am

EXHIBITOR KIT

Each exhibitor will receive an Exhibitor Kit, available May 2026

COST

10x10 booth space is complimentary at Silver, Gold, and Platinum levels of SMACNA Associate Membership and \$7,000 to non-members.

WHAT'S INCLUDED?

- Complimentary online listing
- (2) Complimentary Product Show booth staff badges
- Back wall (8') & side rail (3') pipe & drape
- Standard booth ID sign (17"x11")
- (1) 6' draped table (3 sides)
- (2) Contour Chairs
- (1) Wastebasket

EXPECTED ATTENDANCE

1,500+ (90% will be business owners, with the remaining 10% being other company representatives and local chapter executives)



FULFILL YOUR MARKETING OBJECTIVES FOR **THE 2026 SMACNA ANNUAL CONVENTION**



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

For more information about any of these opportunities, please contact us at partners@smacna.org.

All 2026 SMACNA Annual Convention sponsorship opportunities are available on a first-come, first-served basis. The deadline to purchase a 2026 SMACNA Annual Convention booth or sponsorship package is July 31, 2026. Please note that a sponsorship opportunity is not officially booked until a contract is signed and received by SMACNA.

ELITE EVENT SPONSORSHIPS

CLOSING NIGHT DINNER & SHOW

Wednesday, October 28th

This marquee event is one of the biggest and most memorable at the entire convention! Member contractors, their families, industry professionals, chapter executives, and guests join together to enjoy dinner followed by a finale live music performance that will bring everyone to their feet to sing along and show off their dance moves.

Your company can play a key role in this unforgettable evening. Benefits of purchasing this *exclusive* sponsorship opportunity include:

- Company logo printed on event signage
- Company logo printed on bar items, including signs and napkins
- Company logo displayed on big screens during dinner
- Lighted company logo displayed on walls during dinner
- (4) comped guest passes to Closing Night Dinner & Show event

COST: \$30,000



HAPPY HOUR

Sunday, October 25th

Marking the official start and setting the tone of the SMACNA Annual Convention, this happy hour brings together all member contractors, industry professionals, chapter executives, and other invited guests to reconnect while enjoying cocktails and hors d'oeuvres in an informal setting.

Benefits of purchasing this *exclusive* sponsorship opportunity include:

- Company logo printed on event signage
- Company logo printed on bar items, including signs and napkins
- (4) comped guest passes to Happy Hour

COST: \$20,000

ADD-ON: LIGHT UP BALLOONS
Sold in a Set of Three (3)



COST: \$8,000

KEYNOTE PRESENTATION & LUNCH

Monday, October 26th

Year after year, this is one of the best-attended gatherings of the event. Along with a notable speaker, the stage is set to present awards 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 include:

- Company logo printed on event signage
- Company logo displayed on big screens
- Special recognition from SMACNA President on stage
- (4) comped guest passes to the Keynote Presentation & Lunch

COST: \$20,000



PRESIDENT'S LUNCH

Wednesday, October 28th

Sponsor the official SMACNA presidential ceremony and seated luncheon where the next SMACNA President formally begins their tenure and addresses the hundreds of members in attendance.

The luncheon also features the induction of new members to SMACNA's College of Fellows, the announcement of a charitable donation, and the recognition of the outgoing SMACNA President. This event kicks off the new SMACNA business year and connects the 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
- Special recognition from SMACNA President on stage
- (4) comped guest passes to the President's Lunch

COST: \$15,000



SMACNA BLOCK PARTY AT UNIVERSAL CITYWALK

UNIVERSAL
CITYWALK

Monday, October 26th

Join us for new and unique brand showcase opportunities at the SMACNA Block Party at Universal CityWalk! CityWalk offers convention attendees an exciting evening featuring dinner, drinks, a variety of entertainment, and plenty of fun in a lively, one-of-a-kind setting. This year, there are several ways to engage your brand in a high-impact way.



Branded Wristbands

Secure exclusive brand visibility as the official wristband sponsor of the SMACNA Block Party at Universal CityWalk. Your brand will be seen by every attendee throughout the event, delivering high-impact, all-night exposure in a seamless, practical way that keeps your name literally in hand and top of mind. By purchasing this *exclusive* sponsorship opportunity, your company logo will be on all attendee wristbands.

COST: \$10,000

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UNIVERSAL CITYWALK

Pat O'Brien's®

Choose Pat O'Brien's® at the SMACNA Block Party at Universal CityWalk for a vibrant, high-traffic destination known for its dueling pianos and unforgettable atmosphere. Let your message shine - and be remembered - at a venue that brings convention attendees together for a good time.

Benefits of purchasing this *exclusive* sponsorship opportunity include:

- (3) Branded monitors with logo inside the venue
- (2) Logo Projection- one over the fire on the outside patio and the other between the dueling pianos

COST: \$5,500

CityWalk's Rising Star

Showcase your brand in the spotlight at CityWalk's Rising Star - an energetic karaoke club where guests take center stage with a live band, surrounded by a lively crowd of SMACNA convention attendees. This opportunity connects you with guests in a fun, interactive atmosphere focused on entertainment and engagement.

Benefits of purchasing this *exclusive* sponsorship opportunity include:

- (4) Branded monitors with logo- two located on center stage and two located above the exterior entrance doors
- Logo projection- to the right of the stage
- (2) Branded posters- displayed to the left of the entrance and can be seen from Block Party promenade

COST: \$5,000



Bob Marley–A Tribute to FreedomSM

Position your brand at the heart of the iconic open-air venue inspired by Marley's home and filled with live reggae music and a laid-back atmosphere. With your brand featured at this immersive experience, you'll connect with attendees in a unique, culturally rich setting that celebrates community, music, and unforgettable moments.

Benefits of purchasing this *exclusive* sponsorship opportunity include:

- (8) Branded monitors with logo- scattered throughout the first and second floors of the venue
- Logo GOBO projection- above the entrance door

COST: \$4,500

Red Coconut Club

Elevate your brand with a standout presence at Red Coconut Club, CityWalk's chic, upscale nightclub and ultra-lounge featuring live entertainment and a vibrant atmosphere. Your company will be highlighted at this venue, engaging attendees in a dynamic, social setting where connections and memorable experiences are made.

Benefits of purchasing this *exclusive* sponsorship opportunity include:

- Branded monitor with logo- above the bar closest to the entrance
- Logo GOBO- on the ceiling above the dance floor

COST: \$4,500

UNIVERSAL
CITYWALK

LARGE LED WALL AT THE SIGNIA HILTON

Opportunities Throughout Duration of Convention

Put your brand front and center on a massive LED wall at the Signia Hilton—unmissable exposure in a high-traffic, luxury venue. With multi-day display options, your company can be front and center for guests for the full event.

ENTIRE CONVENTION: \$25,000

THREE DAYS: \$22,000

TWO DAYS: \$15,000

ONE DAY: \$8,000



FEATURED EVENT SPONSORSHIPS

SPOUSE BREAKFAST

Tuesday, October 27th

Family plays a vital role in both our members' businesses and during the convention. This breakfast specifically honors the support spouses provide in SMACNA members' businesses.

Attendees will be treated to a wonderfully arranged breakfast in an informal setting while enjoying a special guest presentation.

The *exclusive* sponsor of this breakfast and reception will raise awareness of their brand to key influencers, and receive benefits which include:

- Company logo printed on Spouse Breakfast signage
- Company logo displayed on big screens
- Special recognition from SMACNA President's family on stage

COST: \$10,000



NETWORKING BREAKS

Monday, October 26th and Wednesday, October 28th

With three designated networking breaks across two days, this is a great opportunity for attendees to associate your brand with much-needed refreshments. Your company will stay top-of-mind as contractors discuss business plans and recap educational session takeaways over coffee, tea and soda. These are the moments where fresh air meets fresh ideas.

We will have two breaks on Monday, and one break on Wednesday. Benefits of this sponsorship include:

- Company logo printed on signs at and around refreshment tables

THREE BREAKS: \$10,000
TWO BREAKS: \$7,500
ONE BREAK: \$4,000



NAME BADGES

COST: \$8,000

With attendees wearing their name badges for entry into all convention functions, this sponsorship effectively puts your company front and center of every attendee. This opportunity enables your company to gain visibility with every attendee, every minute of every day.

- Company logo added to all 2026 SMACNA Annual Convention attendee badges

HOTEL KEY CARDS

COST: \$5,000

Want to have your company name in the palm of the hand of every attendee? 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 elevate your company's brand awareness.

- Fully customized branding on one side of hotel key card distributed to all attendees

CONVENTION APP

COST: \$5,000

This highly valuable digital tool will be the primary resource attendees use for information about events, educational sessions, speakers, and more. 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

