

**2025 SMACNA  
Annual Convention**  
October 26 - 29, 2025 | Maui, HI



# **PRODUCT SHOW**

## **EXHIBITOR PROSPECTUS & SPONSORSHIP OPPORTUNITIES**

Please contact Emma Danh at [edanh@smacna.org](mailto:edanh@smacna.org) for more information and to request an exhibitor application form.



# BE A PART OF THE ACTION

The 2025 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 28, 2025

6:30am – 11:00am

Wailea Beach Resort – Marriott, Maui



### INSTALLATION

Monday, October 27, 2025

1:00pm – 5:00pm

### MOVE-OUT AND DISMANTLING

Tuesday, October 28, 2025

11:00am – 2:30pm

### EXHIBITOR BREAKFAST

Tuesday, October 28, 2025

6:00am – 6:30am

### COST

8x10 booth space is complimentary at Silver, Gold, and Platinum levels of SMACNA Associate Membership and \$7,000 to non-members.

### 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

### EXPECTED ATTENDANCE

**1,200+** (90% will be business owners, with the remaining 10% being other company representatives and local chapter executives)

Please contact Emma Danh at [edanh@smacna.org](mailto:edanh@smacna.org) for more information and to request an exhibitor application form.





# FULFILL YOUR MARKETING OBJECTIVES FOR **THE 2025 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 Emma Danh at [edanh@smacna.org](mailto:edanh@smacna.org).

*All 2025 SMACNA Annual Convention sponsorship opportunities are available on a first-come, first-served basis. The deadline to purchase a 2025 SMACNA Annual Convention sponsorship is August 31, 2025. 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 29th**

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**





# OPENING NIGHT RECEPTION

**Sunday, October 26th**

Marking the official start and setting the tone of the SMACNA Annual Convention, the Opening Night Reception 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 Opening Night Reception

**COST: \$20,000**

# KEYNOTE PRESENTATION & LUNCH

**Monday, October 27th**

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**



# SMACNA AFTER PARTY

**Monday, October 27th**

Always a distinguished event, attendees gather to enjoy live music entertainment, dancing, and drinks. This is a great opportunity to engage your brand in front of industry leaders in a high-energy, social setting.

This *exclusive* sponsorship opportunity includes:

- Company logo printed on event signage
- Company logo printed on bar items, including signs and napkins
- Special recognition on stage including company logo to be displayed on big screens

**COST: \$15,000**



# PRESIDENTS LUNCH

**Wednesday, October 29th**

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 Presidents Lunch

**COST: \$15,000**



# FEATURED EVENT SPONSORSHIPS

## SPOUSE BREAKFAST

**Tuesday, October 28th**

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 27th and Wednesday, October 29th**

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**





## HOTEL KEY CARDS

**COST: \$15,000**

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 2025 SMACNA Annual Convention attendees

## REGISTRATION BAGS

**COST: \$15,000**

Your company can receive instant recognition from attendees from the moment they register on-site. Your company logo will be prominently displayed on event bags distributed to attendees that will be used at the convention and for years to come.

- Large company logo printed on a 2025 SMACNA Annual Convention co-branded bag

## NAME BADGES

**COST: \$15,000**

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 full 2025 SMACNA Annual Convention attendee badges

## CONVENTION APP

**COST: \$8,000**

Once on-site, 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



# SPONSORSHIP APPLICATION

## ELITE EVENT SPONSORSHIPS

- ☐ Closing Night Dinner & Show ..... \$30,000
- ☐ Opening Night Reception ..... \$20,000
- ☐ Keynote Presentation & Lunch ..... \$20,000
- ☐ SMACNA After Party ..... \$15,000
- ☐ Presidents Lunch ..... \$15,000

## FEATURED SPONSORSHIPS

- ☐ Spouse Breakfast ..... \$10,000
- ☐ Networking Breaks
  - ☐ One Break ..... \$4,000
  - ☐ Two Breaks ..... \$7,500
  - ☐ Three Breaks ..... \$10,000
- ☐ Hotel Key Cards ..... \$15,000
- ☐ Name Badges ..... \$15,000
- ☐ Registration Bags ..... \$15,000
- ☐ Convention App ..... \$8,000

Please send this completed form to Emma Danh at [edanh@smacna.org](mailto:edanh@smacna.org).



## 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 2025 SMACNA Annual Convention in Maui, HI. My signature confirms that I have read, understand, agree that this is only an application to become a sponsor at the 2025 SMACNA 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 2025 SMACNA Annual Convention sponsorship application for any reason.

Signature \_\_\_\_\_

Name \_\_\_\_\_

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

Company \_\_\_\_\_