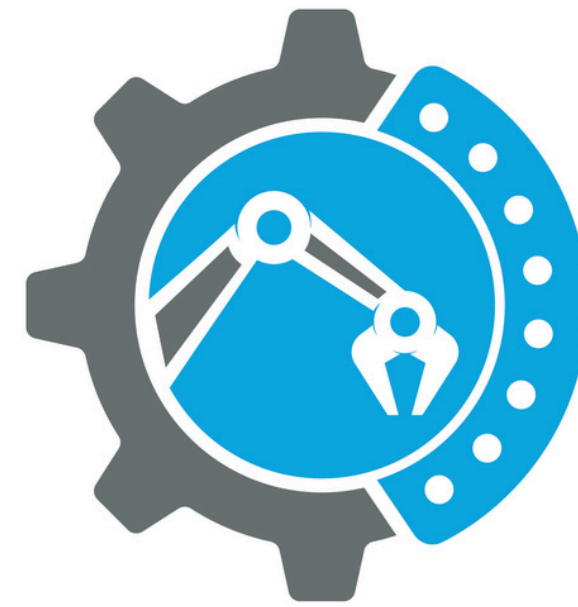




MCAA | NECA | SMACNA
2027 MEP
INNOVATION CONFERENCE

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

2027 MEP INNOVATION CONFERENCE
JANUARY 25-27, 2027
JW MARRIOTT TAMPA WATER STREET
TAMPA, FL

PUT YOUR SOLUTION IN FRONT OF THE PEOPLE DRIVING MEP

THE 2027 MEP INNOVATION CONFERENCE BRINGS TOGETHER THE CONTRACTORS, EXECUTIVES, AND TECHNOLOGY LEADERS SHAPING THE FUTURE OF MECHANICAL, ELECTRICAL, AND SHEET METAL CONSTRUCTION.

FOR EXHIBITING COMPANIES, MEP OFFERS A FOCUSED OPPORTUNITY TO CONNECT DIRECTLY WITH THE PEOPLE EVALUATING NEW TECHNOLOGIES, GUIDING IMPLEMENTATION, AND MAKING PURCHASING DECISIONS FOR THEIR ORGANIZATIONS.

WITH **ONLY 54 EXHIBIT SPACES AVAILABLE**, THE MEP INNOVATION CONFERENCE DELIVERS A CONCENTRATED ENVIRONMENT BUILT FOR MEANINGFUL CONVERSATIONS, NOT PASSIVE TRAFFIC OR SURFACE-LEVEL INTERACTIONS.

MAXIMUM ACCESS. LIMITED COMPETITION.

TURNKEY 10'X10' EXHIBIT PACKAGE | \$6,200

CONNECT WITH OWNERS, EXECUTIVES, AND TECHNOLOGY LEADERS FROM THE MECHANICAL, ELECTRICAL, AND SHEET METAL INDUSTRIES IN AN INTENTIONALLY LIMITED EXHIBIT ENVIRONMENT.

INCLUDES:

- BOOTH DRAPING, IDENTIFICATION SIGN
- SKIRTED TABLE AND TWO CHAIRS
- POWER DROP AND POWER STRIP
- LEAD RETRIEVAL AND GAMIFICATION PARTICIPATION
- WEBSITE AND MOBILE APP LISTINGS
- TWO FULL-CONFERENCE REGISTRATIONS



LIMITED SPACE. QUALIFIED AUDIENCE. THREE INDUSTRIES.

54
EXHIBIT SPACES

60%
OWNERS AND C-SUITE

3
CONTRACTOR MARKETS

EXHIBIT DATES: JANUARY 25-26, 2027

REACH AN AUDIENCE WITH REAL PURCHASING INFLUENCE

THE MEP INNOVATION CONFERENCE ATTRACTS A HIGHLY QUALIFIED AUDIENCE OF OWNERS, EXECUTIVES, DIRECTORS, MANAGERS, AND INNOVATION LEADERS FROM ACROSS THE MECHANICAL, ELECTRICAL, AND SHEET METAL INDUSTRIES.

APPROXIMATELY 60% OF ATTENDEES ARE OWNERS AND C-SUITE DECISION-MAKERS, WHILE THE REMAINING 40% ARE DIRECTORS AND MANAGERS WHO INFLUENCE PRODUCT SELECTION, IMPLEMENTATION, AND PURCHASING DECISIONS.

EVERY ATTENDEE IS INVOLVED IN THE DECISION-MAKING PROCESS FOR TECHNOLOGY AND INNOVATION WITHIN THEIR COMPANY.



DEMO ROOMS

DELIVER A HANDS-ON, PRIVATE PRODUCT EXPERIENCE FOR ATTENDEES IN A DEDICATED SPACE.

EACH ROOM INCLUDES A BASIC AV PACKAGE WITH A LAPTOP AND PROJECTOR.

SPONSORS MAY SUBMIT SESSION TIMES TO SHOW MANAGEMENT FOR INCLUSION IN THE OFFICIAL CONFERENCE SCHEDULE.

- Price: \$4,000 *Six Available*
- Hours:
 - 8:30am - 5:00pm | January 25-26
- Sponsors may arrange catering directly with the hotel at their own expense.

SHOWCASE SOLUTIONS ACROSS THE FULL PROJECT LIFECYCLE

EXHIBITORS AT MEP REPRESENT SOLUTIONS ACROSS EVERY PHASE OF THE CONSTRUCTION PROCESS, FROM EARLY DESIGN AND ESTIMATING THROUGH FIELD EXECUTION, FABRICATION, ANALYTICS, AND BUSINESS OPERATIONS.

ATTENDEES AREN'T JUST BROWSING FOR WHAT'S NEW. THEY ARE ACTIVELY LOOKING FOR PRACTICAL TOOLS THAT CAN IMPROVE EFFICIENCY, REDUCE RISK, STRENGTHEN OPERATIONS, AND INCREASE PROFITABILITY.

THIS EXHIBIT EXPERIENCE IS ESPECIALLY RELEVANT FOR COMPANIES OFFERING SOLUTIONS IN:

- BIM, CAD, VDC, AND DESIGN COORDINATION
- ESTIMATING, BIDDING, AND PRECONSTRUCTION
- FIELD MOBILITY, REPORTING, AND PRODUCTIVITY
- PROJECT MANAGEMENT AND DOCUMENT WORKFLOWS
- ERP, ACCOUNTING, AND SERVICE MANAGEMENT
- FABRICATION AND PREFABRICATION
- ARTIFICIAL INTELLIGENCE AND DATA ANALYTICS
- ROBOTICS, AUTOMATION, AND AR/VR
- MODULAR CONSTRUCTION AND EMERGING TECHNOLOGIES



NEW FOR 2027

VENDOR SHOWCASE

INTRODUCE YOUR LATEST INNOVATIONS TO THE MEP AUDIENCE THROUGH A VENDOR SHOWCASE SESSION.

THESE SESSIONS ARE RESERVED FOR NEW PRODUCTS, ENHANCED SOFTWARE FEATURES, UPGRADED SOLUTIONS, OR R&D INSIGHTS.

THEY ARE NOT INTENDED AS STANDARD PRODUCT DEMONSTRATIONS OR SALES PRESENTATIONS.

- Price: \$2,500 *Seven Available*
- Vendors must submit proposed content in advance for consideration.
- MEP organizers will review submissions and select the companies that best highlight new products, features, or solutions.
- Bundled pricing available with additional sponsorship purchases.

BRAND AWARENESS OPPORTUNITIES

Lanyards

\$5,250 | EXCLUSIVE
OPPORTUNITY

FEATURE YOUR LOGO ON
THE LANYARDS WORN BY
CONFERENCE ATTENDEES
THROUGHOUT THE
CONFERENCE FOR
CONTINUOUS, HIGH-
VISIBILITY BRAND
EXPOSURE.



Hotel Key Cards

\$5,250 | EXCLUSIVE OPPORTUNITY

PUT YOUR BRAND AT THE FOREFRONT OF
ATTENDEES' MINDS EVERY TIME THEY WALK TO
THEIR ROOMS
SPONSORSHIP INCLUDES:
CUSTOMIZED BRANDING ON ONE SIDE OF HOTEL
KEY CARDS HANDED OUT AT CHECK-IN

OFFSITE RECEPTION PRESENTING SPONSOR

FLORIDA AQUARIUM

6:00-9:00P.M. TUESDAY, JANUARY 26

\$30,000 | EXCLUSIVE OPPORTUNITY



CONNECT WITH THE EXECUTIVES AND INDUSTRY LEADERS DRIVING INNOVATION ACROSS THE MEP INDUSTRY DURING AN UNFORGETTABLE EVENING OF NETWORKING AT THE FLORIDA AQUARIUM.

THIS EXCLUSIVE RECEPTION BRINGS TOGETHER INDUSTRY LEADERS IN A ONE-OF-A-KIND WATERFRONT SETTING DESIGNED TO FOSTER MEANINGFUL CONVERSATIONS AND LASTING BUSINESS RELATIONSHIPS.

AS THE EXCLUSIVE PRESENTING SPONSOR, YOUR BRAND WILL BE INTEGRATED THROUGHOUT THE EXPERIENCE—FROM ATTENDEE COMMUNICATIONS AND ONSITE RECOGNITION TO IMMERSIVE BRANDING OPPORTUNITIES.

- PROMINENT BRANDING ON EVENT SIGNAGE AND THROUGHOUT THE RECEPTION VENUE, SUBJECT TO VENUE APPROVAL.
- EXCLUSIVE RECOGNITION ON THE EVENT WEBSITE, MOBILE APP, AND OFFICIAL EVENT SCHEDULE
- OPPORTUNITY TO PROVIDE WELCOME REMARKS DURING THE RECEPTION
- BRANDED GIVEAWAYS/TAKEAWAYS FOR ATTENDEES
- OPPORTUNITY TO COLLABORATE ON CUSTOMIZED BRANDING AND ACTIVATION OPPORTUNITIES
- EXCLUSIVE NAMING RIGHTS AS THE PRESENTING SPONSOR: *OFFSITE RECEPTION AT THE FLORIDA AQUARIUM PRESENTED BY **YOUR COMPANY***

DIGITAL SIGNAGE OPPORTUNITIES

EXTEND YOUR BRAND VISIBILITY THROUGHOUT MEP 2027 WITH CONTENT DISPLAYED ACROSS HIGH-TRAFFIC DIGITAL SIGNAGE. SPONSOR CONTENT WILL APPEAR IN A SHARED ROTATING LOOP ON JANUARY 25 AND 26.

STANDARD PACKAGE
\$2,000 *FIVE AVAILABLE*

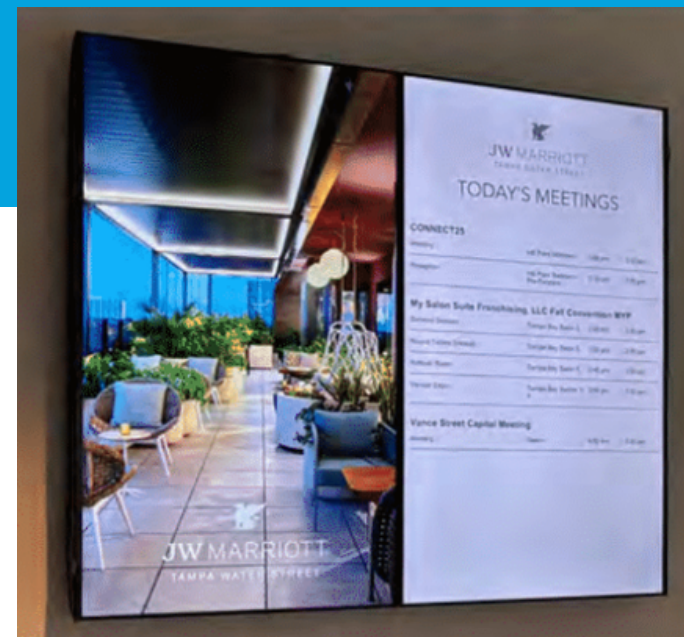
YOUR CONTENT APPEARS ON:
THREE LARGE-FORMAT DIGITAL SIGNS

PREMIUM PACKAGE
\$5,500 *FIVE AVAILABLE*

YOUR CONTENT APPEARS ON:
THREE LARGE-FORMAT DIGITAL SIGNS
ONE MURAL LED WALL
ONE BALLROOM LED WALL



BALLROOM LED WALL



LARGE-FORMAT SIGN



MURAL LED WALL

INCLUDES ONE APPROVED STATIC IMAGE OR VIDEO PLACEMENT WITHIN A SHARED ROTATING LOOP.
FINAL SPECIFICATIONS AND SUBMISSION DEADLINES WILL BE PROVIDED BY SHOW MANAGEMENT.

FUEL THE CONVERSATION

Morning Coffee Lounge

\$8,000 | EXCLUSIVE OPPORTUNITY

START THE DAY WITH YOUR BRAND AT THE CENTER OF THE MEP INNOVATION MORNING COFFEE LOUNGE, FEATURING PROFESSIONAL BARISTAS, HANDCRAFTED BEVERAGES, AND HIGH-VISIBILITY BRANDED TOUCHES.



INCLUDES:
PROMINENT SIGNAGE

CHOICE OF ONE
BRANDED ITEM:
TRAVEL CUPS
COFFEE SLEEVES
COCKTAIL NAPKINS

*ADDITIONAL BRANDING
AVAILABLE AT SPONSOR EXPENSE.*

Tampa Treat Break

\$8,000 | EXCLUSIVE OPPORTUNITY

PUT YOUR BRAND AT THE CENTER OF A FUN, BEACH-INSPIRED AFTERNOON BREAK FEATURING SWEET TREATS, NETWORKING, AND HIGH-VISIBILITY RECOGNITION.



INCLUDES:
PROMINENT SIGNAGE

CHOICE OF ONE
BRANDED ITEM:
DISPOSABLE CUPS
COCKTAIL NAPKINS
SNACK BOXES

*ADDITIONAL BRANDING
AVAILABLE AT SPONSOR EXPENSE.*

A FOCUSED EXHIBIT EXPERIENCE

THE MEP INNOVATION CONFERENCE IS INTENTIONALLY LIMITED TO 54 EXHIBIT SPACES.

THIS LIMITED FOOTPRINT CREATES A MORE FOCUSED ENVIRONMENT. PARTICIPATING COMPANIES BENEFIT FROM STRONGER VISIBILITY, LESS COMPETITION FOR ATTENTION, AND MORE OPPORTUNITIES FOR SUBSTANTIVE CONVERSATIONS THROUGHOUT THE CONFERENCE.

IT'S NOT ABOUT COLLECTING THE HIGHEST POSSIBLE NUMBER OF BADGE SCANS. IT'S ABOUT MEETING THE RIGHT PEOPLE.

IF YOUR COMPANY PROVIDES TECHNOLOGY, TOOLS, SERVICES, OR SYSTEMS THAT HELP MEP CONTRACTORS DESIGN MORE EFFECTIVELY, BUILD MORE EFFICIENTLY, MANAGE THEIR BUSINESSES MORE INTELLIGENTLY, OR PREPARE FOR WHAT COMES NEXT, YOU NEED TO BE A PART OF THE CONVERSATION AT THE 2027 MEP INNOVATION CONFERENCE!



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