

We're turning the traditional trade show on its HEAD



SERVICE WORLD



Service World Expo is the bold new, must attend conference, tradeshow and networking event catering to residential contractors in the Plumbing, HVAC and Electrical trades.

Debuting October 26th —27th at the Tropicana in Las Vegas, Service World Expo will transform the tradeshow experience for vendors and dealers alike. *The ACHR News, Plumbing & Mechanical Magazine, and Reeves Journal* have joined forces with Service Nation Inc. to launch the first new conference and trade show for residential and light commercial contractors in decades. This show will significantly enhance your experience with a radical concept of vendor/dealer interaction based on our highly successful international events. This works. This is what dealers and contractors want. This is what exhibitors crave. This innovative and engaging event is focused on cutting edge products and services, and new speakers, all delivered in a ground-breaking format.

This show is **NOT** for everyone. Exhibitors must bring it—new product launches, interactive displays, demonstrations—the activity that contractors thrive on. We have limited the opportunity accordingly. This is an environment designed to keep attendees engaged and has a floor plan that breaks the mold of traditional, staid, row and aisle layouts while ensuring **no one** is stuck in a “bad” booth. In addition, our full access meeting model is designed to foster your existing relationships and provide networking opportunities to develop new ones. The intimacy will surprise you, the success will amaze you.

Attendees are the customers you are looking for: owners of residential and light commercial contracting businesses. Forward thinking proprietors who want to ignite immediate growth and accelerate performance in their companies. Demographically the average attendee owns a US or Canadian based business doing \$2—\$2.5 M in annual sales. Think 500 of your ideal customers all in one fun place. Vegas baby! — one of the most affordable cities on the continent to travel to and stay in. At just \$25.00 per square foot your booth includes carpet, pipe and drape and an identifying sign. Minimum size is 10’ x 10’. Larger booths and islands are available.

Investment	\$ 55,000.00	\$ 25,000.00	\$ 15,000.00	\$ 10,000.00	\$ 8,000.00	\$ 999.00	\$ 499.99
Included Benefits	Exclusive Keynote Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Welcome Reception Sponsor	Premium Exhibitor Package	Enhanced Exhibitor Package
Sponsorship Recognition Signage	X	X	X	X	X		
Customized Invite/Postcard/Email Templates	X	X	X	X			
Map Highlight & Link	X	X	X	X		X	X
Meeting Book/Site Enhanced Listing	X	X	X	X		X	X
Web Banner	X	X	X	X	X		
Meeting Book Ad (size varies)	X	X	X				
Pre-Show Attendee List	X					X	
Post Show Attendee List	X	X	X			X	X
Shared Email Promotion Prior to Event	X	X				X	
Keynote Speaker Intro	X						
Escalator decal		X					
Party Package					X		
Limited Availability	1	1 Left			4 Left		

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Sponsorship	#	Description	Investment
Lanyard	1	See Your logo on the Your lanyard around every neck in the show! Our innovative badge books get worn and used. Your lanyard will be distributed with badges and bags at registration. SOLD OUT	\$1,500.00
Charging Station	1	This opportunity is charged with positive association. Attendees will be grateful that you provide an opportunity to plug-in and stay connected on the expo and meeting level	\$2,500.00
Room Key	1	Your logo on room the hotel room key will make an impression and unlock relationships with attendees and exhibitors SOLD OUT	\$5,000.00
Welcome Bag	1	This co-branded quality messenger tote bag presented at registration is sure to make an impact. Everyone needs a bag to hold the important "stuff" we all get at shows but this one will make the cut and be taken home to use over and over again keeping your name in front of your customers always. SOLD OUT	\$5,000.00
Welcome Bag Product or Sample Insert*	10 9	Give them something to remember you by. Give them a reason to visit your booth. Give them something to take home. We'll include it in the welcome bag shared with all contractor attendees at registration	\$ 300.00
Welcome Bag Literature Insert*	10 9	It's just paper but it must be compelling! Make it count with a coupon, prize give away, or special show offer. We'll include it in the contractor welcome bag at registration.	\$ 600.00
Demo Lab Presentation	6 2	45 minute presentation in demo lab. Screen, projector & microphone provided. In-show announcement . Pre-show promotion and registration, follow-up attendee list	\$4,000.00
Trade Show Map Sponsor	1	Put your logo on the map. Put your logo all over the map! In the meeting book, on the signage at the show, on the website. You'll own the map baby! SOLD OUT	\$2,000.00
Meal Sponsorships	3 2	Give them what they want — FOOD! Feed them. Sponsor Breakfast or Lunch in the tradeshow	Call for Information
Expo Pass		Sponsoring but don't have a booth? Add an Expo Pass to attend the event to any sponsorship on this page except inserts and Demo Lab.	\$169.00

* Availability dependent on Welcome Bag Sponsorship and subject to show management approval.

