



**SERVICE
WORLD**
— EXPO —

Exhibitor Prospectus
October 26th—27th, 2016
Tropicana—Las Vegas

*Service World Expo, the Bold, New, Must Attend Conference,
Tradeshow and Networking Event for Residential and Light
Commercial Plumbing, HVAC and Electrical Contractors*

**We're Turning the Traditional Trade
Show**





**SERVICE
WORLD**
EXPO

**NEW
BOLD
DIFFERENT**

If you think national meetings are stale, you're not alone — you're right. Same format. Same speakers. Same cities. That's all about to change . . .

About Service World Expo

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 more than two decades. Combined, these publications reach in excess of 30,000 residential and light commercial service contractors.

Service World Expo will transform the tradeshow/meeting experience for vendors and dealers alike. We will increase your customer engagement 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, new speakers, all delivered in a ground-breaking format.

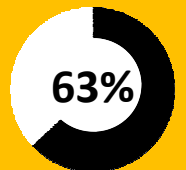
This show is **NOT** for everyone. Exhibitors must bring it—new product launches, interactive displays, demonstrations—the activity that contractors thrive on. We have limited the opportunity accordingly. This is an environment designed to keep attendees engaged and has a floor plan that breaks the mold 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.

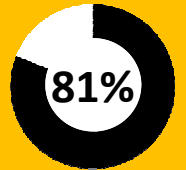
Attendees

Service World Expo attendees are **NOT** your average hodge-podge of anyone in the industry. This is a targeted attendee list. Our dealers come from 50 states, Canada and Australia. They range from Mom and Pop's to 150+ trucks. They are not technicians. They are not students (although we do have a program for our future employees). They are not commercial, industrial or utility companies. They are owners, buyers, and growth focused entrepreneurs. Statistics? Sure, we've got that:

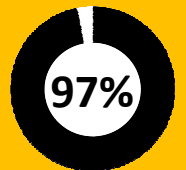
6 to 20 Service and Install Trucks



Owners, Presidents or General Managers



Responsible for Purchasing Decisions



A Trade Show that breaks the boundaries of the traditional row and aisle layout with bored exhibitors yawning in their booths while contractors hustle through without making eye contact. . .

Ready for something different?

Dealers don't want to be sold stuff! They are tactile, hands on. They want to see, touch, feel what's **NEW**. They want to walk away ahead of their competition. They don't want another brochure. They want to try stuff out. You bring it. With a floor plan that twists and turns, and wide aisles from entry to exit, we'll put the dealers in front of every booth.

And just like you, me and everyone else, contractors and dealers would rather buy stuff from people they know and trust. That's why our full access meeting model is designed to foster your existing relationships and provide networking opportunities to develop new ones. Unlike other events, we welcome you to ALL of **Service World Expo**. Attend the seminars. Talk with the dealers during breaks. Participate in breakout sessions. And break bread with them, breakfast, lunch and happy hour.

When it comes to marketing spend, ROI is what really matters. You need to know your investment will result in sales. Sales are driven by relationships. At **Service World Expo**, opportunities abound to develop, nurture and grow relationships with your buyers.

Get new customers, strengthen your brand, increase your sales.

- **REACH:** Qualified Residential and Light Commercial Service Companies
- **ESTABLISH:** Long Lasting Relationships with Your Core Customer Base
- **LAUNCH & DEMO:** New Products and Upgrades
- **ENJOY:** Unprecedented Access to Meetings, Exhibitor Expo and Social Events
- **EXPERIENCE:** A Trade Show that Values All Attendees





NEW
BOLD
DIFFERENT

Ready to Learn More?

Explore Your Options . . . Reserve Your Booth Today!

Basic Booth Package (so inclusive, this may be all you need)

- Available in 10' x 10' increments, \$25/sq. ft.
- Includes carpet, 8' backwall and 3' sidewall drapes, and identifying signage
- Recognition on the Service World Expo website
- Listing and booth identification on the Service World App
- Logos and marketing templates for your use to invite your special customers
- Two complimentary full conference badges for booth personnel

Premium & Enhanced Exhibitor Packages include enhanced listings, pre-show marketing and attendee lists.

Service World Expo Dates:

October 26th —27th at the Tropicana, Las Vegas

Service World Expo Trade Show Hours:

Wednesday, October 26th Noon — 4:00 pm
Thursday, October 27th 8:00 am — Noon

Exhibitor Setup:

Tuesday, October 25th, Noon — 5:00PM
Wednesday, October 26th, 8:00AM —11:00AM

Floor Plan: www.ServiceWorldExpo.com/floorplan

Contact: 855-886-8637

Exhibit@ServiceWorldExpo.com

How do we bring Contractors and Dealers to the show to see YOU?

Good question. We want as many contractors and dealers at **Service World Expo** as we can get — just like you! A focused, and cohesive marketing plan targeting our contractor database of over 30,000 business owners is the starting point. Our scheduled outreach plan includes:

- Feature advertising in BNP publications, culminating in a weighted August—September program
- Inclusive direct mail and email support in advance of the event
- Increased focused marketing into 200 mile radius of event area
- Trade press—advertising and editorial content
- Social Media support — regular messaging to Facebook and Twitter followers
- Affordable all-inclusive dealer conference pricing—no nickel and dime add-ons
- Strategic show hours—great speakers to generate excitement prior to afternoon show hours plus engaging sessions after morning show means no mass exodus of your customers from the trade show floor.





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Want more? We thought so.

Enhance Your Experience with Choices to Cement Your Success!

Differentiate your company from other exhibitors. Take your brand and think outside the booth. Claim a piece of **Service World Expo**. Sponsorships are available to suit a variety of budgets, from \$499 to \$55,000. **What can you do?**

Exclusive Keynote Sponsor: Introduce Derek Daly, former race car driver and enjoy maximum exposure on website, app and onsite signage and meeting book.

Platinum, Gold and Silver Sponsors: Packages include mix of prominent signage, highlighted, linked booth location on show map on web and onsite, meeting book ads, attendee outreach and lists, and more. Limited availability at some levels.

Welcome Reception Sponsor: Party down with the attendees Wednesday evening. Sponsor the one thing EVERYONE wants: Food and Drink. See your logo dominate the night and enjoy the applause. Limited.

Contact us for more information:
Sponsor@ServiceWorldExpo.com





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*Not Different Enough?
Other Opportunities Are Available!*

ASK US ABOUT:

- Welcome Bag Sponsor
- Welcome Bag Inserts
- Break Sponsor
- Lunch or Breakfast Sponsor
- Hotel Room Keys
- Electronic Charging Station Sponsor

- Demo Sessions
- Lanyards
- Meeting Agenda Signage Sponsor
- Meeting Book Advertising

Many of these sponsorships are limited, exclusive opportunities. Do not wait. sponsor@ServiceWorldExpo.com

Got something else in mind?

Name Your Own Exclusive Sponsorship

Work directly with our staff to create a unique opportunity that meets the needs of your company.

