

We're The Future: MSCA 2010

*Showcase your products and services to our nation's
leading HVAC contractors*

MSCA 25th Annual Education Conference

October 17 – 20, 2010

Scottsdale, AZ



MSCA IS THE LEADING ORGANIZATION FOR MECHANICAL SERVICE CONTRACTORS

MSCA is the leading national trade association for HVACR contractors, providing education, marketing and labor/management services to insure its members represent the best supported and informed sector of the building systems industry. MSCA has more than 1,400 members and is a subsidiary of the Mechanical Contractors Association of America.

Our exhibitors' display is a great way for you to meet the key movers and shakers in the mechanical service industry.

Each year the principals and service managers of more than 300 mechanical service contractors come together for a week of learning, discussions and fun. This is a perfect opportunity for you to meet these important decision makers and introduce them to your products and services.

This year's annual conference will be held October 17-20, 2010, at the Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch, Scottsdale, AZ. Exhibitor display: October 18



Join Us in Fulfilling Your Product or Service Potential

Check these pages for exciting and effective ways to :

- Gain vital exposure in a growing and successful sector of the contracting industry
- Display new technologies to a receptive and flourishing group of business leaders
- Show savvy service contractors how you can support their green initiatives and energy services.
- Establish contacts with key decision makers in the profitable HVACR service business with a buying power at over \$250 million annually
- Reveal innovative energy-saving products to receptive industry leaders
- Maximize exposure at a discounted price.

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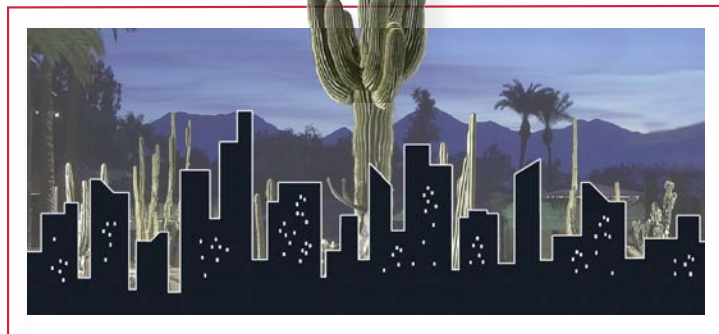
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Sponsorship Opportunities

Looking for a way to enhance the value of your participation? A conference sponsorship will increase your visibility, enhance your networking opportunities with current and potential customers, and build goodwill toward your company. Three sponsorship levels allow you to choose the program that suits your budget and marketing plans.



Level 1: \$2,500–\$4,999

- First-timers reception gift \$2,500
- Golf tournament box lunch \$3,000
- Lip Balm..... \$3,500
- Conference signs \$4,000
- Closing party photos \$4,000

Level 2: \$5,000–\$9,999

- Thumb Drive..... \$5,500
- Name badge lanyard \$5,000
- Coffee/refreshment breaks \$5,000
- Conference tote bag \$7,000
- Program book \$7,500
- Wine Tasting Program \$7,500
- Continental breakfast \$9,000
- Luncheon \$9,500

Level 3: \$10,000+

- Closing party reception \$15,000
- General Session Speaker \$18,000
- Golf tournament \$20,000
- Opening reception \$20,000
- Closing party entertainment \$20,000-25,000
- Closing party dinner \$30,000

Sponsorship Benefits

Following is a listing of the benefits available at each sponsorship level. Your benefits increase with your sponsorship amount, so you'll always get the most for your money.

Level 1: \$2,500–\$4,999

- 2 sets of attendee mailing labels
- Membership directory
- Promotion in conference literature
- Listing and company link on conference thumb drive
- Coverage in *MSCA News* sponsor listing (post conference)

Level 2: \$5,000–\$9,999

- 2 sets of attendee mailing labels
- Membership directory
- Promotion in conference literature
- Listing and company link on conference thumb drive
- Opportunity to provide giveaways at your sponsored event
- Opportunity to set up your display at your sponsored event
- \$600 discount on exhibit space
- Moderate roundtable session at the conference
- Coverage in *MSCA News* sponsor listing (post conference)

Level 3: \$10,000+

- 2 sets of attendee mailing labels
- Set of MSCA membership mailing labels
- Membership directory
- Promotion in conference literature
- Multi-linked company landing page on conference thumb drive
- Opportunity to provide giveaways at your sponsored event
- Opportunity to set up your display at your sponsored event
- Opportunity to include your brochure/flier in an MSCA mailing
- Free exhibit space
- Moderate roundtable session at the conference
- Present live webinar to MSCA membership
- Coverage in *MSCA News* sponsor listing (post conference)
- Expanded *MSCA News* conference coverage

*Don't see anything here that fits your plans?
We'll be happy to work with you to develop a
sponsorship.*

Mechanical Service Contractors of America
1385 Piccard Drive, Rockville, MD 20850-4340
301-869-5800 or 800-556-3653 • Fax 301-990-9690
E-mail: jletow@mcaa.org (Jan Letow)
www.msca.org

The Facts on MSCA

MSCA has been providing mechanical service contractors with the management tools they need to succeed, prosper, and grow since 1975. A subsidiary of the Mechanical Contractors Association of America, MSCA plays a leading role in the industry: developing, improving, and promoting the building service contractor's growth, profitability, and customer satisfaction. MSCA members acquire a competitive edge through education, government relations, timely information, and industry clout. They are leaders in sustainability and environmental stewardship.

MSCA members are located throughout the United States. The work of most MSCA members includes industrial, commercial package systems, and large chiller service, including replacement and repair, and building operations. About 60 percent are involved in indoor air quality and plumbing; about 35 percent are involved in supermarket refrigeration, ammonia refrigeration, and residential work.

Most MSCA members employ between 10 and 15 or more highly skilled technicians and have state-of-the-art computerized operations. MSCA members are interested in learning about the latest products and services that can help them run their businesses more efficiently and profitably. Members are especially interested in sustainable technologies and energy-efficient products.



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Some of Our 2009

Exhibitors and Sponsors

AirAdvice, Inc.
Appion, Inc.
Baston, Barnett & Associates, Inc.
COINS USA
Contractor Support System
Data-Basics, Inc.
DuPont Fluoroproducts
Duro Dyne Corp.
E=mz2 Sales Performance
Emerson Climate Technologies
ERICO, Inc.
Financial Risk Solutions
Green Plumbers USA/Green
Mechanical Council
GPS Insight LLC
HVAC Excellence
Jonas Software
Milwaukee Electric Tool Company
Mobile Air
Penta Technologies, Inc.
Robert Bosch Tool Corporation
S2000 Field Service Solutions, LLC
United Rentals - Power & HVAC
Vertical Market Software
WennSoft

Cost:

Exhibit Fee - \$1,800
(\$1,500 for members of 2010 MCAA
Manufacturer/Supplier Council)

Exhibitor fee includes table-top exhibit space, one complete registration packet, access to the nation's leading HVAC contractors, free advertising on the conference USB drive provided to all attendees.



EXHIBITOR COMMITMENT FORM

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YES, I plan to exhibit at MSCA's 25th Annual Conference. Please reserve a table-top display booth for my company.

Name _____

Title _____

Company _____

Street Address _____

City _____ State _____ ZIP _____

Work Phone _____ Fax _____ E-mail _____

Company Website _____

PRODUCTS AND SERVICES OFFERED:

EXHIBIT FEE – Special Rate for Early Commitment

Exhibitor fee includes table-top exhibit space, one complete registration packet, access to the nation's leading HVAC contractors, free advertising on the conference USB drive provided to all attendees.

\$1,800

\$1,500 – Members of 2010 MCAA Manufacturer/Supplier Council

PAYMENT INFORMATION

Check (made payable to MSCA)

VISA

AMEX

MC

Account Number _____ Expiration _____

Cardholder Name _____ Billing Zip Code _____

Signature _____

SET-UP HOURS

Sunday, October 17, 2010 – 10 p.m. – Midnight.

Monday, October 18, 2010 – 6 a.m. – 8 a.m.

EXHIBIT HOURS

Monday, October 18, 2010 – 8 a.m. – 10 a.m.

Monday, October 18, 2010 – 1:15 p.m. – 2:15 p.m.

Complete conference information, registration forms, exhibit specifics and shipping information will be sent at a later date.

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