

EXHIBITOR/SPONSOR GUIDE

SUB Excel

MARCH 6-9 2024

**MARCH 6-9, 2024
NEW ORLEANS, LOUISIANA**

**Register by
January 19, 2024
for early-bird pricing**



**AMERICAN
SUBCONTRACTORS
ASSOCIATION**



SUB Excel

MARCH 6-9 2024

SUBExcel is the national convention of the American Subcontractors Association, a trade association representing construction subcontractors, specialty trade contractors, and suppliers. 2024 is going to be our biggest year yet, so make plans now to bring your whole team! Mark your calendars today and prepare for inspiration, new ideas, quality education, and a ton of fun! Some highlights include:

Why Exhibit and/or Sponsor

Take advantage of opportunities to interact with conference attendees and promote your products and services!

- Meet approximately 400 of the larger commercial subcontractors in the United States – the decision makers and your prospective customers.
- Generate valuable sales leads.
- Introduce and demo your products.
- Promote your services.
- Promote company awareness and brand image.
- Network with industry leaders.

- Speakers and educational sessions that can change the course of your business
- Industry suppliers exhibiting their game-changing products and services
- Luxury hotel accommodations
- Special events including the ASA President's Welcome Reception, Louisiana Swamp Tour & Mardi Gras-themed awards banquet
- Deep dives into the future of the industry, your chapters and the Association as a whole

• *And much more!*

What You Receive When You Exhibit

- One 6' x 10' booth space, including one 6' table and two chairs
- Company logo on exhibitor signage, guides, and all promotional materials
- Attendee list to be distributed one week before and after SUBExcel.

Exhibit Setup and Breakdown

Setup—Wednesday, March 6, 2024 | 2:00 pm to 3:00 pm

Breakdown—Thursday, March 7, 2024 | 12:15 pm

See *exhibit forms* at the back of this brochure.

Registration and Payment

All exhibitors must **register online** and submit payment for the exhibit space and exhibitor registrations.

Accommodations

The Jung Hotel is a luxurious hotel located in New Orleans, Louisiana. The Jung Hotel is just steps away from some of the city's most popular attractions, including the French Quarter, Bourbon Street, and the Mississippi River.

1500 Canal St.
New Orleans, LA 70112

Group Rate: \$219

Reservations: 800-935-8740

Click **here** to book your hotel room today!
Rate available until **February 10, 2024**.



*Scan on your
smart device
to book your
rooms.*

Sponsorship Opportunities

ASA President's Reception Sponsor – \$30,000 / Co-Sponsor \$15,000

Multiple sponsorships are welcome! All sponsors will appear on signage displayed in the room and will be listed in conference literature and on the SUBExcel website. Your company name and logo will be attached to all messaging regarding this event. All sponsors will be recognized verbally during the event.

Keynote Speaker Sponsors – \$10,000 (Two available)

This is an opportunity to introduce one of the keynote speakers, the first speaker of the day, on either Thursday or Friday. You will have two minutes of microphone time to introduce the speaker. Appropriate signage will be displayed in the room. Your company name and logo will be attached to all messaging regarding this event. Your sponsorship will be listed on the SUBExcel website and in all conference literature.

Registration Area Sponsor – Sponsor \$15,000

This is an excellent opportunity to sponsor the registration area. You will be permitted to provide promotional literature to all attendees as they arrive. Appropriate signage will be displayed in the area. This is the most visible area to all attendees to view your support of SUBExcel. Your sponsorship will be listed on the SUBExcel website and in all conference literature.

SLDF Fundraiser Sponsor – \$5,000 or \$1,000 sponsorships available

You will be listed as the headlining sponsor of this event. In addition to your logo being placed on SUBExcel's event signage and website as a sponsor, your logo will appear on all promotional materials circulated for the event. Your company name and logo will be attached to all messaging regarding this event.

Awards Gala Sponsor – \$20,000 / Co-Sponsor \$10,000 (Two available)

The luncheon is open to all registrants. Appropriate signage will be displayed in the room. Your sponsorship will be listed on the SUBExcel website and in all conference literature. Sponsors will be recognized verbally from the podium.

Breakfast Sponsor (Thursday or Friday) – \$10,000 (Two available)

Kick off the first gathering of the morning! Appropriate signage will be displayed in the room. Your sponsorship will be listed on the SUBExcel website and in all conference literature. Sponsors will be recognized verbally from the podium.

Swamp Tour Sponsor – \$15,000 / Co-Sponsor - \$5,000 (Three available)

Sponsor ASA's most exciting networking event! Appropriate signage will be displayed at the event.

Sponsorship Opportunities

Your sponsorship will be listed on the SUBExcel website and in all conference literature.

Audio/Visual Sponsor – \$10,000 / Co-Sponsor \$5,000 (Two available)

Sponsor the A/V equipment being used throughout the convention. Your logo and signage will appear throughout the convention. Your sponsorship will be listed on the SUBExcel website and in all conference literature.

Hospitality Suite Sponsor – \$5,000 / Co-Sponsor \$2,500 (Two available)

Your sponsorship will be listed on the SUBExcel website and in all conference literature. Your logo will also appear on signage in the heavily attended hospitality suite.

Refreshment Breaks Sponsor – \$2,500

Your logo and signage will appear at the refreshment break area. You are invited to provide cups, napkins, and other utensils with your logo on each. Your sponsorship will be listed on the SUBExcel website and in all conference literature.

Email Blast Sponsor – \$2,000

Be a featured sponsor on one of the ASA promotional emails that will go out to everyone in the ASA database. Your logo will be placed at the top of each email blast that is sponsored. This sponsorship will get your company noticed by all of ASA, not just conference attendees. Your logo will appear on the SUBExcel website and in all conference literature.

Video Recording Sponsor – \$1,500

This year's convention will include a video during our awards program. Your sponsorship and logo will be listed in the credits of the video, on the SUBExcel website, and in all conference literature.

Hotel Room Drop Sponsor – \$1,500

This is an opportunity to send collateral or gifts to all attendees in the conference hotel directly to their hotel rooms. ASA coordinates all activities with the hotel and ensures delivery of a gift which you will provide. Your sponsorship will be listed on the SUBExcel website and in all conference literature. No room drops will be permitted without coordinating with ASA. You will be required to pay the hotel for the drop fee on top of the sponsorship.

Registration & Fees

	Early Registration (by Jan. 19, 2024)	Regular Registration (starting Jan 20, 2024)
ASA Member	\$899	\$1,099
ASA Non-Member	\$1,099	\$1,299
Additional Attendees (per person)	\$749	\$949
Spouse/Guest/Past National ASA President	\$749	\$949
Executive Directors	Complimentary	Complimentary
Exhibitor (includes ONE Exhibit Booth and ONE Full Registration) * All additional attendees will register as additional attendees	\$2,500	\$2,700

*ASA National Platinum Sponsors receive ONE complimentary registration with ONE exhibit booth.

Optional Fees

ASA Scholarship Program (Voluntary Suggested Contribution)	\$25
Subcontractors Legal Defense Fund (Voluntary Suggested Contribution)	\$100

Single Event Tickets

Welcome Reception (INCLUDED with Full and Spouse/Guest registration. Pricing for Spouse/Guest not registered for full convention)	\$150
SLDF Fundraiser - World War II Museum Tour (Saturday, March 9)	\$200
Attorneys' Council Pass (INCLUDED with Full Registration; pricing for attorneys not registered for full convention)	\$275
Educational Day Pass (Thursday, March 7 OR Friday, March 8) This is an individual ticket to attend the education session ONLY!	\$399
Golf Outing (Thursday, March 7, 1:00 p.m.) Not included in registration	\$350
Louisiana Swamp Tour (INCLUDED with Full and Spouse/Guest Registration. Pricing for Spouse/Guest not registered for full convention)	\$200
Final Awards Gala - Mardi Gras theme (INCLUDED with Full and Spouse/Guest Registration. Pricing for Spouse/Guest not registered for full convention)	\$250

Cancellation & Refund Policy. Full registration fees will be refunded if a written cancellation notice is received at ASA Headquarters by January 19, 2024. All cancellation requests must be made in writing. Send cancellation requests to jenochs@asa-hq.com.

Preliminary Schedule

TUESDAY MARCH 5, 2024

2:00 pm – 5:00 pm Executive Committee Meeting

WEDNESDAY MARCH 6, 2024

9:00 am – 12:00 pm Finance Committee Meeting *(by invitation only)*

12:00 pm – 5:00 pm Board Meeting *(by invitation only)*

2:00 pm – 3:00 pm Exhibitor Setup

3:00 pm – 6:00 pm Registration

6:00 pm – 8:00 pm President's Welcome Reception

THURSDAY MARCH 7, 2024

7:30 am – 1:00 pm Registration Open

8:00 am – 9:00 am Breakfast/Opening Session

9:00 am – 10:00 am Keynote:
Building the Culture You Want - Kelly Riggs

10:00 am – 12:00 pm Exhibitor Breakdown

10:10 am – 11:10 am Contractor Education:
Technology Project Management - Jeff Butler

10:10 am – 12:15 pm Executive Director Council
(open to Chapter Executive Directors)

11:20 am – 12:20 pm Contractor Education: Safety/OSHA

1:00 pm Louisiana Swamp Tour

1:00 pm Golf Outing

FRIDAY MARCH 8, 2024

7:30 am – 5:00 pm Registration Open

7:30 am – 8:10 am Breakfast

8:10 am – 9:10 am Keynote: *Economic Outlook* - Chris Kuehl

9:20 am – 10:20 am Contractor Education: *Job Costing*

10:30 am – 11:30 am Contractor Education:
Did the Work? Get Paid! - Tom Woodcock

10:30 am – 11:30 am Government Relations Committee

11:30 pm – 12:30 pm Lunch & Annual Business Meeting

12:30 pm – 1:30 pm Contractor Education - *Contracts*

1:40 pm – 2:40 pm Contractor Education - *Trade Group Networking
Sessions*

2:40 pm – 3:00 pm Break

3:00 pm – 4:00 pm Attorneys Council Taskforce Meeting
(open to Attorneys' Council members and all SUBExcel Attendees)

3:00 pm – 4:00 pm Contractor Education: *Organizational Development
Panel*

7:00 pm Final Awards Gala - Mardi Gras theme

7:00 pm Attorneys' Council Dinner

SATURDAY MARCH 9, 2024

9:00 am – 12:00 pm Attorneys' Council Meeting
(open to Attorneys' Council members)

1:30 pm SLDF Fundraiser - The National WWII Museum



New Orleans is unlike any city in America. Its cultural diversity is woven into the food, the music, the architecture – even the local superstitions. It's a sensory experience on all levels and there's a story lurking around every corner." – Ruta Sepetys