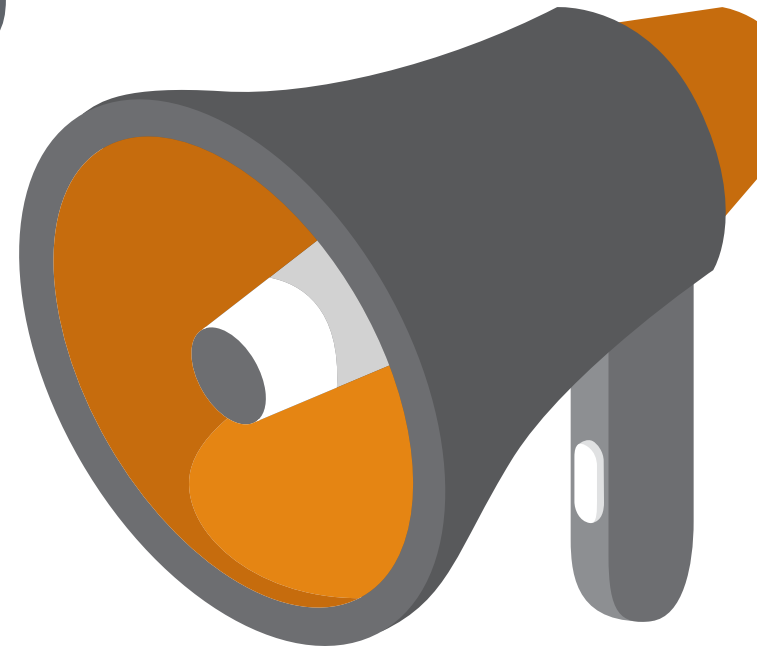


HARDI

2020 Sponsorship Opportunities

Over the past several years HARDI has been happy to work with our different supplier and vendor members to help put on some of the best distributor events the industry has seen. We enjoy working with each of our partners to help create ways for members to increase brand recognition, add value to members' event experiences and facilitate lasting relationships. If you have any questions or thoughts about anything listed in this brochure, do not hesitate to reach out.



Focus Conference

Our Focus Conference features 3 learning tracks including Marketing, Sales and Supply Chain & Analytics. The event features a dynamic slate of sessions that are curated by the HARDI councils that work to build an agenda that tackles our industry's biggest challenges and hurdles. This event is a great opportunity to promote your brand and support the content provided to membership.

*Focus Conference sponsors will receive a 10% discount on HARDI Hub Advertisements January - June 2020.

WELCOME RECEPTION

SOLD

- Company logo on event brochure
- Company logo/link on event site
- Company logo/link in promotional emails
- Onsite company representation
- Company listing in event Mobile App
- One free conference registration

\$5,000 | 1 TOTAL

OPENING KEYNOTE

- Company logo on event brochure
- Company logo/link on event site
- Company logo/link in promotional emails
- Opening Keynote company representation
- 5-minute presentation to audience and ability to introduce the opening keynote speaker
- One free conference registration

\$5,000 | 1 TOTAL

CLOSING KEYNOTE

- Company logo on event brochure
- Company logo/link on event site
- Company logo/link in promotional emails
- Closing Keynote company representation
- 5-minute presentation to audience and ability to introduce the closing keynote speaker
- One free conference registration

\$5,000 | 1 TOTAL





MOBILE APP

- Company logo on app splash page
- Micro App in event app
- Attendee app e-blast
- Company logo/link on event site
- Company representation in app banners
- Onsite company representation

\$5,000 | 1 TOTAL

WIFI

- Custom SSID for attendees for the Conference
- Custom password for the wifi
- Company logo/link on event site
- Company logo/link in promotional emails
- Onsite company representation
- Company listing in event Mobile App

\$6,000 | 1 TOTAL



MARKETING TRACK

- Company logo on event brochure
- Company logo/link on HARDI site
- Company representation during track sessions
- 5-minute presentation to track audience
- One free event registration
- *Service Vendors: free vendor space during happy hour

\$3,000 | 2 TOTAL

SALES TRACK

- Company logo on event brochure
- Company logo/link on HARDI site
- Company representation during track sessions
- 5-minute presentation to track audience
- One free event registration
- *Service Vendors: free vendor space during happy hour

\$3,000 | 2 TOTAL

SUPPLY CHAIN & ANALYTICS TRACK

- Company logo on event brochure
- Company logo/link on HARDI site
- Company representation during track sessions
- 5-minute presentation to track audience
- One free event registration
- *Service Vendors: free vendor space during happy hour

\$3,000 | 2 TOTAL

HOTEL ROOM KEY CARDS

- Custom design for room key cards distributed at check-in
- Company logo/link on event website
- Company logo on event brochure
- Company listing in event Mobile App

\$5,000 | 1 TOTAL

PORTABLE CHARGING STATIONS

- Custom designed charging units placed throughout the event
- Company logo/link in promotional emails
- Company listing in event Mobile App

\$5,000 | 1 TOTAL

BRANDED LANYARDS

- Custom branded lanyards for attendees
- Company logo/link in promotional emails
- Company logo on event brochure
- Company listing in event Mobile App

\$4,000 | 1 TOTAL

BEVERAGE BREAKS

- Entire events breaks sponsored
- Company branded napkins during breaks with custom message
- Company sign featured during breaks
- Company logo/link in promotional emails
- Company listing in event Mobile App

\$4,000 | 1 TOTAL



Emerging Leaders Summer Conference

HARDI's Emerging Leaders program is designed to coach and grow future executives of the HVACR industry. The conference includes a mixture of group learning, team building activities, networking opportunities and more. This event has sold out for 4 years in a row and has become one of the association's most successful programs.

EXECUTIVE SPONSOR

- Company logo on event brochure
- Company logo/link on event site
- Company logo/link in promotional emails
- Enhanced onsite company representation
- Company listing in event mobile app
- Company logo on event t-shirt
- Branded giveaway item in attendee gift bag
- One free conference registration

\$10,000 | 1 TOTAL

SOCIAL SPONSOR

SOLD

- Company logo on event brochure
- Company logo/link on event site
- Company logo/link in promotional emails
- Onsite company representation
- Company listing in event mobile app
- One free conference registration
- Branded giveaway item in attendee gift bag
- One free conference registration

\$10,000 | 1 TOTAL

MOBILE APP

- Company logo on app splash page
- Micro app in event app
- Attendee app e-blast
- Company logo/link on event site
- Company representation in app banners
- Onsite company representation

\$3,500 | 1 TOTAL

SUPPORTING SPONSOR

- Company logo/link on event site
- Company logo/link in promotional emails
- Company logo on event t-shirt
- Company listing in event mobile app
- Onsite company representation
- Ability to contribute swag item in attendee gift bag

\$2,500 | 6 TOTAL



Annual Conference

The biggest HVACR wholesale event takes place every year in December. This event has continued to grow and is a must attend event. Our Annual Conference brings together wholesalers, suppliers, vendors and other industry partners and serves up an extensive 4-day event full of expert speakers, informative sessions and networking opportunities.

Our 2019 event was a record-breaking year for HARDI with over 1,700 attendees.



OPENING RECEPTION

SOLD

If your company is celebrating a special occasion, a sole sponsorship of HARDI's Annual Conference opening reception is a great way to make a long-lasting statement. HARDI's Annual Conference is one of the most prominent industry events of the year. With so many target consumers in one place, this is a perfect opportunity to generate buzz and gain company recognition.

CLOSING ACTIVITIES & RECEPTION

SOLD

- Enhanced branding during closing festivities
- Company logo on event brochure
- Company logo/link on event site
- Company logo/link in promotional emails
- Company listing in event mobile app
- Early booth space selection
- One free conference registration

PLATINUM SPONSOR

1 LEFT

- Logo placement in lunch keynote session
- Reserved table during corresponding sponsored session
- Company logo on event brochure
- Company logo/link on event site
- Company logo/link in promotional emails
- Onsite company representation
- Company listing in event mobile app
- Early booth space selection
- Two free conference registrations

\$17,000 | 6 TOTAL

GOLD SPONSOR

1 LEFT

- Logo placement in breakfast keynote session
- Reserved table during corresponding sponsored session
- Company logo on event brochure
- Company logo/link on event site
- Company logo/link in promotional emails
- Onsite company representation
- Company listing in event mobile app
- Early booth space selection
- Two free conference registrations

\$12,500 | 6 TOTAL

SILVER SPONSOR

3 LEFT

- Logo placement in breakout track room
- Reserved table during corresponding sponsored session
- Company logo on event brochure
- Company logo/link on event site
- Company logo/link in promotional emails
- Onsite company representation
- Company listing in event mobile app
- Early booth space selection
- One free conference registration

\$7,500 | 8 TOTAL





BEVERAGE BREAKS

- Entire events breaks sponsored
- Company sign featured during breaks
- Company branded napkins during breaks with custom message
- Company logo/link on event site
- Company listing in event mobile app

\$5,000 | 3 TOTAL (1 PER DAY)

PORTABLE CHARGING STATIONS

- Custom designed charging units placed throughout the event
- Company logo/link on event site
- Company listing in event mobile app

\$16,000 | 1 TOTAL



HEADSHOT STATION

- Headshots taken for attendees at the event
- Reception photos taken at closing dinner
- Company logo on event brochure
- Mentioned in conference agenda
- Company logo/link on event site
- Company listing in event mobile app
- Early booth space selection
- One free conference registration

\$15,000 | 1 TOTAL

SHOESHINE STATION

SOLD

- Shoeshine attendant for attendees
- Company logo on event brochure
- Company logo/link on event site
- Mentioned in conference agenda
- Onsite company signage
- Company listing in event mobile app

\$12,000 | 1 TOTAL

LANYARDS

SOLD

- Custom branded lanyards for attendees
- Company logo on event brochure
- Company logo/link on event site
- Company listing in event mobile app
- Early booth space selection
- One free conference registration

\$22,000 | 1 TOTAL

MOBILE APP

- Company logo on app splash page
- Micro app in event app
- Push notifications throughout the event
- Attendee app e-blast
- Company logo/link on event site
- Company representation in app banners
- Onsite company representation
- Early booth space selection
- One free conference registration

\$20,000 | 1 TOTAL

CONFERENCE WIFI

- Custom SSID for attendees for the conference
- Custom password for the WiFi
- Company logo/link on event site
- WiFi info and logo printed on attendee badges
- Company logo/link in promotional emails
- Onsite company representation
- Company listing in event mobile app
- Early booth space selection
- One free conference registration

\$20,000 | 1 TOTAL





ATTENDEE RELAXATION STATION

- Branded relaxation station during the event
- Onsite company representation
- Company logo/link on event site
- Company logo/link in a promotional email
- Company listing in event mobile app
- Early booth space selection
- One free conference registration

\$15,000 | 1 TOTAL

HOTEL ROOM KEY CARDS

SOLD

- Custom design for room key cards distributed at check-in
- Company logo on event brochure
- Company logo/link on event site
- Company listing in event Mobile App

\$15,000 | 1 TOTAL

If you have other ideas on how we can partner together, please feel free to reach out.

We are more than happy to have a discussion on ways we can work together.



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