

## 2024 Sponsorship Opportunities - Packaged Bundles

### Diamond Level - \$50,000 - **SOLD OUT**

(Category exclusivity within level)

*Choice of:*

- Named co-sponsor of the Opening Reception – Reserved
- Named co-Sponsor of Awards Luncheon – Reserved
- Named Sponsor Opening Breakfast – Reserved
- Named Sponsor of Closing Keynote – Reserved

*Diamond Sponsors also receive:*

- Opportunity to present education session in expo hall
- Logo on pre-event marketing pieces and PHCC website
- Logo on on-site event materials and signage
- 10' x 20' tabletop display booth, at entrance of Showcase Hall
- Booth upgrades – opportunity to post show specials on website and app, scavenger hunt
- Special signage at booth in Showcase Hall
- Six complimentary Showcase registrations
- Opportunity to distribute logoed items with registration materials
- Pre- and post-event mailing lists

### Platinum Level - \$36,000

(Category exclusivity within level)

*Choice of:*

- Named co-sponsor of the Showcase Lunch
- Named co-sponsor of the CONNECT Wi-Fi
- Named Sponsor APP Splash Page
- ~~Named Sponsor – Opening Keynote~~
- Named Co-Sponsor of Workforce Breakfast

*Platinum Sponsors also receive:*

- Opportunity to present education session in expo hall
- Logo on pre-event marketing pieces and PHCC website
- Logo in on-site event materials and signage
- 10' x 20' tabletop display booth in prime location
- Booth upgrades – opportunity to post show specials on website and app, scavenger hunt
- Special signage at booth in Showcase Hall
- Four complimentary Showcase registrations
- Opportunity to distribute logoed items with registration materials
- Pre- and post-event mailing lists

### Gold Level - \$27,500

*Choice of:*

- Named co-sponsor of CONNECT Education Programs (Tuesday or Wednesday.)
- Named co-sponsor of Event App
- Named sponsor Shuttle Service (Opening Reception)
- ~~Named Sponsor Water Coolers~~
- Named Sponsor co-sponsor meet up lounge
- ~~Logo on Reusable Water Bottles~~

*Gold Sponsors also receive:*

- Opportunity to present education session in expo hall
- Logo on pre-event marketing pieces and PHCC website pages
- Logo in on-site event materials and signage
- 10' x 10' tabletop display in Showcase Hall
- Booth upgrades – opportunity to post show specials on website and app, scavenger hunt
- Special signage at booth in Showcase Hall
- Three complimentary Showcase registrations
- Opportunity to distribute logoed items with registration materials
- Pre- and post-event mailing lists

### Silver Level - \$17,500

*Choice of:*

- Named sponsor of Refreshment Break (Tuesday or Wednesday)
- Named co-sponsor of First Timers Lunch
- Named co-sponsor of Wednesday Workforce Breakfast

*Silver Sponsors also receive:*

- Logo on pre-event marketing pieces and PHCC website
- Logo appears in on-site event materials and signage
- 10' x 10' tabletop display booth in Showcase Hall
- Booth upgrades – opportunity to post show specials on website and app, scavenger hunt
- Special signage at booth in Showcase Hall
- Two complimentary Showcase registrations
- Opportunity to distribute logoed items with registration materials
- Pre- and post-event mailing lists

### Bronze Level - \$12,000

- Logo on pre-event marketing pieces and PHCC website
- Logo in on-site event materials and signage
- 10' x 10' tabletop display booth in Showcase Hall
- Booth upgrades – opportunity to post show specials on website and app, scavenger hunt
- Special signage at booth in Showcase Hall
- Two complimentary Showcase registrations
- Opportunity to distribute logoed items with registration materials
- Pre- and post-event mailing lists

## FOR MORE INFORMATION

Please contact Elicia Magruder at  
703-752-9870 or [connect@naphcc.org](mailto:connect@naphcc.org).

Customized opportunities are also available!

## ATTENDEE EXPERIENCES

### **Birmingham Tasting Tour – (2 available) – \$3,000**

*Monday, Oct. 7*

Join an intimate group of attendees (maximum 18 per bus) for a four-hour Birmingham experience. Sponsorship for the Tasting Tour includes Two Tickets. Tours are four hours in length, and include transportation, food, and beverage.

### **City Tour – \$2,500**

*Monday, Oct. 7*

Join attendees for a historical tour of the city of Birmingham, the “Magic City.” A 56-passenger bus will take attendees to a variety of interesting and thought-provoking stops such as Kelly Ingram Park, the Alabama Peanut Co., the Alabama Walk of Fame, and the Vulcan Park & Museum. Sponsorship of the City Tour includes Two Tickets. The tour is about 3 hours in length and includes admission to the Vulcan Park Museum & transportation.

### **Transportation to the CONNECT 2024 Opening Party (Shuttle Bus) – \$3,000 (3 available)**

*Monday, Oct. 7*

Elevate your brand’s impact with a shuttle bus sponsorship! Your team will greet attendees as they board Bus on the way to the Barber Vintage Motorsports Museum.

### **Barber Vintage Motorsports Museum – Restoration Level Access Pass – \$10,000**

*Monday, Oct. 7*

Give attendees at PHCC’s the ultimate experience during their time at the Barber Vintage Motorsports Museum with access to the restoration level. Nearly all the bikes in the museum run, but getting decades-old Britten, Matchless, and MV Agusta motorcycles out on the track takes diligent work by the staff in Barber’s on-site restoration shop. Logoed pass and signage.



### **Tasting Bar – \$7,500**

*Tuesday, Oct. 8*

Make a great first impression during the CONNECT Happy Hour and Pep Rally with a Tasting Bar featuring local craft beers. Attendees will enjoy networking with this unique and unforgettable Birmingham experience.



### **PHCC “Tailgate Party” City Walk – \$2,500 - \$10,000**

*Wednesday, Oct. 9*

Experience a tailgate like no other at PHCC CONNECT. Featuring Alabama's best food trucks, this event is designed to foster authentic connections, relaxation, and fun at the vibrant Birmingham City Walk. Your sponsorship will help elevate the CONNECT experience for attendees and create lasting memories. Recognition includes a dedicated area for sponsors and their guests, premium signage, and opportunities to greet attendees at the entrance.



## ATTENDEE MUST-HAVES

### Breaks – Tuesday and Wednesday – \$3,500 (3 Available)

Greet attendees with staff and/or company literature as they enjoy a networking break between sessions.

*Sponsor benefits:*

- Name and logo on event signage
- Company literature distributed in break area



### Charging Station – \$5,000

This is a wonderful way to offer convenience to attendees. Your logo/graphics will be displayed on signage and as a decal on the cell phone charging table.

### Luggage Tags – \$3,000

Help attendees identify their bags by placing your company's logo on the CONNECT 2024 luggage tags to be placed in the meeting tote bags.



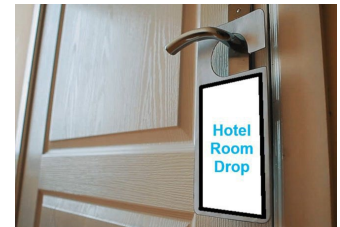
### Tote Bag Inserts – \$1,500

Sponsoring a tote bag insert is the perfect way to let attendees know about latest products, newest services, special show offerings and more CONNECT attendees. This added exposure will draw more traffic to your booth and help attendees plan their exhibit hall experience. Inserts limited to 8.5 x 11 in. size and subject to review and approval by PHCC.

## BRANDING OPPORTUNITIES

### Hotel Door Drop – \$2,500 minimum

Catch the attention of conference attendees from the moment they arrive to the Host Hotel by providing a special door drop.



### IMAG – \$5,000



Put your company's logo on the "big screen" during the general sessions by sponsoring the IMAG. This technology enables a close-up image of the speaker to be put onto large screens. Your company's logo will flash each time the speaker's image goes on the screen using the IMAG. Your logo will be seen by the entire conference audience for all three days with this offering.

### Push Notifications – \$250 each (\$500 minimum)

Send out a text alert to each attendee through the app! This alert will pop up on each attendee's phone if they have downloaded the app. The text is limited to 100 characters. Remind attendees to stop by your booth, announce a raffle or highlight a product demonstration time.



### Floor Clings - \$500 ea. or 3 for \$1,250

Help direct attendees to Registration, Exhibit Hall and Session rooms or spread throughout the Convention Center in approved space. Floor clings are 3' x 3', and pricing is per cling.

### Column Wraps - \$4,500

Feature your company in the foyer of the convention hall for all to see! Located near the registration desk, it's sure to be an area with lots of foot traffic.

## WEBSITE & MOBILE APP - ADVERTISEMENTS & PUSH NOTIFICATIONS

Make your company stand out - place your company's logo and/or advertisement in the hands of attendees! Attendees will access the website while registration is open and the app onsite.

### Website right-hand banner – \$3,500

(rotates every 8 seconds) – 3 available

Up to 3 different Banner ads which rotate at the right-hand side of the website page including a click-through URL to the sponsor website.



### Mobile App Homepage – \$2,500

Sponsor's logo displayed on the Mobile App homepage. This is a rotating banner.



## APPRENTICE CONTEST – ACTIVITIES

### Plumbing Apprentice Contest and/or HVAC Apprentice Contests

These contests are a popular annual feature during PHCC's CONNECT Product and Technology Showcase and attract the top plumbing and HVAC apprentices from around the country. Competing in the contests gives apprentices an opportunity to accelerate their careers and demonstrate the cutting-edge skills and knowledge required in the p-h-c industry. The contests also give sponsors a unique opportunity to promote their support for workforce development in the trades.

Plumbing Contest 20 Competitors

HVAC — 12 Competitors

### Contest Headline Sponsor (Plumbing or HVAC, 2024 Investment: \$9,000)

Your sponsorship includes a Contestant Sponsorship that funds travel for an apprentice to compete in the contest. Headline sponsorship also includes prominent recognition in pre-event promotional materials, onsite signage, and in post-event PHCC and trade press communications. There will be sponsor signage in the contestant area and you may provide a logoed tee shirt for the contestant to wear during the competition. After the event, sponsors will receive a list of contestants and winners with contact information in case they would like to send logoed items or prizes. There will be an opportunity onsite to take photos with your contestant for use in marketing and social media efforts.

### Contestant Sponsor (2024 Investment: \$4,500)

Your sponsorship funds travel for an apprentice to compete in the contest. There will be sponsor signage in the contestant area and you may provide a logoed tee shirt for the contestant to wear during the competition. There will be an opportunity onsite to take photos with your contestant for use in marketing and social media efforts.

### Co-Sponsor Contestant Dinner (2024 Investment: \$3,500 Each, Two available)

A shared meal at the end of a long contest day builds community and prepares the contestants for the next day. Sponsors are recognized with signage at contestant dinner and the opportunity to attend the dinner and speak to the group. Attendees at the dinner include apprentices and their guest(s), committee members and contest judges.

### HVAC Contest — Event Sponsorships (2024 Investment: \$1,000 Per Event)

The HVAC contest includes special testing events, with an exclusive sponsorship opportunity for each event. These test events include Recovery, Evacuation, Recharging & Identification of Refrigerants, Taking Readings on a Working Package Unit, Diagnostics and Troubleshooting, and Wiring. Recognition includes signage at the testing event.

### Contest Breakfast or Lunch Sponsorships (2024 Investment: \$1,500 Each, Two Available)

Competitions are hard work, and our participants need a good meal to fuel their work. Your sponsorship will provide a meal for the contestants, committee members and judges in the contest area. Recognition includes signage onsite and the opportunity to attend the meal and meet the participants.

