Build Your Brand with HVACR Education at the National HVACR Educators and Trainers Conference.

Be an industry leader and showcase your products all while building your brand.

This is a unique opportunity to make a targeted connection with HVACR instructors from across North America.

Join us as an exhibitor and get your products into the hands of the future workforce and build lifelong customers!

You could travel the country to meet instructors who can incorporate your products into their classrooms, or, you can join us for the National HVACR Educators and Trainers Conference.

March 29-31, 2021 | Atlanta, Georgia

#NHETC2021
With nearly 800 registrants annually, the professionals you desire to meet are here!

Apprenticeship Instructors
Associations
Community College Instructors
Contractors
Corporate Trainers
Correctional Instructors
Government
High School Instructors
Manufacturer Trainers
Private School Instructors
Maintenance Instructors
Wholesaler Trainers

Meet the decision makers in HVACR education who can incorporate your products into their classrooms.

Questions?
Contact us toll free at 1-800-394-5268

Learn more at escogroup.org
What Attendees are Looking for...

**Equipment**
Instructors want to learn about technologies, components, or controls and be able to take this knowledge back to their classroom. They are hoping to see, feel, touch, and interact with the components, demonstrations, cutaways, presentations and other educational tools that help bring technology to life in fun, exciting, and memorable ways.

**Chemicals**
Instructors want to see product demonstrations. They want to learn about new products, how they are used, as well as any important safety-related issues that must be addressed. Instructors would also like to know how to best incorporate these products into the training they offer.

**Refrigerants**
There is a great deal of conflicting information out there on the future of refrigerants. Conference attendees want to meet the experts who can help them navigate the facts. Instructors are looking for the most relevant and up-to-date information to bring to their classroom to help teach the safe handling of new refrigerants as well as the proper steps to charge, top-off or retrofit a system.

**Tools and Test Instruments**
Instructors can visit a supply house to see tools and test instruments. They attend the conference hoping to try new tools and to see, or participate in, product demonstrations that help them understand the features and benefits of each tool and test instrument. Instructors are always looking for the best way to access or buy your tools; this information should be readily available to them.

**Curriculum**
Instructors are often people who have transitioned from the field to the classroom. They need your assistance in finding curriculum that covers the courses they offer. How can your content help them in the classroom? Who is the local rep that serves their area? Who are the authors, and do they support the content? Instructors are interested in learning about supplemental offerings, digital content, and if your products are cross-walked to national certification exams.

**Software**
Software needs to come to life for instructors to see how to integrate it into their program. Attendees want to see product demonstrations, on screen, of how your programs work so they can envision how it may be used in their classroom. Demonstrations should showcase all the features of your software that are relevant to HVACR education and be as interactive as possible.

**Product Learning Centers**
When a person transitions from the field as a technician or contractor, into the classroom as an instructor, they need to have a deeper understanding of the physics and theories into to teach subject matter effectively.

To help them make this transition and become an effective and dynamic instructor, they need professional development, geared specifically to their needs. Think of your exhibit as a product learning center. A place where attendees can come to learn about the products or services you offer, see product demonstrations, get their hands dirty, and learn from you.
2020 Exhibiting Companies

- Amana Heating & Air Conditioning
- American Technical Publishers
- Amprobe
- Appion, Inc.
- Bacharach, Inc.
- Best Center
- Building Performance Institute, Inc. (BPI)
- Carbon Monoxide Safety Association (COSA)
- Caleffi Hydronic Solutions
- CDX Learning
- Cengage
- Chemours Company
- Cimport International / Spin Tools
- Contemporary Control Systems, Inc.
- Copper Development Association
- Council of Air Conditioning and Refrigeration Educators (CARE)
- Coscia Communications
- Daikin North America
- Danfoss
- DiversiTech Corporation.
- Emerson Climate Technologies
- ESCO Institute
- Fieldpiece Instruments
- Fluke Corporation
- Fujitsu General America
- Goodheart-Willcox Publishers
- Goodman Manufacturing
- Hampden Engineering
- Honeywell International
- HVAC Excellence
- Inificon, Inc.
- JB Industries
- Kanomax USA
- KE2 Therm Solutions, Inc.
- Klein Tools
- Kwick Model
- LG Electronics
- MALCO Products, Inc.
- Mastercool
- Microtek
- Mitsubishi Electric Trane HVAC US, LLC
- National Inspection Testing Corporation (NITC)
- NAVAC, Inc.
- Neutronics Refrigerant Analyzers
- Nidec Motor Corporation / US Motors
- North Park Innovations Group
- Nu-Calgon
- Parker Hannifin / Sporlan Division
- Pearson
- RectorSeal
- Refrigeration Service Engineers Society (RSES)
- Refrigeration Technologies
- Refrigeration Training Services, LLC
- Regal Beloit Corporation / Genteq
- Retrotec
- Ritchie Engineering - Yellow Jacket
- Rotobrush International, LLC
- Spectronics Corporation
- SpeedClean
- Technical Training Associates
- Techsource Tools, Inc.
- Test Products International, Inc. (TPI)
- Textaim
- The Energy Conservatory
- Thermostatic Recycling Corporation
- TruTech Tools, Ltd
- UEI Test Instruments
- United Association of Apprentices and Journeymen (UA)
- Uniweld Products
- Women in HVACR
Marriott Marquis
Atlanta, Georgia

Getting There
Getting to the Marriott Marquis is easy and affordable.

The Marriott is next to the Peachtree Center, where attendees can take the MARTA (train) to and from the Atlanta Hartsfield International Airport (approximately a 16-minute trip).

Accommodations
The Marriott is offering conference attendees discounted room rates of $139.00 for the nights of the conference.

These rates are good when booking through the HVAC Excellence block of rooms, using the link on our website.

Rooms are subject to state and local taxes of 16.9%, plus a $5.00 per night Georgia Hotel fee.

Amenities
- 1,663 guest rooms
- Center of downtown Atlanta
- SPA
- Pool: Indoor - Outdoor
- 24-Hour Fitness Center
- A variety of dining options, to fit various budgets and taste
Exhibiting Hours

Monday March 29, 2021 | 5:00 P.M. - 7:00 P.M.
Tuesday March 30, 2021 | 12:00 P.M. - 4:30 P.M.

Schedule and floorplan subject to change
Exhibiting Opportunities

Standard Exhibit | 10’ × 10’ Exhibit | $1,300.00

- 10’ × 10’ exhibit
- 8’ × 2’ draped table with 2 chairs
- 10’ draped back wall and 3’ side wall
- Carpeted exposition hall
- Listing on conference webpage
- Listing in conference app
- List of attendees, post-conference
- Two full-access conference registration that includes access to all: general sessions, breakout sessions, testing, competition, and provided meals

Double Exhibit | 10’ × 20’ Exhibit | $2,050.00

All items in standard single exhibit, plus:
- An additional 10’ × 10’ adjoining booth
- An additional 8’ × 2’ draped table
- An additional full-access conference registrations (Three total)
- Logo on banquet tables

Premier Exhibit | 10’ × 30’ Exhibit | $3,200.00

All items in standard single exhibit, plus:
- Two additional 10’ × 10’ adjoining booths for a 10’ × 30’ Premier exhibit
- Two additional 8’ × 2’ draped tables
- Four additional full-access conference registrations (Six total)
- Logo on banquet tables
- List of attendees, pre and post-conference
- Additional display table located in training/classroom area throughout the duration of the show, including non-expo hours to talk with and visit with attendees all conference long

Exhibitors of the 2020 conference will have the first opportunity to secure space for the 2021 conference beginning on March 25, 2020. Applications for new exhibits will begin on May 1, 2020.
Sponsorship Opportunities

Want to make a big impact on attendees of the 2021 National HVACR Educators and Trainers Conference?

Check out some of the great sponsorship opportunities still available — but only for a limited time. First come, first served, so contact us today!

- **Push Notification (App Announcement)**
  - $500 - 3 Available
  - Conference attendees using the App will start their day with a message from your company. Drive traffic to your booth or just welcome everyone! We will work with you to customize a message.

- **Coffee/Refreshment Break Sponsor**
  - $5,000 Single Sponsor Acknowledgement
  - Host a coffee/refreshment break in between classes for attendees! The refreshment area will feature a sign with your company’s logo. (Want to include branded cups and napkins? Add $650)

- **Pens/Pencils**
  - **Send us your pens or pencils!**
  - Do you have company pens or pencils to provide our attendees? We will include your pen in every attendee package! Available to exhibitors and sponsors.

- **Logo in Conference App**
  - $500 - 4 Available
  - Attendees will see your logo as a conference sponsor every time they open the conference app!

- **Calculators**
  - $2,000
  - Put a calculator with your company name/logo on it in every attendee’s hand. (These come in handy for attendees taking exams at the conference!)

- **Schedule Sign $1,500/day**
  - (Three (3) available - one per day)
  - A large daily class schedule banner sign in the middle of the action, with your company name/logo. (One (1) sign per day of the conference - 3 available. Take all three for $3,800!)

- **Welcome/Motivational Sign**
  - $1,000 - 4 Available
  - Make conference attendees feel welcome and promote your company/brand at the same time! You create a 24 x 36 poster size message, we have it printed and displayed in the conference area for all attendees to see!

- **Attendee T-Shirts!**
  - $7,500 Your logo (along with conference logo) on a t-shirt for all attendees!
  - Attendees ask for t-shirts every year, and will wear them long after the conference is over, remembering your brand each time they do! (800-1,000 shirts will be ordered.)

- **Exhibit Hall Food**
  - Call for pricing options
  - Make your booth stand out with food and/or beverages served at your booth during the exposition.

- **Gold Sponsor**
  - $25,000
  - Show your company’s support of HVACR Education with this gold level sponsorship! This includes a premier exhibit space, your company logo in select conference marketing collateral, in the conference App, on the banquet table sponsor sign, as well as a push notification to conference attendees through the App. (We will help you to customize your message!)

Make a splash at the 2021 National HVACR Educators and Trainers Conference!
Exhibitor & Sponsor Application

HVAC Excellence | P.O. BOX 491 | Mt. Prospect, IL 60056 | Tel 800-394-5268 | Fax 800 546-3726

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<td>10’ × 10’ Exhibit: includes two full registrations</td>
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<td>Other Opportunities</td>
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<td>2020 Exhibitor Renewing Before April 30, 2020: 10% Discount on Exhibit</td>
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**Total**

Exhibitors of the 2020 conference will have the first opportunity to secure space for the 2021 conference beginning on March 25, 2020. Applications for new exhibits will begin on May 1, 2020.
# Team Staffing Exhibit

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**Agreement:** I have read and agree to all of the terms and conditions for exhibiting and agree to adhere to any provisions set forth by HVAC Excellence and/or the South Point Hotel. Additionally, I understand that HVAC Excellence and the South Point Hotel reserve the right to relocate exhibit spaces.

**Signature:**

**Date:**

This application can be faxed to 800-546-3726 or emailed to jbirch@escogroup.org. This application will not become a binding contract, until approved by HVAC Excellence in writing.
Exhibitor Contract

By applying for exhibit space, the exhibiting company and all participating employees, agents, or representatives of said company agree to adhere to all contract conditions, rules, and regulations set forth by HVAC Excellence, and the Hotel.

Eligibility: All exhibitor applications are subject to review and acceptance by HVAC Excellence. HVAC Excellence reserves the right to accept or refuse any application. This agreement is considered accepted when a confirmation letter from HVAC Excellence is sent to the applicant. Should your application not be accepted, any payment made will be refunded.

Exhibitors of the 2020 conference will have the first opportunity to secure space for the 2021 conference beginning on March 25, 2020. Applications for new exhibits will begin on May 1, 2020.

Exhibit: Exhibitors agree to have their chosen representatives present at their assigned booth during all exposition hours. Exhibitors agree to keep their exhibit open until the end of the exposition. All booth decorations should be professional as they reflect your organization and the conference.

HVAC Excellence reserves the right to remove booth decor that is inappropriate or in any way offensive. HVAC Excellence reserves the right to relocate any exhibit to accommodate the hotel, fire codes or to avoid conflict.

Standard Exhibit: 10' × 10' booth, 8' × 2' draped table, 2 chairs, 10' draped back wall, 3' side wall, listing on conference webpage, listing in conference app, list of attendees, post-conference, two full-access conference registration that includes access to all general sessions, breakout sessions, testing, competition, and provided meals.

Double exhibit: All items in standard single exhibit, plus: an additional 10' × 10' adjoining booth, an additional 8' × 2' draped table, an additional full-access conference registrations (Three total), logo on banquet tables.

Premier exhibit: All items in standard single exhibit, plus: two additional 10' × 10' adjoining booths for a 10' × 30' Premier exhibit, two additional 8' × 2' draped tables, four additional full-access conference registrations (Six total), logo on banquet tables, list of attendees; pre and post-conference, additional display table located in training/classroom area throughout the duration of the show, including non-expo hours to talk with and visit with attendees all conference long.

Additional Conference Attendees: If additional attendees are needed, exhibitors may register additional attendees with full conference rights, or request guest passes for the expo hall (only).

Convention Center Handling Charges: The exhibitor agrees to pay any drayage fees for shipping items into or out of the Hotel or to the decorator. All exhibitors will receive shipping information from Viper, the official decorator of the 2021 conference.

Food and Beverage: No outside food or beverages are allowed in the convention area. Exhibitors may contact HVAC Excellence staff or the hotel catering department to inquire about food or beverages at your exhibit.

Staffing: All registered attendees are provided a name badge to wear throughout the conference.

Full-access registration includes full conference rights entitling attendee to participate in general sessions, meals, and classes.

Exhibitors may register additional attendees beyond what is included in their exhibitor contract by contacting HVAC Excellence and paying the registration fee.

All attendees agree to read and abide by the terms of attending posted on the conference website.

Space Allocation: Space is allocated based on priority points from previous participation through sponsorship and exhibiting, then on a first come, first served basis.

Exhibitor Manual: Exhibitors will receive an electronic exhibitor manual that will include setup times, shipping information, hotel shipping charges, etc.

The exhibiting company shall forward this information to any participating employees, agents, or representatives of said company.

Exhibitor Primary Contact: The exhibitor will be responsible for designating an official authorized agent who will be the primary contact to work with HVAC Excellence, the official show decorator, and the Marriott Marquis Hotel

Cancellation: Exhibitors may cancel or reduce the space requested by submitting a written request prior to September 1, 2020. Exhibitors that cancel before September 1, 2020 will receive a refund of any funds paid with the exclusion of the 50% non-refundable deposit. If cancellation is made on or after September 1, 2020, there will be no refund and the contracted space must be paid in full.

Any unpaid balance is due at the time of cancellation. A monthly finance charge of 1.5 percent of the total amount due will be added to any past due accounts.

HVAC Excellence may cancel this contract, or relocate its conference upon reasonable cause, or upon events beyond its control, acts of god, terrorism, etc., which makes performance impossible or useless.

Sponsorship opportunities are limited and therefore once committed, cannot be refunded or cancelled.
Call for Presenters

HVAC Excellence is pleased to announce its Call for Presentations for the 2021 National HVACR Educators and Trainers Conference.

You are invited to submit a presentation proposal for a breakout session or general session that addresses important issues facing today’s HVACR instructors.

HVAC Excellence is seeking proposals for sessions that:
- Help instructors improve their understanding of the physics and theories needed for teaching.
- Provide instructors information on emerging technologies.
- Aid instructors in gaining the knowledge to improve student outcomes.
- Assist instructors in understanding new educational delivery methodologies.
- Help instructors in navigating regulatory changes.
- Aid instructors in being more effective at doing their job.

If you have a topic that you believe fits these goals, we invite you to submit a proposal for the 2021 conference. If your presentation is one that is chosen, all conference presenters are registered for the conference free of charge.

Submit Proposal
All requests to present should be submitted electronically by visiting escogroup.org and clicking the conference link.

Deadline for Submission

Proposal Status Notification
The review committee will notify you regarding the status of your proposal no later than September 15, 2020.

Please hold the conference dates of March 29-31, 2021 open until notified of your proposal status.

Breakout Sessions
Time: 90 Minutes
The areas of interest include: emerging technologies, regulatory updates, educational delivery systems, work ethics programs, and customer relation skills. Presentations should allow attendees to learn something impactful that can be used to change the training they offer.

General Sessions
Time: 20 Minutes
General sessions are an opportunity to address all conference attendees, and must address issues pertaining to the entire audience.

Honoraria & Expenses
If selected, the conference registration fee will be waived, however, lodging, transportation and other costs related to participating in the conference will be the responsibility of the presenter.

The session training rooms are supplied with: a PowerPoint projector, laptop, screen.
2021 National HVACR Educators and Trainers Conference
Atlanta, Georgia

EXHIBITOR PROSPECTUS