

EXHIBITOR/SPONSOR GUIDE

SUB **Excel** 2023

MARCH 8-11, 2023
FORT WORTH, TEXAS



Register by
December 31, 2022
for early-bird pricing



EVERYTHING'S
BIGGER
& Better IN TEXAS



"#ForFortWorth" mural | 7 City Church | 2900 W Lancaster, Fort Worth, TX | Artist: Mariell Guzman

SUB Excel **2023**

SUBExcel is the annual national convention of the American Subcontractors Association, a trade association representing construction subcontractors, specialty trade contractors, and suppliers. We are planning for 2023 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

Your company can take advantage of opportunities to interact with registrants 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, Lunch & Awards Ceremony, Fort Worth Stockyards Cattle Drive & Pub Crawl, and Billy Bob's Texas Honky Tonk
- 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 8' x 10' booth space, including one 6' table and two chairs
- Company logo on exhibitor signage, guides, programs, and promotional materials
- Attendee list to be distributed one week before and after SUBExcel.

Exhibit Setup and Breakdown

Setup—Wednesday, March 8, 2023 | 2:00 pm to 3:00 pm

Breakdown—Thursday, March 9, 2023 | 12:15 pm

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

Advertising

All sponsors and exhibitors will receive a half-page ad. Ad specs for half page ad are 7.5" wide by 4.25" high. Formats accepted include JPG, TIF, and PDF. All ads must be submitted to Jessica Enochs at jenochs@asa-hq.com by January 28, 2023.

Registration and Payment

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

Accommodations

The beautiful Hilton Fort Worth was listed in the National Register of Historic Places in 1979, and is recognized as the site of JFK's last presidential address. It is located in downtown Fort Worth, two blocks from Fort Worth Convention Center. Sundance Square is a five-minute walk, home to theatres, restaurants, and shops. Enjoy all-day dining onsite and local tips from the concierge.

815 Main Street
Fort Worth, Texas 76102

Group Rate: \$199

Reservations: 817-882-1341

Click **here** to book your hotel room today!
Rate available until **February 10, 2023**.



Scan on your smart device to book your rooms.

Aztec Mural | Jennings-May-St. Louis Park, Fort Worth, TX | Artists: Students of Paschal High School's Art Department

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.

- ASA President's Reception Food Sponsor - \$20,000
- ASA President's Welcome Reception Bar Sponsor - \$10,000

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 \$5,000 / Co-Sponsor \$2,500

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 Luncheon Sponsor – \$20,000 / Co-Sponsor \$10,000

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 and Friday) – \$10,000 / Two available

Sponsor the morning's first activities during each of the breakfast sessions. Appropriate signage will be displayed in the room. Your sponsorship will be listed on the SUBExcel website and in all conference literature.

Stockyard Cattle Drive & Pub Crawl Sponsor – \$15,000 / Co-Sponsor - \$5,000

Appropriate signage will be displayed at the event. Your sponsorship will be listed on the SUBExcel website and in all conference literature.

Sponsorship Opportunities

Audio/Visual Sponsor — \$10,000 / Co-Sponsor \$5,000

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.

Logo Key Card Sponsor — \$5,000 - Three spots available

This sponsorship offers visibility to all conference attendees as your logo will be placed on every attendee's room key card. Your sponsorship will be listed on the SUBExcel website and in all conference literature.

Hospitality Suite Sponsor — \$5,000 / Co-Sponsor \$2,500

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.

Annual Conference Tote Bags — \$5,000

A wonderful giveaway, your logo will appear on all bags. Attendees carry tote bags throughout the conference and in many instances back home and beyond. Your logo will appear 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 Dec. 31, 2022)	Regular Registration (after Dec. 31, 2022)
ASA Member (Additional attendees: \$599/899 each)	\$699	\$899
Past National ASA President	\$599	\$799
ASA Non-Member	\$999	\$1,199
Exhibitor (includes Exhibitor Booth and ONE Exhibitor Registration) * All additional attendees will register as ASA members or non-members	\$2,500	\$2,700
Spouse/Guest	\$599	\$599
Five or More Attendees	\$499	\$699
Executive Directors (Additional Attendees \$599 / \$799 each)	Complimentary	

ASA National Platinum Sponsors receive 1 complimentary registration with 1 exhibitor 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 (Saturday, March 11)	TBA
Lunch & Awards (INCLUDED with Full and Spouse/Guest Registration. Pricing for Spouse/Guest not registered for full convention)	\$150
Billy Bob's Texas Honky Tonk Night	\$150
Fort Worth Stockyards Cattle Drive and Pub Crawl	\$100
Attorneys' Council Pass (INCLUDED with Full Registration; pricing for attorneys not registered for full convention)	\$255
Education Day Pass (Thursday, March 9) This includes the Networking Lunch	\$399
Education Day Pass (Friday, March 10) This does not include the Luncheon & Awards	\$399

Cancellation & Refund Policy. Full registration fees will be refunded if a written cancellation notice is received at ASA Headquarters by December 31, 2022. All cancellation requests must be made in writing. Send cancellation requests to jenochs@asa-hq.com.

Preliminary Schedule

TUESDAY MARCH 7, 2023

2:00 pm – 5:00 pm Executive Committee Meeting
 5:30 pm – 6:30 pm Hospitality Suite

WEDNESDAY MARCH 8, 2023

9:00 am – 12:00 pm Finance Committee Meeting
 1:00 pm – 5:00 pm Board Meeting
 2:00 pm – 3:00 pm Exhibitor Set-up
 3:00 pm – 6:00 pm Registration
 6:00 pm – 7:00 pm President's Welcome Reception

THURSDAY MARCH 9, 2023

7:30 am – 1:00 pm Registration Open
 7:30 am – 8:30 am Breakfast & Keynote Speaker: Tom Thibodeau
 8:40 am – 9:40 am ED/Chapter Leadership
 9:50 am – 10:50 am Contractor Education
 11:00 am – 12:15 pm ED Council
 11:00 am – 12:15 pm Contractor Education
 12:15 pm Exhibitor Breakdown
 1:00 pm Fort Worth Stockyards Cattle Drive
 and Pub Crawl

FRIDAY MARCH 10, 2023

7:30 am – 5:00 pm Registration Open
 8:00 am – 9:00 am Breakfast and Keynote
 9:10 am – 10:10 am ED/Chapter Leadership
 10:20 am – 11:20 am Contractor Education
 11:30 am – 12:30 pm Contractor Education
 11:30 am – 12:30 pm Government Relations Committee
 11:30 am – 12:30 pm ED Education
 12:30 pm – 1:50 pm Lunch & Awards
 2:00 pm – 5:00 pm ED SHARE!
 2:00 pm – 3:00 pm SLDF Meeting
 2:00 pm – 3:00 pm Contractor Education
 3:10 pm – 4:10 pm Attorneys Council on Government Relations
 & Contract Documents
 3:10 pm – 4:10 pm Contractor Education
 7:00 pm Billy Bob's Texas Honky Tonk Off-Site Event
 7:00 pm Attorneys' Council Dinner

SATURDAY MARCH 11, 2023

9:00 am – 12:00 pm Attorneys' Council Meeting
 Time TBD SLDF Fundraiser

Hilton Fort Worth

Exhibitor Fact Sheet and Order Form 2022

Loading Dock and Service Elevator

- The front of the hotel is a thru street for the city as well as our Valet loading/unloading area.
- Exhibitors are prohibited from loading and unloading in this area
- Exhibitors must use the loading dock to load and unload

Facts about the Dock

- Truck Clearance: 12'8" Box Trucks—No Semi Tractor Trailers (Park on Street)
- Height of the loading dock: 46 & 3/4"
- Please note: The Hotel does have a Hydraulic lift on the dock

Facts about the Service Elevators

- There are 2 Service Elevators only
- Height: 94"
- Length/Width: 64" x 58"
- Maximum Weight is 1500 lbs

Shipping Information

- We will gladly accept and store your boxes and shipments sent to the hotel for your event. The boxes will be secured in our Purchasing / Receiving Department and delivered to your exhibit table for set up.
- The exhibitor will be responsible for assisting with breaking down any pallets and moving boxes to their exhibit tables.
- Boxes will be stored and handled for a fee of \$5.00 per box per day.
- Pallets or skids will be stored for a fee of \$150.00. To arrange pallet delivery please email: Bruce.Mangual@hilton.com
- The hotel is not responsible for any arrangements or expenses in association with the shipping of materials, merchandise, exhibits or other items to and from the hotel.
- Exhibitors are responsible for preparing all packages for shipping after show.
- **This includes making arrangements for pick up.**

Shipments are to be mailed to:

Hilton Fort Worth
815 Main Street
Fort Worth, TX 76102
NAME OF CONVENTION

Please complete the order form below with all needs:

Name of Show or Event: _____

Date: _____

Exhibitor: _____

Contact Person: _____

Phone Number: _____

Email: _____

Shipping:

of boxes _____ x \$5.00 each = \$ _____

of Pallets _____ x \$250.00 each = \$ _____

Labor Charges may apply to moving Crates or Pallets

HOTEL NOT RESPONSIBLE FOR CALLING FOR PICK UP / SHIPPING



20% Premium
On All On-Site Orders

EXHIBIT ORDER FORM



Your J&S Representative Is:
Haylee Mullins
hayleem@inspiresolutions.com

Equipment	Qty	Day Rate	Days	Total	<i>Please Print Clearly & Fill Out Completely</i>	
AUDIO					EXHIBITOR CONTACT INFORMATION	
Speaker: 10" w/ Stand	0	75.00	1	0.00	Company:	
Speaker: 10" w/ Subwoofer Set	0	100.00	1	0.00	Order Contact:	
Microphone: Wired Handheld	0	50.00	1	0.00	Address :	
Microphone: Wireless	0	125.00	1	0.00	City:	
<i>Specify: Handheld Lapel Headset</i>					State:	
					Zip Code:	
					Tel:	
Notes:					Fax:	
					E-Mail:	
DISPLAY					EXHIBITOR DELIVERY INFORMATION	
23" LCD Monitor (VGA/HDMI)	0	150.00	1	0.00	Booth #:	
32" LCD Monitor (VGA/HDMI)	0	350.00	1	0.00	Room #:	
42" Display Monitor w/ floor stand (HDMI)	0	500.00	1	0.00	Site Contact:	
60" Display Monitor w/floor stand (HDMI)	0	550.00	1	0.00	Cell Phone:	
				0.00	Delivery Date:	
LCD Projector (4000 Lumens)	0	475.00	1	0.00	Delivery Time:	
Tripod Screen w/skirt	0	50.00	1	0.00	Received By: X: _____	
Projection Cart w/skirt	0	25.00	1	0.00	Pick-Up Date:	
<i>Specify Size: 34" 54"</i>					Pick-Up Time:	
					Delivered By: X: _____	
VIDEO					PAYMENT INFORMATION	
DVD Player	0	75.00	1	0.00		
Blu Ray Disk Player	0	100.00	1	0.00		
				0.00		
				0.00		
				0.00		
MISCELLANEOUS					<p>Upon receipt of your order, INSPIRE will contact you for secure processing of your payment or you can send your order directly to expo@inspiresolutions.com</p>	
Flip Chart w/Markers & Easel	0	50.00	1	0.00		
Laser Pointer	0	45.00	1	0.00		
Wireless Presentation Remote	0	45.00	1	0.00		
Exhibit Booth Power Strip and Cable	0	30.00	1	0.00		
Laptop Computer	0	200.00	1	0.00		
Laser Printer (Black & White)	0	175.00	1	0.00		
Superior Wi-Fi Connection	0	30.00	1	0.00		
Hardline Internet Connection	0	250.00	1	0.00		
TOTALS					<p>Please Contact Your INSPIRE Representative For: **Comprehensive Exhibit Booth AV Design** **Larger Audio or Video Systems** **Lighting Equipment & Systems**</p>	
Equipment Total				0.00		
Service Charge (Delivery/Setup/Pickup)		26%		0.00		
Sub Total			0.00			
(On-Site Orders) Late Order Premium		0	20%	0.00		
<i>Tax</i>			8.25%	0.00		
Total			0.00			
					Signature _____	