

2
0
2
1

SUB Excel

FEB 24-27 2021 *Miramar Beach, Florida*

Exhibitor & Sponsor Guide

Onward!

*Charting the course for
unity, growth, and prosperity*

**REGISTER
NOW!**
subexcel.com



AMERICAN
SUBCONTRACTORS
ASSOCIATION

1004 Duke Street, Alexandria, VA 22314

(703) 684-3450 • meetings@asa-hq.com • www.asaonline.com

Event Sponsorship Opportunities

The Beach Bash Event Sponsor - \$30,000

You will be listed as the sole sponsor for The Beach Bash. Your logo will be placed on all event signage as well as the SUBExcel website. Your company name and logo will be attached to all messaging regarding this event. You will also be recognized at the event and offered two minutes of microphone time.

- **The Beach Bash Food Sponsor - \$13,000**

You will be the food sponsor for the Beach Party event. In addition to your logo being placed on all event signage and SUBExcel website, your logo will also appear on signage representing you as the food sponsor for the event.

- **The Beach Bash Bar Sponsor - \$7,000**

You will be the bar sponsor for the Beach Party event. In addition to your logo being placed on all event signage and SUBExcel website, your logo will also appear on signage at the beach bar.

- **The Beach Bash Activity Sponsor - \$2,000**

You will be the sponsor of one of the activities during the Beach Party event. In addition to your logo being placed on all event signage and SUBExcel website, your logo will also appear on signage at The Beach Bash.

Reception and Banquet Sponsor - Sponsor \$30,000/ Co-Sponsor \$15,000

The reception and banquet are open to all registrants. Your sponsorship will be listed in the credits of the awards program video, on the SUBExcel website, and in all conference literature. Sponsors of this event will also be recognized verbally from the podium. Your company name and logo will be attached to all messaging regarding this event.

- **Cocktail Hour at Reception and Banquet Sponsor - Sponsor \$5,000/ Co-Sponsor \$2,500**

Your logo and signage will appear at the reception area. Your sponsorship will be listed on the SUBExcel website and in all conference literature.

- **Wine Sponsor at Reception and Banquet - \$2,500**

Your logo and signage will appear in the banquet area. Your sponsorship will be listed on the SUBExcel website and in all conference literature.

ASA President's Welcome Reception Event Sponsor- \$20,000

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 Welcome Reception Food Sponsor - \$17,000**

- **ASA President's Welcome Reception Bar Sponsor - \$3,000**

- **ASA President's Welcome Reception Friend of ASA - \$1,000**

Keynote Speaker Sponsors

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.

- **Thursday Keynote Speaker - \$20,000**

- **Friday Keynote Speaker - \$8,000**

Registration Area Sponsor - Sponsor \$10,000/ Co-Sponsor \$5,000

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 - \$10,000 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.

Luncheon Sponsor (Thursday and Friday) - Sponsor \$10,000/ Co-Sponsor \$5,000

The luncheons are 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) - \$8,000 / 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.

Audio/Visual Sponsor - Sponsor \$8,000/ Co-Sponsor \$4,000

Sponsor the A/V equipment being used throughout the convention, from the Opening Session to the Final Awards Banquet. 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.

Event App Sponsor - \$5,000

Your sponsorship will be listed on the SUBExcel website and in all conference literature as well as all sponsorship signage. Your logo will also be prominent on the event app software that all conference attendees use.

Hospitality Suite Sponsor - 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 (Thursday and Friday) - \$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 - \$2,000

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.

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 - \$1,000

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.



Why Exhibit and Sponsor ASA's SUBExcel 2021

When your company exhibits and/or sponsors at SUBExcel, you can take advantage of opportunities to interact with registrants and promote your products and services!

- Meet more than 200 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.

What You Receive When You Exhibit

- One 8-foot by 10-foot booth space (bring your wall display) or 6-foot table and chair (provided by hotel) – additional \$75 charge for table/chair set
- Your logo on exhibitor signage
- Your logo in the Education Program
- A roster of registrants to the annual convention

Exhibit Set-up & Breakdown

Set-up	Wednesday, February 24, 2021 3:00 pm – 6:00 pm
Breakdown	Friday, February 26, 2021 8:30 am

Advertising

Exhibitors can purchase advertisements in the Final Event Program: half page for \$550 and full page for \$1,000. Ad specs for half page ad are 7.5" wide by 4.25" high. Ad specs for full page ad are 7.5" wide by 10" high. Formats accepted include JPG, TIF, and PDF. All ads must be submitted to Jessica Enochs at jenochs@asa-hq.com by January 31, 2021.

Registration & Payment

All exhibitors must register **online** and submit payment for the exhibit space and exhibitor registrations. Please refer to the Tradeshow Vendor Kit that begins on **page 8**.

Shipping of Booth Materials

All shipments need to arrive at least seven days in advance of your arrival. Shipments received less than seven days before arrival are subject to a 30 percent special handling fee. Upon your registration, you will receive a vendor kit with all necessary shipping forms and information.

Hotel and Room Information

Hotel Effie Sandestin
1 Grand Sandestin Blvd | Miramar Beach, FL 23550
Group Rate: **\$209** | Group Code: **24BOLE**
Sandestin Group Reservations: 1-800-320-8115

[Click Here to Book Your Hotel Room Today!](#)

Conference Schedule

Tuesday February 23, 2021

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

Wednesday February 24, 2021

9:00 am – 1:00 pm Finance Committee Meeting
 12:00 pm – 6:00 pm..... Registration Open
 2:00 pm – 5:00 pm Board Meeting
 3:00 pm – 6:00 pm Exhibitor Setup
 6:00 pm – 7:00 pm Welcome Reception with Exhibitors

Thursday February 25, 2021

7:30 am – 1:00 pm Registration Open
 7:30 am – 8:00 am Breakfast
 8:00 am – 9:15 am Opening Session and Keynote: Charles (Chaz) Campbell, The Afterburners, "Flawless Execution"
 9:30 am – 10:30 am..... Spouse/Guest Meet and Greet
 9:30 am – 11:00 am..... ED Council
 9:30 am – 11:00 am..... Education Session: Charles "Chaz" Campbell, Afterburners Breakout, "Rapid Planning Workshop"
 11:15 am – 12:15 pm..... Education Session: Luke Matelan, "Leading Operational Excellence Within Your Organization"
 1:00 pm – 3:30 pm The Beach Bash

Friday February 26, 2021

7:30 am – 5:00 pm Registration Open
 7:30 am – 8:30 am..... Breakfast with Exhibitors
 8:30 am Exhibitor Breakdown
 8:45 am – 10:00 am..... Keynote Speaker: Bernard Baumohl, "Economic Outlook in a Post COVID-19 World"
 10:15 am – 11:15 am..... Government Relations Committee Meeting: Open to all parties interested in participating in ASA's Government Relations Activities
 10:15 am – 11:15 am..... Education Session: Tom Woodcock, "Beating a Bad Economy"
 10:15 am - 11:15 am Executive Director Education: Robert Graves and Marcey Walsh, Dale Carnegie, "Public Leadership"
 11:30 am – 12:45 pm..... Annual Business Meeting with Lunch
 1:00 pm – 5:00 pm Executive Director SHARE!
 1:00 pm – 2:00 pm Education Session: TBA
 1:00 pm – 2:00 pm Subcontractors Legal Defense Fund Meeting
 2:15 pm – 3:15 pm Attorneys' Council Contract Documents
 2:15 pm – 3:15 pm Education Session: Robert Graves and Marcey Walsh, Dale Carnegie, "Leading Across Generations"
 3:30 pm – 4:30 pm Education Session: Jamie Hasty, "Developing Your Workforce Post Covid-19"
 6:00 pm – 7:00 pm Cocktail Reception
 7:00 pm – 9:00 pm Final Awards Banquet
 7:00 pm – 8:00 pm Attorneys' Council Cocktail Reception
 8:00 pm Attorneys' Council Dinner

Saturday February 27, 2021

8:00 am – 11:00 am..... Attorneys' Council Meeting
 12:00 pm – 2:00 pm..... Sunquest Lunch Cruise – Tickets available for purchase
 All proceeds will benefit the Subcontractors Legal Defense Fund

REGISTRATION FEES		
	Early Registration (by Jan 19 2021)	Regular Registration (after Jan 19 2021)
ASA Member	\$950	\$1,150
Past National ASA President	\$595	\$795
Executive Directors Attending for 1st Time	Complimentary	Complimentary
All Other EDs	\$450	\$650
ASA Non-Member	\$1,195	\$1,395
Exhibitor (includes Exhibitor booth and ONE Exhibitor Registration) * All additional attendees will register as ASA members or non-members	\$1,800	\$2,000
Spouse/Guest	\$610	\$810
Child Registration (Age 4+) This registration includes childcare during Wednesday's Welcome Reception, breakfast and Beach Activity on Thursday, Friday's breakfast, lunch, and childcare during the Final Awards Banquet.	\$165	\$265
ASA National Platinum, Gold, & Silver Sponsors – 1 Complimentary Registration & 1 Exhibitor Booth		

OPTIONAL FEES	
ASA Scholarship Program (Voluntary Suggested Contribution)	\$25
Subcontractors Legal Defense Fund (Voluntary Suggested Contribution)	\$100
Half Page Ad in the Final Event Program (Included with Exhibitor Registration)	\$550
Full Page Ad in the Final Event Program	\$1,000

SINGLE EVENT TICKETS	
Welcome Reception	\$150 per person
Sunquest Lunch Cruise (Saturday, Feb 27)	\$150 per person
The Beach Bash (Thursday, Feb 25) (INCLUDED with Full Registration, Spouse/Guest Registration, and Child Registration)	\$150 per person
Final Awards Banquet (Friday, Feb 26) (INCLUDED with Full Registration; pricing for Spouse/Guest not registered for full convention)	\$200
Attorneys' Council Pass (INCLUDED with Full Registration; pricing for attorneys not registered for full convention)	\$225
Education Day Pass (Thursday, Feb 25) This includes the Networking Lunch.	\$399
Education Day Pass (Friday, Feb 26) This does not include the Final Awards Banquet.	\$399

Cancellation & Refund Policy. Full registration fees will be refunded if a written cancellation notice is received at ASA Headquarters by Jan 19, 2021. A \$50 processing fee will be deducted from requests made after Jan 19, 2021. No refunds will be made after Jan 19, 2021. All cancellation requests must be made in writing. Send cancellation requests to bhoran@asa-hq.com.



Better Construction Through Fair Construction

Representing Subcontractors, Specialty Trade Contractors, and Suppliers in the Construction Industry

ASA is the national trade association representing subcontractors, specialty trade contractors and suppliers in the construction industry. Any person, firm, or corporation that in the normal course of business furnishes subcontract labor and/or materials to the construction industry or provides a service to such a subcontractors or material suppliers is eligible for regular membership in the association.

ASA promotes the rights and interests of subcontractors, specialty contractors, and suppliers by building strength in community through education, advocacy, networking, and professional growth.

Demographics

- More than 2,700 member companies throughout the United States
- Representing more than 4,800 individuals
- Membership composed of an overwhelming majority of CEOs and senior-level positions
- The only subcontractor association with an active advocacy effort in the courts
- The only association focused on subcontractor-specific issues like prompt payment
- Founding member and leader of ConsensusDocs®, which develops contracts that are fair to all parties involved in a project