



2009 Sponsorships

Mechanical Contractors Association
MCAA
of America

Mechanical Service Contractors of America[®]
MSCA

PLUMBING CONTRACTORS OF AMERICA
PCA

MCAA and You... A Partnership

What is MCAA?

The Mechanical Contractors Association of America, Inc. (MCAA), a national trade association of 2,500 mechanical construction, service, plumbing and pipe welding contractors, is dedicated to exceeding our members' rising expectations. We accomplish this goal by anticipating changes in industry trends and adjusting our services and programs to help our members achieve and maintain a competitive edge. Through MCAA's abundant educational offerings and publications, members may avail themselves of a variety of information that can help them grow their businesses.

Opportunities abound for you to reach your existing and prospective customers through sponsorships of MCAA's diverse programs and services. The exposure gained across MCAA's diverse membership will help your company achieve a distinct advantage that will earn rich returns on your investment for years to come.

Sponsorship Opportunities

Educational Programs

Each year, MCAA and its subsidiaries—the Mechanical Service Contractors of America (MSCA) and the Plumbing Contractors of America (PCA)—present conferences, seminars, workshops and courses that are designed to enrich and enhance the knowledge of member company owners, management and staff. Because these educational programs have achieved an exceptional level of quality, MCAA has become known throughout the construction industry as the “education association.”

These diverse offerings are available in a variety of formats to meet the information needs of participants from all segments of our industry. Some programs span several days and, along with a rich array of educational sessions, include entertainment, social gatherings, exhibits, and other special events that lend themselves to sponsorship opportunities. Others offer focused, topical programs and are shorter in duration, and offer targeted sponsorship opportunities. Following are brief descriptions of these programs.

MCAA Annual Convention

MCAA members gather annually to learn about the latest industry issues, explore new technologies and practices, renew relationships and expand their professional network. Exceptional educational workshops, moving major events, lavish social functions, recreational activities and an outstanding Manufacturer/Supplier Exhibit draws attendees who expect, and receive, a memorable experience.

When: Annually, typically in March

Attendees: Principals, senior management, industry leaders

Sponsorship Candidates: Members of MCAA's Manufacturer/Supplier Council. *Note: Sponsorships are limited and current sponsors are given the right of first refusal.*

Sponsorship Opportunities: Meals, social events, recreational activities, giveaways, convention support items (i.e., signs, badge lanyards).

Investment: \$17,500 to \$50,000

MSCA Annual Educational Conference

This annual conference is designed for service companies and addresses the unique issues and challenges they encounter in their operations. Educational sessions explore issues related to management, personnel, customer relations, financial planning, marketing, training and recruiting and are designed to help MSCA members make more effective use of their time, resources and personnel. The conference program also offers structured networking, peer group discussions, an excellent exhibit of products and services and enjoyable social events.

When: Annually, typically in October

Attendees: Principals, senior management, middle management of service companies

Sponsorship Candidates: Members of MCAA's Manufacturer/Supplier Council and others that want to reach service contractors

Sponsorship Opportunities: Recreation, social events, convention support items (i.e., signs, badge lanyards)

Investment: \$5,000 to \$15,000

That's Good for Your Business

PCA Annual Conference

This conference provides plumbing contractors with an educational forum for the exchange of information and ideas about the latest issues affecting their industry and their businesses. Technical and business experts lead sessions to help attendees manage their operations more efficiently and profitably. Session topics include current and emerging plumbing practices, new tools and technologies, financial and business management issues, and much more. Social events and an equipment exhibit offer excellent networking opportunities.

When: November

Attendees: Principals, senior management of plumbing companies

Sponsorship Candidates: Members of MCAA's Manufacturer/Supplier Council that offer services and products for plumbing companies

Sponsorship Opportunities: Social events, meals, speakers

Investment: \$2,500 to \$10,000

Project Performance Conference

This highly interactive conference provides middle and project managers an opportunity to delve into the challenges inherent in today's construction environment. Participants work in a team environment during the two and one-half day conference to facilitate the interchange of ideas. The conference will focus on the preconstruction phase of a high performance project and will provide in-depth skills training on the fundamentals of planning, scheduling, manpower loading, commissioning and procurement. Members of MCAA's M/SC will demonstrate relevant project management software. Evening social events offer excellent networking opportunities.

When: June 2009

Attendees: Project managers, middle managers, sales engineers, recent college graduates

Sponsorship Candidates: Members of MCAA's Manufacturer/Supplier Council that provide project management software

Sponsorship Opportunities: Meal functions

Investment: \$10,000 to \$15,000

Safety Directors Conference

This annual conference provides a forum for mechanical industry safety and health professionals to network and learn more about critical industry safety and health issues. Presentations and panel discussions address the implications of pending jobsite safety and health issues, regulations and legislation.

When: Annually, in April or May

Attendees: Safety and health professionals

Sponsorship Candidates: Members of MCAA's Manufacturer/Supplier Council that wish to reach safety professionals

Sponsorship Opportunities: Speakers, meals, refreshment breaks

Investment: \$2,500 to \$7,500

Student Chapter Summit

This unique annual conference is for and about members of MCAA's student chapters—located at 40+ colleges and universities across the country—who gather to learn more about the industry and professional career opportunities it offers; project management practices and related technologies and techniques; chapter development;

and to network. The program features educational sessions, a mini competition, a tour of a manufacturing facility or an interesting mechanical systems installation, and a dinner in a relaxing, entertaining setting.

When: Annually, in September or October

Attendees: College students, faculty, MCAA leaders, interested MCAA members

Sponsorship Candidates: Members of MCAA's Manufacturer/Supplier Council that wish to reach the next generation of mechanical contractors

Sponsorship Opportunities: Dinner/entertainment, meals, giveaways

Investment: \$2,500 to \$15,000

Pre-Fabrication Seminar

This is one of MCAA's most highly sought after programs and sells out its 100 spaces within days. The seminar focuses on cutting-edge fabrication applications and tours of MCAA member fabrication facilities. Fabrication experts lead discussions on shop layout, manpower strategies, fabrication processes, automated design, and new technologies. Participants exchange best practice ideas for tools and fabrication applications. There are opportunities for vendor participation on product-specific equipment and applications. A dinner and reception are open for sponsorship.

When: Annually, typically in May

Attendees: Operations personnel, fabrication facility managers, key decision makers

Sponsorship Candidates: Members of MCAA's Manufacturer/Supplier Council providing fabrication solutions

Sponsorship Opportunities: Meal functions

Investment: \$2,500 to \$5,000

MCAA Monthly Membership Mailing

MCAA's Monthly Mailing reaches more than 2,500 key decision makers in the mechanical construction/service industry. The mailing, which is sent to the primary MCAA contact or member, may include: the MCAA newsletter (*MCAA Reporter*); new publications; conference materials; safety information; and business service materials.

Monthly Mailing sponsors may include a promotional piece in the mailing that they sponsor. In addition, the sponsoring company's logo and a brief description of the information included in the mailing will appear on the cover memo.

Materials are due by the first day of the sponsored month. Text may be added to the memo announcing special discounts and incentives for MCAA members who place an order, and contacts for additional information.

Sponsorship Candidates: Members of MCAA's Manufacturer/Supplier Council

Sponsorship Opportunities: 10 months, limited to one sponsorship per company

Investment: \$4,300 per month in 2009

MCAA is pleased to work with you to create a customized package of advertising and sponsorship opportunities that will help you get your message to your target audience within budget and on time.

For more information, please contact Jan Letow at jletow@mcaa.org or at 800-556-3653. You may also visit www.mcaa.org/supplierpartners for additional information.

Advertising Opportunities

MCAA Membership Directory & Buyer's Guide

The *MCAA Membership Directory & Buyer's Guide* is an industry-recognized sourcebook that reaches the leaders in mechanical construction and service through print and online media. It is also the winner of a national association publication award for its effective marketing layout and design. Let this award-winning publication bring your company's message directly to those who make the buying decisions.

Reach the People Who Buy Your Products

The *MCAA Membership Directory & Buyer's Guide* is published annually and reaches over 2,500 leading mechanical contracting companies, 900 mechanical service contractors, and 700 pipe welding and plumbing businesses, *including 80 of the industry's top 100 mechanical contractors*. Companies range in size from those involved in complex national and international projects to local firms that provide commercial construction and repair services. Many MCAA members have divisions that involve service, sheet metal, fire protection, balancing, testing, and equipment installation. They have annual sales exceeding \$15 billion and buy more than \$5 billion in products each year.

Get the Most for Your Advertising Dollar

The *MCAA Membership Directory & Buyer's Guide* is available both in print and online. The printed publication, with easy-to-read tabbed sections that set off your advertisement to its best advantage, is distributed each spring to all MCAA members. The same information is available in MCAA's online directory (www.mcaa.org/directory). Advertisers that reserve prime ad positions in the printed directory receive a company logo hot-linked to their company's website in addition to their printed advertisement. Our other valued advertisers receive a hot-linked text listing.

Members of MCAA's Manufacturer/Supplier Council receive a substantial discount on advertising rates.



Mechanical Contractors Association of America, Inc.

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