



Virtual Trade Show

Connecting you with MCAA contractor members who are looking for products and services that enhance their productivity and profitability

Top 3 reasons to participate in the Virtual Trade Show

1. Introduce new products and services throughout the year. Think of this as a year-round MCAA exhibit!
2. Your brand gets in front of the contractors who make buying decisions. Your listing may influence someone to become your next customer!
3. Increase your visibility among MCAA members. Your listing hits our website quickly, so your latest information is always in front of our members. Plus, Virtual Trade Show listings are promoted in news stories on our website and sent to our members via our e-newsletter and social channels. And, everything is easy to share meaning there are more eyes on your products and services than ever before.

Sounds great! What's next?

Identify the products or services that you market to mechanical contractors. Need inspiration? Look at the following:

- Your editorial and marketing calendars. What are you planning to promote elsewhere?
- Your website. If you have a slider highlighting your latest products and services, chances are the text and image would make a great Virtual Trade Show listing.
- Your social channels. Have you posted a video or podcast that might be of interest to MCAA's members? Tell them about it in the Virtual Trade Show!

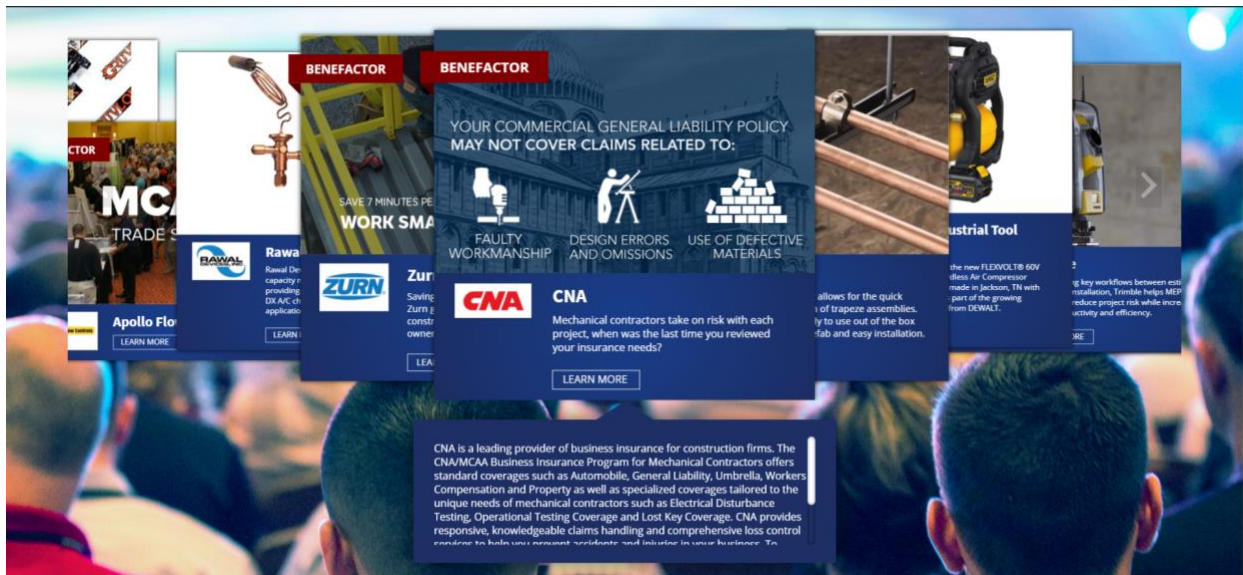
See what others have included in the [Virtual Trade Show](#) area of MCAA's website.

More...

How do I submit a listing?

Send the following information to [MCAA](#) any time you would like to update your listing:

- Your Image (586 px by 373 px, landscape orientation)
- A short “Twitter length” sentence or two describing the product or website you’re linking to (limited to 200 characters).
 - This will appear under your company name, before the LEARN MORE button.
- A direct link to more information about the product or service.
 - Be as specific as you like. This is for the LEARN MORE button.
 - We can include a link to your company website with your company description. The description is from our Buyer’s Guide.
- Contact information you feel comfortable having posted on a website exclusively for MCAA members.



Are you a convention sponsor? Please keep the upper left of your image free of critical elements so that we can recognize you!

How often can I update my listing?

Your information can be updated whenever there is something new to feature, as frequently as every other week.

Have additional questions?

Contact [MCAA](#). We are here to help!