



SPONSORSHIP PROSPECTUS



TradeConnect 2027

PRESENTED BY SERVICETRADE

The premier event for commercial mechanical
and fire & life safety contractors

May 5–7, 2027 · San Antonio, TX · 400+ attendees · 20 sponsors

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WHY TRADECONNECT?

The commercial service industry's annual gathering

TradeConnect brings together the operators, technicians, and executives who service the built environment – commercial mechanical, HVAC, fire & life safety, and specialty contractors – for three days of benchmarking, training, best practices, and decisions that shape the year ahead.

CONTRACTOR-FOCUSED

Sessions are built around what truly matters to contractors

WHERE BUDGET LIVES

50% of the attendees hold final purchasing authority over the vendors they'll use this year

INDUSTRY BENCHMARK

What gets decided here sets the standard commercial service runs on for the year ahead

2025 CONFERENCE PERFORMANCE

The numbers that make this a must-buy for sponsors

138

Unique companies
from SMB to \$10B+ enterprises

385

Registered attendees

69%

First-time attendees
(fresh buyers in the ecosystem)

50%

C-suite or VP level
(Final decision makers & influencers)

TradeConnect is where the commercial service industry does its most important work.

ABOUT

Who you'll meet



INDUSTRIES

Fire & Life Safety Sprinkler · Alarm · Suppression · Inspection
Mechanical / HVAC Commercial HVAC · Boiler · Refrigeration · Piping
Industrial / Specialty Cleaning · Energy · Construction Services
Food / Kitchen Equipment Commercial kitchen & refrigeration service

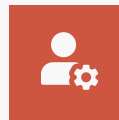
BUYING AUTHORITY



BUDGET AUTHORITY

Final Decision Makers

CEO, President, Owner, COO, CFO, Partner



BUDGET AUTHORITY

Deal Influencers

VP, Director, SVP, Division Manager



SHAPES THE DECISION

Technical Evaluators

Service Manager, GM, Operations Manager



SHAPES THE DECISION

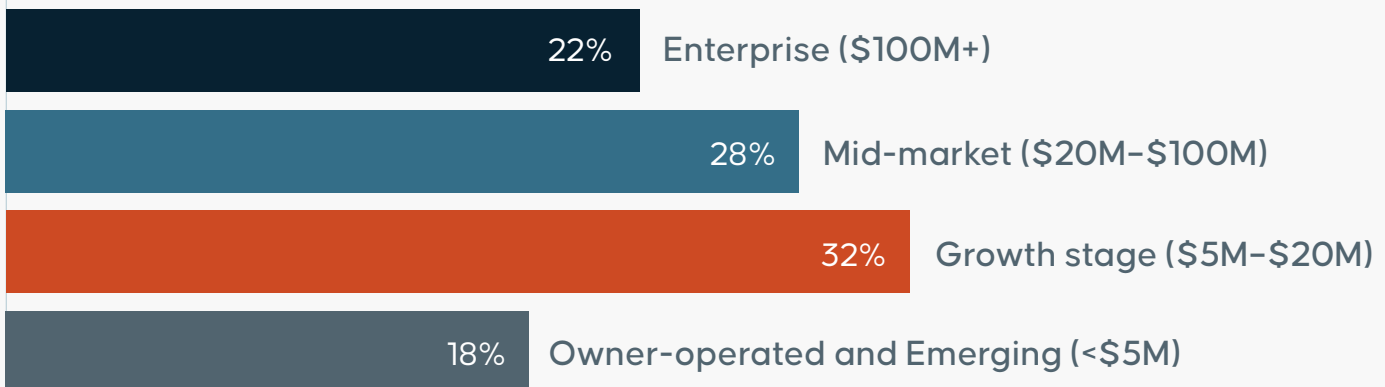
End Users and Operators

Admin, Billing, Coordinator, Specialist

**50% of the room has final budget authority or direct influence over vendor selection.
The other 50% evaluates, recommends, and adopts daily.**

COMPANY SCALE

From Owner-Operators to \$10B+ Enterprises



Audience spans every growth stage – each one a distinct ERP and technology buyer with budget, a problem, and the authority to solve it.

ABOUT

Why sponsor



THE CONFERENCE PROGRAM



Main Stage

Executive keynotes and product road-map sessions set the agenda for where commercial service is headed



Workshops and breakouts

Hands-on customer workshops and best-practice sessions contractors can apply immediately



Proof, not pitches

Live product demonstrations and customer success stories from peers running similar operations



Executive access

General sessions and executive discussions put decision-makers in the same room as your team

WHAT NO OTHER EVENT GIVES YOU

Your exact buyers

Three days putting you with the people that YOU want to talk to in a relaxed environment built for connection.

Built for relationships

Hundreds of commercial contractors – business owners, GMs, and service leaders who make technology decisions. Not IT buyers. Operators buying software that runs their revenue. 138 unique companies in 2025; 70%+ in your target vertical.

SPONSORSHIP PACKAGES

Find your fit

	TITLE \$30,000 Only 1 available	PLATINUM \$15,000 Only 4 available	GOLD \$8,500 10 available	SILVER \$5,000 5 available
Booth size	10×10 + 6×6 table	10×10 + 6×6 table	10×10 + 6×6 table	5×5 footprint + high top table and 2 chairs
Registrations	5 full passes	4 full passes	3 full passes	2 full passes
Website listing	✓	✓	✓	✓
Pre-event marketing	Dedicated co-branded email blast 8 weeks prior + Dedicated LinkedIn feature post 6 weeks prior + Logo on all digital promotions	Group LinkedIn post / 3 weeks prior to event + Logo on all event promotional emails	Group LinkedIn post / 2 weeks prior to event	Group LinkedIn post / 1 wk prior to event
Speaking & Content	Mentioned in the show-opening welcome remarks + Dedicated breakout session*	Dedicated breakout session*	—	—
Connect & Collect (page 10 under "exhibit hall")	✓	✓	✓	—
Post-event	Featured in post-show social post and event recap email + 2 dedicated LinkedIn posts tagging you within 30 days	Callout in post-show social post + Sponsor recap email	—	—
Event attendee lists	Full registration list 30 days out + Full post-event attendee list	List of company names 2 weeks prior (opted-in)	Post-event company list (opted-in)	—
Signage	Dedicated signage (only your Company represented) as well as your logo with others on signage throughout event	Logo on signage throughout event	Logo on signage throughout event	Logo on signage throughout event

*Sponsor provided backdrop, must fit within 5×5 footprint

FOUNDING TITLE SPONSOR

Only 1 available

\$30,000

6×6 skirted table · Sponsor-provided 8×8 backdrop

10×10 Booth

PRE-EVENT

- Called out as the Title sponsor on all pre, during, and post emails and social posts about the event
- Dedicated co-branded email blast (8 weeks out)
- Dedicated individual LinkedIn feature post (6 weeks out)
- Logo on all event promotional materials and signage on-site

ON-SITE

- **Exclusive sponsor of welcome reception**
- Logo on general session backdrop
- Logo on all attendee conference badges
- 5 full conference passes
- Mentioned in the show-opening welcome remarks
- Dedicated breakout session
- First access to promotional add-on opportunities
- Connect & Collect booth engagement activity

POST-EVENT

- Dedicated callout in recap email to all attendees
- 2 dedicated LinkedIn posts tagging sponsor within 30 days
- First right of refusal for 2028 Conference

CONTACT LISTS

Full registration list (opted in) - 30 days prior and full attendee list post-event

PLATINUM SPONSOR

\$15,000

Only 4 available

6×6 skirted table · Sponsor-provided 8×8 backdrop

10×10 booth

PRE-EVENT

- Group LinkedIn post by ServiceTrade - 3 weeks out (logo featured)
- Event website inclusion
- Logo included on all event promotion emails and signage on-site
- List of registered company names two weeks prior

ON-SITE

- Connect & Collect booth engagement activity
- 4 full conference passes
- Breakout session for your topic (approval required), curated audience
- Logo included on signage throughout event

POST-EVENT

- Named callout in post-event sponsor recap email
- Callout in post-show social post

CONTACT LISTS

Registration list with company name 2 weeks out

Platinum sponsors get a dedicated breakout session and drive booth traffic through Connect & Collect, an on-site engagement activity that converts into real conversations.

GOLD SPONSOR

\$8,500

10 available

6×6 skirted table · Sponsor-provided 8×8 backdrop

10×10 Booth

PRE-EVENT & ON-SITE

- Group LinkedIn post by ServiceTrade - 2 weeks out (logo featured)
- 3 full conference passes
- Event website inclusion
- Logo included in all event promotion emails and on signage on-site
- Connect & Collect booth engagement activity

POST-EVENT

- Post-event company list
- Group LinkedIn post by ServiceTrade

CONTACT LISTS

Company only

Gold is the sweet spot – a 10×10 booth. Connect & Collect booth engagement activity driving foot traffic to your table, and group marketing exposure that puts you in front of buyers ready to engage.

SILVER SPONSOR

\$5,000

5 available

5×5 footprint

High top table and 2 chairs*

WHAT'S INCLUDED

- 5×5 footprint with high top table and two chairs
- 2 full conference passes
- Event website inclusion
- Logo included on all on-site signage
- Included in a group LinkedIn post by ServiceTrade – name mention, 1 week pre-event

Upgrade to **Gold (\$8,500)**

Add \$3,500 and unlock a 10×10 exhibit hall booth with a 6×6 table and scheduled exhibit hall traffic. More space, more prospects.

* Sponsor provided backdrop, must fit within 5×5 footprint

SPONSOR ADD-ONS

À la carte menu

Layer on more brand exposure – available to any confirmed sponsor on top of your tier.

Item	What’s included	Price
Specialty coffee station + barista	Both days · logo cups, napkins & signage · in-app push notifications	\$5,000
Margarita station	Thursday only · two frozen margarita machines, cups, attendants, signage	\$7,500
Breakfast sponsor	Both days · signage + QR code opportunity · in-app push notifications	\$10,000
Lunch sponsor	Both days · signage + QR code opportunity · in-app push notifications	\$7,500
Massage chair station	3 chairs · 4 hrs/day, both days · signage · in-app push notifications	\$4,500
Headshot station	Both days · professional photographer · signage · in-app push notifications	\$12,000
Tote bag insert (2 available)	Sponsor-supplied item · ServiceTrade-approved · in-app push notifications	\$1,500 each
Exclusive banner ad in the app (2 available)	Ad will run the entirety of the show	\$1,500

EXHIBIT HALL

10×10

TITLE

Founding Sponsor Booth

6×6 table + Sponsor-provided 8×8 backdrop

10×10

PLATINUM

Platinum Booth

6×6 table + Sponsor-provided 8×8 backdrop

10×10

GOLD

Standard Booth

6×6 table + Sponsor-provided 8×8 backdrop

5×5

SILVER

5×5 Footprint

high top table, two chairs, sponsor-provided signage within footprint

Connect & Collect

“Connect & Collect” is a passport-style engagement activity where attendees pick up a “passport” card and visit participating booths around the show. At each stop, they connect with the exhibitor and collect a stamp, sticker, or signature marking their visit. Once their passport is filled out, they turn it in for a chance to win a prize – encouraging more meaningful conversations and full-floor exploration.

PAYMENT & CANCELLATION

Simple terms, built for flexibility

Straightforward terms that protect your investment and our production timeline.

50% DEPOSIT HOLDS YOUR SPOT

A signed agreement and 50% deposit secures your sponsorship and sponsor add-ons. No waiting on full payment to lock in inventory.

BALANCE DUE 120 DAYS OUT

The remaining 50% is due 120 days before the event. Pre-event marketing exposure (logo placement, LinkedIn features, email inclusion) begins once your balance is paid in full.

CANCELLATION POLICY

Deposits are non-refundable. Cancel more than 120 days out and you owe only the deposit. Inside 120 days, the full sponsorship fee applies. Unpaid inventory may be reassigned after the final deadline.

Full terms are detailed in the Sponsorship Agreement. Questions before signing? Reach out to tracy.wilson@servicetrade.com.

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400+ ATTENDEES · [SERVICETRADE.COM](https://servicetrade.com)

SPONSORSHIP AGREEMENT

Let's make it official

Complete this form and return it to events@servicetrade.com to confirm your sponsorship.

SPONSOR INFORMATION

Company Name

Contact Name

Title

Phone

Email

Billing Contact (if different from above)

Signature

Print Name

Date

Title

SPONSORSHIP DETAILS

Tier Selected

☐

Title \$30,000

☐

Platinum \$15,000

☐

Gold \$8,500

☐

Silver \$5,000

À La Carte Add-Ons

Total Sponsorship Cost (\$)

Deposit Due – 50% (\$)

Balance Due – 120 Days Pre-Event (\$)

Signature

Print Name

Date

Title

A signed agreement and 50% deposit confirm your sponsorship and hold your tier and booth selection. See Payment & Cancellation Policy for full terms.

READY TO SECURE YOUR SPOT?

How to register

1

SELECT YOUR TIER

Review the package that fits your goals. Questions? Reach out before committing – we'll help you choose the right fit.

2

SUBMIT YOUR AGREEMENT

Complete the sponsorship registration form. A 50% deposit invoice is issued within 7 business days of agreement receipt.

3

SUBMIT ASSETS

Provide your logo, company description, and sponsor add-ons preference. Deadlines communicated upon confirmation.

4

SHOW UP READY TO CONNECT

We'll reserve a space for your booth, confirm placements, and ensure pre-event exposure goes live per the timeline listed above.

CONTACT

Andrew Neal

Senior Strategic Partnerships Director

andrew.neal@servicetrade.com

GENERAL INQUIRIES

Tracy Wilson

tracy.wilson@servicetrade.com

SPONSORSHIP TIERS

Title	\$30,000	1
Platinum	\$15,000	4
Gold	\$8,500	10
Silver	\$5,000	5

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