



# NADCA

## 2025 MEDIA KIT & PROSPECTUS

[www.nadca.com](http://www.nadca.com)



The HVAC Inspection, Cleaning  
and Restoration Association



## **NADCA: The HVAC Inspection, Cleaning and Restoration Association**

otherwise known as the National Air Duct Cleaners Association (NADCA), was formed in 1989 as a nonprofit association of companies engaged in the cleaning of HVAC systems.

With over 1,500 members, NADCA is recognized worldwide as the leading provider of certification, education, and training for the industry. The goal of the association is for its members to be the number one resource for consumers and other entities seeking air duct cleaning and HVAC inspection, cleaning and restoration.

## **Mission Statement**

**NADCA is the global trade association representing the HVAC inspection, cleaning and restoration industry. We support members' success with standards, education, certification, marketing and advocacy to promote the highest quality and ethical services.**

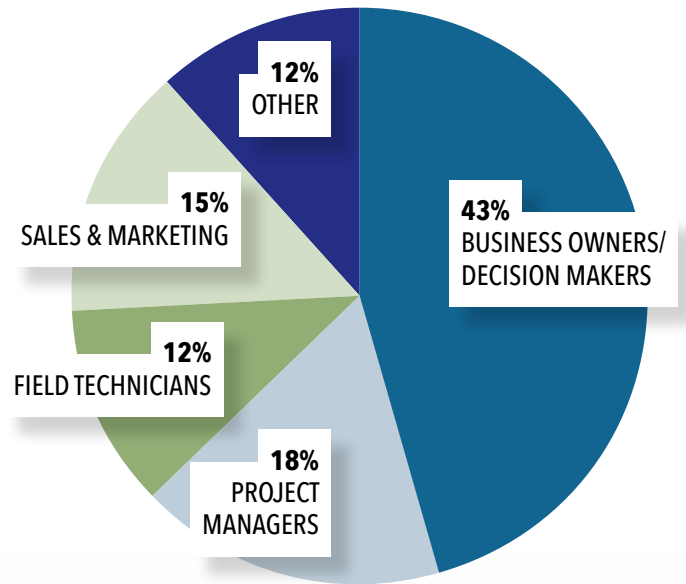
NADCA holds **THE Industry Standard** in the HVAC Cleaning, Inspection and Restoration Industry. Many projects require that a NADCA Air Systems Cleaning Specialist (ASCS) oversee the HVAC System Cleaning portion of the job.



# Benefits of Partnering with NADCA

- **Industry Authority:** Partnering with NADCA elevates your brand’s credibility in the HVAC and air duct cleaning industry.
- **Targeted Reach:** Access to over 2,000 engaged HVAC professionals, contractors, and business owners.
- **Multi-Platform Exposure:** Visibility across the NADCA website, blog, social media, events, and *The HVAC Hygiene Journal* (formerly *DucTales Magazine*).

## Audience Overview




## NADCA.com Annual Stats

**266K** WEBSITE USERS Most visitors come to the site through organic search, with direct traffic being the #2 source

  NADCA IS ACTIVE ON **FACEBOOK & LINKEDIN**

BELOW DATA IS FROM OCTOBER 2023-OCTOBER 2024

 **FACEBOOK**  
 FOLLOWERS: **3.3K**  
 REACH: **82.2K**  
 CONTENT INTERACTIONS: **6.2K**  
 ENGAGEMENT RATE: **7.54%**

 **LINKEDIN**  
 PAGE VIEWS: **2.8K**  
 FOLLOWERS: **2.4K**  
 ORGANIC IMPRESSIONS: **64.7K**  
 CONTENT INTERACTIONS: **2.4K**

## 2025 Events

**36<sup>th</sup> Annual Meeting & Expo**  
 March 17 - 19, 2025  
 Savannah, GA  
 Savannah Convention Center

**Fall Technical Conference**  
 September 12 - 14, 2025  
 Minneapolis, MN  
 Hilton Minneapolis

## AIR CONVEYANCE eNEWSLETTER

AUDIENCE:  
**3,570**  
 INDUSTRY PROFESSIONALS  
 MONTHLY

AVG. OPEN RATE:  
**48%**  
 (21% ABOVE  
 INDUSTRY AVG.)

# NADCA Associate Membership:

## Unlock New Opportunities for Your Business Through NADCA Membership

**\$1,500 per year** \*Additional \$100 application fee for new or lapsed members

Associate Members of NADCA are those looking to sell products and services and seek business development opportunities with NADCA members. Membership runs July 1st–June 30th each year. If joining mid-year, membership fees are due in full at the time of application and then are prorated upon renewal.

As a vendor in the HVAC inspection, cleaning, and restoration industry, becoming an **Associate Member of NADCA** offers unparalleled access to key decision-makers and influencers. With NADCA, you're not just joining an organization; you're aligning with **the leading trade association** in the industry, known for setting the standard for HVAC system cleaning and restoration.

### Exclusive Benefits for NADCA Associate Members

- 1 TARGETED EXPOSURE:** Your company will be listed in the **NADCA Associate Member Directory**, featured on NADCA.com, and visible to the most relevant audience in the HVAC cleaning and restoration industry.
- 2 LEAD GENERATION WITH QUARTERLY MEMBER LISTS:** Receive a **quarterly membership list**, including email addresses, to directly connect with key decision-makers who are actively seeking new products and services.
- 3 DISCOUNTED RATES:** Enjoy **member rates** for advertising opportunities across NADCA's extensive media platforms, including **The HVAC Hygiene Journal (formerly DucTales Magazine)**, the **Air Conveyance e-newsletter**, and **NADCA.com ads**.
- 4 PRIORITY POINTS FOR EXHIBITING:** Earn **priority points** with every sponsorship or advertising purchase, securing **preferred exhibit booth locations** at NADCA's Annual Meeting & Exposition and Fall Technical Conference.
- 5 INCREASED BRAND VISIBILITY:** Gain inclusion in NADCA's annual **Buyers Guide** (published in **The HVAC Hygiene Journal Magazine**), and receive a **subscription to The HVAC Hygiene Journal** and the **monthly Air Conveyance e-newsletter**, keeping your business top-of-mind for members.

## What Do NADCA Members Purchase?

- air compressors
- air sampling equipment
- business equipment and services
- cameras
- chemicals - anti-microbial
- coil cleaning
- consulting services
- containment equipment
- dryer monitoring devices and supplies
- duct cleaning equipment and supplies
- filters
- fleet management
- franchise and distributor opportunities
- fuel suppliers and programs
- IAQ consulting services
- insulation supplies
- insurance
- laboratory services
- legal services
- marketing services
- mold remediation equipment
- pressure washers and steam cleaners
- rental equipment
- robotic equipment
- safety equipment
- sealants
- software
- tools
- trucks, transportation and mobile equipment
- ultraviolet light
- vacuum equipment
- ventilation systems and products

# Join NADCA Today and Grow Your Business

To learn more or to join, contact **Candi Calderone** at 856-437-4742 or email [ccalderone@nadca.com](mailto:ccalderone@nadca.com)





**NADCA** *Annual Meeting*  
 SAVANNAH, GEORGIA      MARCH 17-19, 2025  
 SAVANNAH CONVENTION CENTER

## Conference Profile

NADCA’s 36th Annual Meeting & Exposition is the industry event to meet key decision-makers—company owners and technicians—who attend each year to explore the latest HVAC technologies and services. The Expo Hall provides direct access to professionals seeking innovative products and services, making it a prime opportunity to connect with influential buyers in the industry.

NADCA’s Annual Meeting brings together a diverse group of professionals including air systems cleaning specialists, mold remediators, HVAC inspectors, and others interested in the comprehensive field of HVAC cleaning.

### Hotel Accommodations

A block of rooms at the Westin Savannah Harbor has been reserved at the discounted rate of \$265 plus \$20 resort fee as well as all applicable federal, state, municipal taxes and fees. The deadline to book your room at the reduced rate is Monday, February 24, 2025. The Westin Savannah Harbor is about 20 miles away from the Savannah/Hilton Head International Airport (SAV).

### By The Numbers

**600** ATTENDEES      **40+** EXHIBITORS      **29%** FIRST TIME ATTENDEES

**10 HOURS**  
OF NETWORKING



**43%** Business Owners/ Decision Makers      **12%** Field Technicians  
**18%** Project Managers      **15%** Sales and Marketing  
**12%** Other

*“We look forward to the NADCA Annual Meeting every year. It’s a great event for us to network with our current clients and meet new industry professionals. At each event, we’ve consistently had around 40% of our leads convert to CompanyCam users!”*

- COMPANY CAM,  
ASSOCIATE MEMBER



# NADCA Annual Meeting Exhibits

Maximize your brand’s impact by exhibiting at conferences! Connect with key decision-makers, generate leads, and showcase your products. Gain industry insights and create customer relationships—all while driving sales and visibility.



Booth Size	Member Rate	Non-Member Rate
10 x 10	\$2,850	\$3,750
10 x 20	\$5,100	\$6,025
10 x 30	\$7,650	\$8,300
20 x 20	\$10,200	\$13,335

**Additional Options:**

**Corner Booth Upgrade:** \$200

**Truck Spotlight:** \$1,000 each (with minimum purchase of 10 x 10 exhibit space)

## Exhibit Hall Hours & Networking Opportunities

**Monday  
March 17th**  
5:00 PM - 8:00 PM  
*Grand Opening & Welcome Reception*

**Tuesday  
March 18th**  
7:30 AM - 9:00 AM  
*Breakfast*  
12:00 PM - 2:00 PM  
*Lunch*

**Wednesday  
March 19th**  
7:00 AM - 9:00 AM  
*Breakfast*  
12:30 PM - 2:00 PM  
*Lunch*

**INCLUDED WITH 10’ x 10’ EXHIBIT SPACE:**

- (1) Full Conference Registration
- (1) Expo Hall Only Registration (1 per 10 x 10 booth; additional available @ \$350 each)
- (2) Meals Per Day
- Mobile App Lead Generation
- Recognition on the NADCA Annual Meeting website
- Listing in the online Exhibitor Directory with booth number and company description
- Final conference attendee list distributed as an Excel file (opt-ins only)

**NOT INCLUDED – PURCHASE SEPARATELY:**

All furnishings, carpet and electrical service for the exhibit space are purchased separately through Vista.  
An email will be sent directly from Vista at the end of December 2024 with full details.



## Sponsorships

Benefits	PLATINUM \$8,500	GOLD \$6,500	SILVER \$4,500	BRONZE \$1,500
Mobile Sponsored Session Banner Ad	X	X		
NADCA Digital Advertising	9 months	6 months	3 months	
Logo and Link on Event Websites	X	X	X	X
Logo on Sponsor Signage at Annual Conference	X	X	X	X
Hole sign at Golf Outing	X	X		
Sponsored Session 45-second video	X	X		
GPS Monitor Hole Sponsor	X			

### PLATINUM SPONSOR

Choice of: Keynote Speaker, Welcome Reception, Yoga Class+Hydration Station, President's Reception \$8,500

#### NEW! Mobile App Sponsor

Be the app everyone talks about! Your brand will shine with a splash screen ad, digital profile listing, sponsored session mobile banner, (1)daily mobile push notifications, and sponsored content featuring articles, links, videos, and photos in the news feed.

#### Expo Hall Welcome Reception

Help celebrate and kick off the conference with a cigar roller. Logo recognition on signage at the bars and food stations during the event. Branded napkins.

#### Keynote Session Sponsor

Make a lasting impression! Your brand will be showcased on the stage of the Keynote Session. Give a 2-minute company overview and introduce the speaker. Logo recognition, signage, seat drop, ensuring maximum visibility during key sessions.

#### NEW! Yoga Class & Hydration Station

Exclusive sponsor of the Wellness lounge. Branded wellness lounge with a yoga class and water stations. Keep attendees refreshed!! Your branding will be prominently displayed at hydration stations, and lounge signage. Sponsor provides water bottles.

#### NEW! President's Reception Sponsor

The President's Reception offers an exceptional platform for sponsors to align with the industry's most committed leaders, making it an ideal opportunity to build brand recognition while supporting a night of celebration and networking. At this invitation-only gathering, sponsors will receive high visibility with branded napkins, a 2-minute speaking opportunity, and prominent recognition throughout the evening.

## GOLD SPONSOR

Choice of: Lanyards, Conference Bags, Yappy Hour \$6,500

### Lanyards

Show your meeting support and provide branded lanyards to every attendee. This exclusive opportunity is always an eye catcher. Items fulfilled by the sponsor; a proof must be approved by NADCA

### Conference Bags

Put your message in the literal hands of every attendee. Branded bags are distributed to all attendees at registration. Items to be fulfilled by the sponsor; a proof must be sent to NADCA for approval.

### NEW! Yappy Hour

Mix and mingle at Yappy Hour with rescue dogs at your booth during the networking break. Drive attendees to your booth to visit a few furry friends. Great visibility and a unique way to engage attendees in a relaxed, pet-friendly way.

## SILVER SPONSOR

Choice of: Lunch, Coffee Break or Hello Sunshine Breakfast, \$4,500

### Lunch Sponsor

Everybody loves our lunches! Your brand will be featured as the Lunch sponsor with branding on the food stations, tent cards on the tables and signage throughout the event.

### Coffee Break Sponsor

Fuel the event! Your brand will be featured on branded coffee cup sleeves and signage during breaks in the Exhibitors Marketplace on Thursday and Friday..

### NEW! Hello Sunshine Breakfast

Meet and Greet attendees for breakfast on the first day of the conference. Seat Drop. Signage on the food stations.

## BRONZE SPONSOR:

\$1,500

### Industry Supporter

Support NADCA and enjoy branding on the website, communications and on-sight signage.





## **NEW!** Marketing Packages

### **BOOTH MARKETING PACKAGE**

**\$1,500 (2) Exclusive**

Maximize your visibility with a daily mobile push notification, and choice of one of two exclusive conference website banners (Footer 728 x 90 or Sidebar ad 300 x 250) and html email to attendees.

### **MOBILE APP PACKAGE**

**\$350 (3 available)**

Enhance your presence with a daily push notification to take your mobile app company listing to the next level.

### **MOBILE APP INTERACTIVE LISTING \$200**

Share content with attendees that will appear within the conference app newsfeed. Can include articles, links, videos, photos or documents and will be pinned to top for a period of time.

### **PUSH NOTIFICATION (3) available per day \$150**

### **EMAIL BLAST TO ATTENDEES**

**\$750**

### **SPONSORED SESSIONS \$1,000**

**(6 AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS)**

As the exclusive sponsor of one of our general sessions, you'll have the opportunity to:

- Provide a Moderator to introduce the session
- Highlight your company's capabilities through a 45-second promo video played at the start of the session
- Logo on Mobile app with session *(Exhibitor responsible for creation and submission of video in MP4 format)*

### **NEW! NADCA EXPO HALL THEATER \$3,500**

**(6 AVAILABLE)**

The Expo Hall Theater Area is the ideal forum to host 30-minute educational sessions presenting your products or services to an interested audience of attendees. Your educational session will be available live in the exhibitor theater for all attendees to see. Located in the exhibit hall, each session will be approximately 20 minutes plus 10 minutes for Q&A. You choose the speakers and topics!



### **Golf Outing**

### **BEVERAGE CART SPONSOR \$3,500**

- Exclusive branding on the beverage carts
- Opportunity to provide promotional items to golfers

### **NEW! TRUCKS SPACE DEMO SESSION UPGRADE \$2,500**

Showcase your truck with a live demo session in the expo hall. 30-minute session with 10 minute Q & A. Demo will include a live video for you to share on social media, right from the showroom floor. Includes 1-push notification and signage.

# 2025 FALL TECHNICAL CONFERENCE

SEPTEMBER 12-14  
HILTON MINNEAPOLIS, MN



Looking to increase your presence and brand recognition? Don't miss this additional opportunity to network IN PERSON with our members!

Associate Member companies can be a part of this hands-on experience and have over 7 hours of dedicated facetime with current and prospective customers, suppliers and manufacturers.



## Packages

### LANYARDS, CONFERENCE BAGS, SAFETY EQUIPMENT \$3,000

- One 6' skirted table + one chair or an equivalent marked space of 8' x 8'
- One Full registration & One Expo Hall Only registration
- Sponsored Session with 45-second promo video
- Pre & Post-event attendee list (opt-ins only)
- Sponsor recognition on the Fall Tech web page, onsite signage, and program

### SPONSORED TABLETOP EXHIBIT \$1,600

- One 6' skirted table + one chair or an equivalent marked space of 8' x 8'
- One Full registration & One Expo Hall Only registration
- Sponsored Session with 45-second promo video
- Pre & Post-event attendee list (opt-ins only)
- Sponsor recognition on the Fall Tech web page, onsite signage, and program

### TABLETOP EXHIBIT \$1,300

- One 6' skirted table + one chair or an equivalent marked space of 8' x 8'
- One Full registration

### TABLETOP EXHIBIT SPECIAL \$1,000 (FOR QUALIFIED ASSOCIATE MEMBERS\*\*\*)

- One 6' skirted table + one chair or an equivalent marked space of 8' x 8'
- One Full registration

### SPONSORED SESSION \$300

LIMITED SPOTS AVAILABLE

45-second promo video presented at the beginning of designated session (sessions will be assigned on a first-come, first-served basis)

### NEW! DEMO SESSION \$3,000

Showcase your products and services in the Expo Hall Demo Theater with a 20 minute demo presentation. Signage, AV and listing in the program.

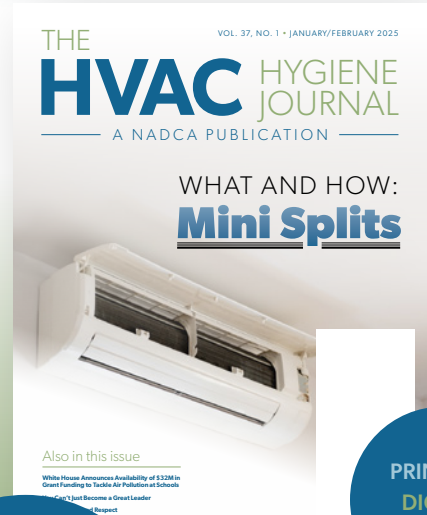
**\*\*\*NADCA Associate Members who sponsor the 36th Annual Meeting and who spend \$910 or more in 2025 HVAC Hygiene Journal (formerly DucTales) advertising are eligible to receive a \$1,000 exhibit/tabletop display at the NADCA Fall Technical Conference (\$300 in savings)**



# Connecting YOU with the Most Targeted Audience in HVAC Inspection, Cleaning and Restoration Services!

## The HVAC Hygiene Journal FORMERLY DUCTALES

The Official Magazine of NADCA has a new look and new name! *The HVAC Hygiene Journal* (formerly *DucTales*) is published six times annually in full color, is sent to a uniquely targeted audience looking for products and services aimed at HVAC inspection and restoration. Newly rebranded to represent the scientific efforts of the organization, this journal will also reach users of new technology in the broader indoor air quality industry.



Circulation is to over **1,500+**

NADCA Associate Members earn **ONE PRIORITY POINT** for each full-page ad

PRINT and DIGITAL Versions

AD TYPE & DIMENSIONS	1 ISSUE	3 ISSUES	6 ISSUES
<b>Member Rate</b>			
Full-Page Bleed (8.5 x 11, .125" bleed)	\$910 each	\$820 each	\$720 each
Half Page Horizontal (7.5 x 5)	\$680 each	\$610 each	\$560 each
Half Page Vertical (3.75 x 10)	\$680 each	\$610 each	\$560 each
<b>Non-Member Rate</b>			
Full-Page Bleed (8.5 x 11, .125" bleed)	\$1,210 each	\$1,100 each	\$1,020 each
Half Page Horizontal (7.5 x 5)	\$910 each	\$830 each	\$760 each
Half Page Vertical (3.75 x 10)	\$910 each	\$830 each	\$760 each
<b>PREMIUM POSITIONS</b>		<b>RATE PER ISSUE</b>	
Inside Front Cover	\$250		
Inside Back Cover	\$250		
Back Cover	\$500		

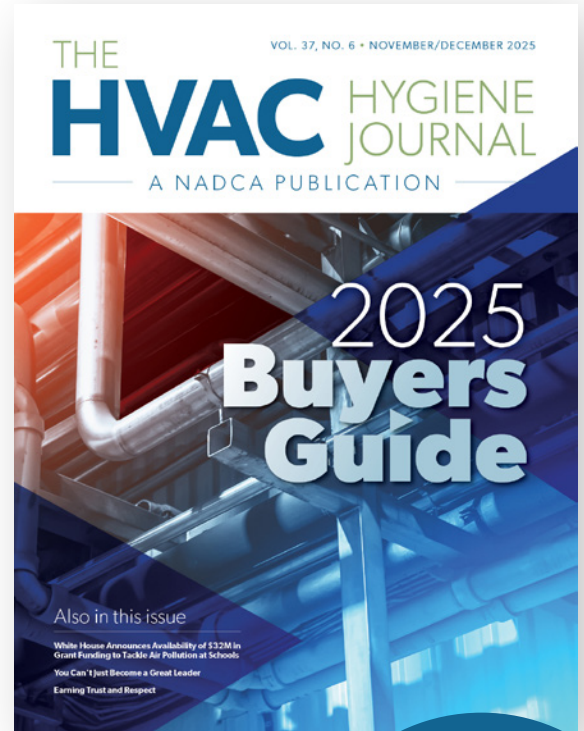
The HVAC Hygiene Journal is a bi-monthly publication delivered via mail and digitally at the end of the month.

# Buyers Guide

**The HVAC Hygiene Journal (formerly *DucTales*) Buyers Guide connects you to the most trusted audience in HVAC Inspection, Cleaning and Restoration Services!**

## THE OFFICIAL PUBLICATION OF NADCA'S MOST POPULAR ISSUE!

- NADCA's November/December issue of *The HVAC Hygiene Journal* (formerly *DucTales*) showcases the annual Buyers Guide, the HVAC inspection, cleaning and restoration industry's premier go-to resource for products and services.
- NADCA Associate Members earn one Priority Point for each full-page ad.



**Each issue is available digitally at NADCA.com**

CIRCULATION:  
**66,650+**

**1,500+**  
MEMBERS & SUBSCRIBERS

**65,000+**  
AHR ATTENDEES

### FEATURED LISTING: \$500

- Boxed listing with company contact info, logo & 50 word description
- Five Product categories
- Call out to the ad page for Buyers Guide advertisers!

### BASIC LISTING: COMPLIMENTARY TO NADCA ASSOCIATE MEMBERS

- Company Contact Info
- Two Product Categories

### ADDITIONAL PRODUCT CATEGORIES: \$25 EA

**Controlled Release Technologies, Inc.**  
Address: 1016 Industry Drive, Shelby, NC 28152  
Main Phone: (704) 487-0878  
Primary Contact: Jenny Gillilan  
Company Email: custserv@cleanac.com  
Website: www.cleanac.com

**DUCTMATE INDUSTRIES**  
**Ductmate Industries, Inc.**  
Parent Company: DMI Companies  
Address: 210 Fifth Street, Charleroi, PA 15022  
Main Phone: (800) 245-3188  
Primary Contact: Emily LaCarte  
Contact Email: elacarte@ductmate.com  
Website: www.ductmate.com  
Ductmate has proven to be the industry's HVAC leader in engineered solutions for duct systems and components. We believe making the best products is only half the job; supplying our customers with

**INOVATE**  
Address: 695 Lake Road, Webster, NY 14580  
Main Phone: (585) 645-3538  
Primary Contact: Cliff Buzick  
Company Email: sales@inovate.com  
Website: www.inovate.com

**KGG Consulting**  
Address: 695 Lake Road, Webster, NY 14580  
Main Phone: (585) 645-3538  
Primary Contact: Rob Ambrosetti  
Contact Email: ra@kggconsulting.com  
Website: www.kggconsulting.com

**Meyer Machine & Equipment**  
Address: 1016 Industry Drive, Shelby, NC 28152  
Main Phone: (704) 487-0878  
Primary Contact: Jenny Gillilan  
Company Email: custserv@cleanac.com  
Website: www.cleanac.com  
Meyer Machine Supply & Equipment is the premier manufacturer and supplier of Air Duct Cleaning equipment, tools, and accessories for residential, commercial, and industrial HVAC air-duct applications. Additionally, the Full line of Dryer Vent Cleaning supplies makes Meyer Machine & Equipment a true One-Stop for Successful Contractors in the HVAC Inspection, Maintenance, and Restoration Industry.



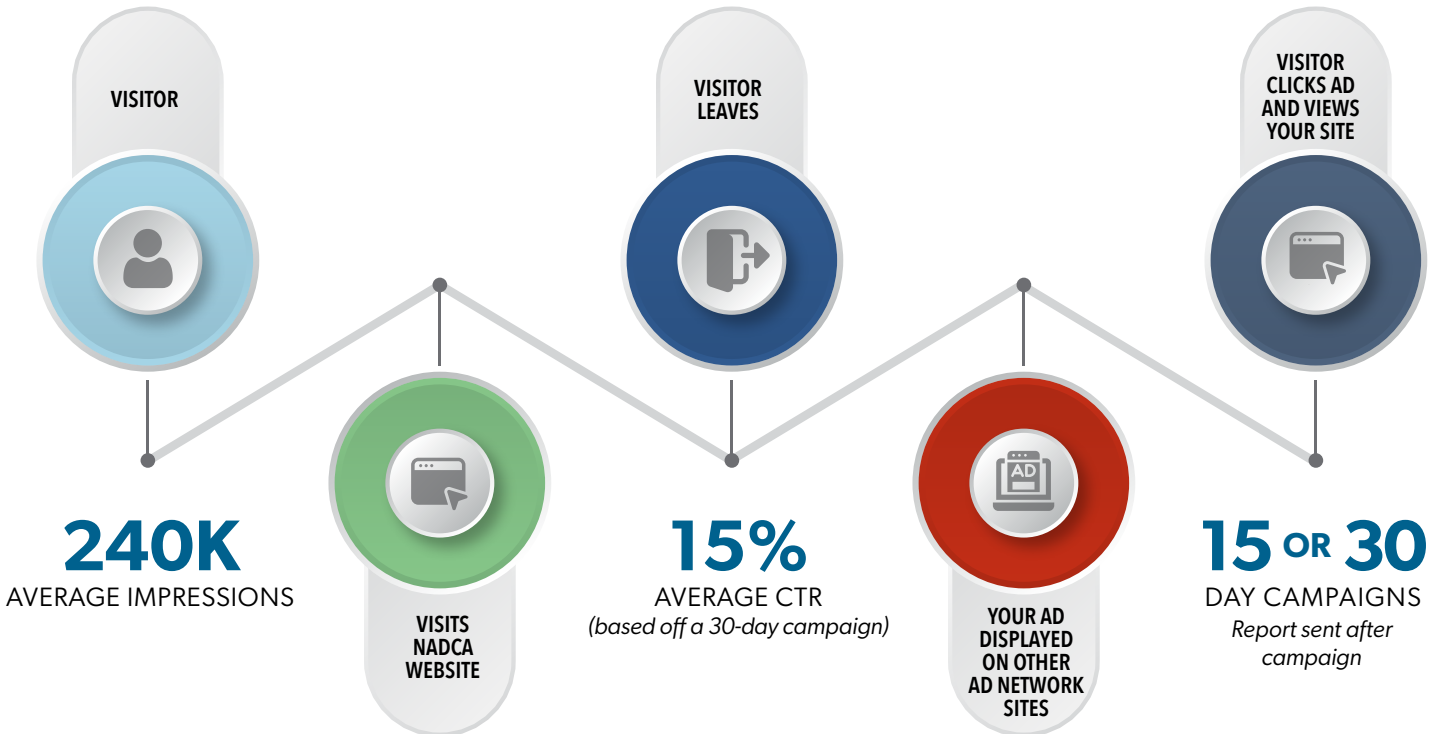
# Digital Advertising Opportunities

## Retargeting Ads Get Results!

15-Day Campaign: \$1,800 each

30-Day Campaign: \$2,500 each

REACH NADCA.COM VISITORS WITH A HIGHLY RESPONSIVE RETARGETING CAMPAIGN



When a member visits NADCA.com, then exits and browses other sites, whether reading the news or online shopping, your company's ad will appear on those other sites, maximizing your ad exposure over time — allowing your ad to be seen by a wider audience, and increasing impressions and click-throughs.

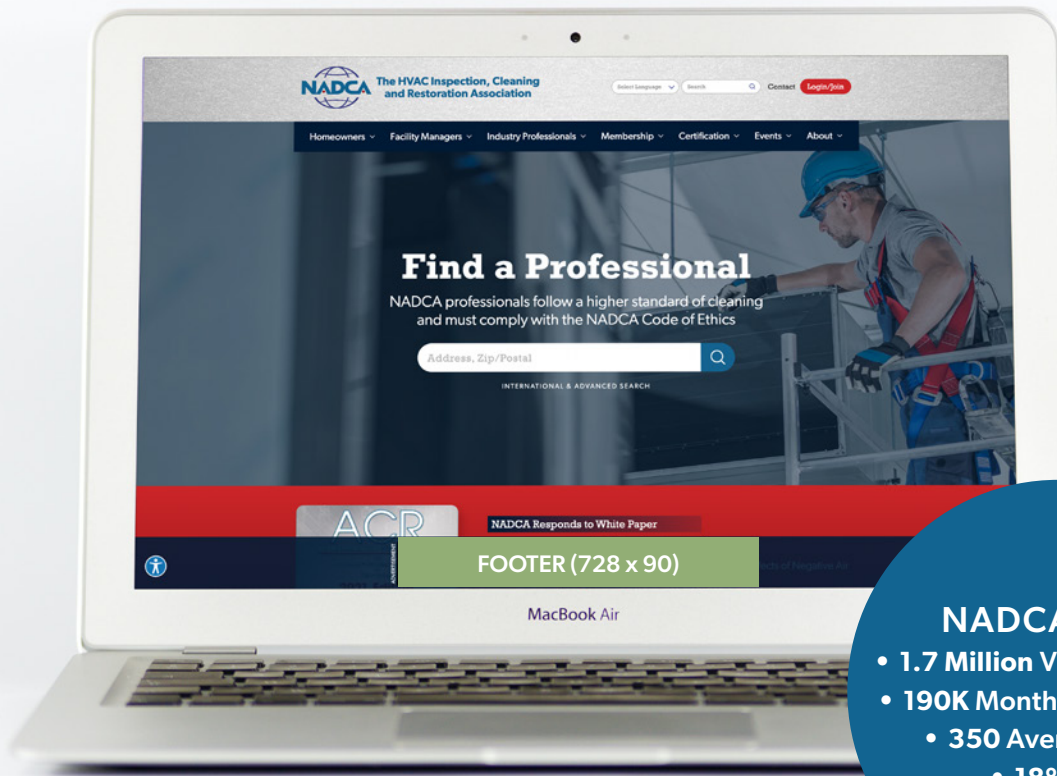
## DEDICATED SPOTLIGHT EMAILS \$750 EACH

NADCA email marketing sends your message right to our members inbox! Up to 500 words, you can broadcast a targeted message about a new technology, process, product, or service to the entire NADCA membership. Spotlight emails are limited to one advertiser per month and available on a first-come, first-served basis.

- Advertiser must design and provide HTML file of custom email
- Small disclaimer at the top of email must state Sponsored content
- All content subject to NADCA approval

***Our emails are sent with Constant Contact - HTML guidelines are available upon request***

# YEAR-ROUND ADVERTISING



**NADCA.COM**

- 1.7 Million Visitors Per Year
- 190K Monthly Impressions
  - 350 Average Clicks
  - 18% CTR

## NADCA Website Advertising

The NADCA website is the hub for our members and non-members alike looking for membership information, news, blog articles, resource directories and more.

DIGITAL AD POSITIONS	3 MONTHS*		6 MONTHS*		9 MONTHS*		12 MONTHS*	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Footer (728x90)	\$400	\$680	\$700	\$900	\$980	\$1,275	\$1,250	\$1,550
Homepage Side-bar (350 x 220)	\$400	\$680	\$700	\$900	\$980	\$1,275	\$1,250	\$1,550
Secondary Side-bar (350 x 220)	\$500	N/A	\$900	N/A	\$1,350	N/A	\$1,750	N/A
Video Side-Bar	\$500	N/A	\$900	N/A	\$1,350	N/A	\$1,750	N/A

\*Ads must run consecutive months



# Air Conveyance eNewsletter

NADCA's official monthly email newsletter reaching over 1500+ members per month

3 MONTHS*		6 MONTHS*		9 MONTHS*		12 MONTHS*	
Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
\$400	\$680	\$700	\$900	\$980	\$1,275	\$1,250	\$1,550

**44%**

OPEN RATE  
(21% **ABOVE** the industry average)

**8%**

CLICK THROUGH RATE  
(5% **increase** in CTRs this year)

**3,572**

SUBSCRIBERS &  
INCREASING MONTHLY

**42%**

ENGAGEMENT  
RATE



## Thought Leadership

NADCA's content sponsorships offer a direct line to over 2,000+ HVAC professionals, delivering your message through trusted platforms. With strong **social media reach**, high **e-newsletter engagement**, and thousands of **blog visits annually**, your brand gains meaningful exposure.

By sponsoring content, you'll be featured across our **newsletter, email campaigns, blog, and social media**, positioning your company as a thought leader. This approach builds trust and credibility with industry professionals, making your brand stand out in the HVAC industry.

### EXCLUSIVE FEATURE (\$5,000)

750 words max

- Air Conveyance E-Newsletter: Prominent placement with a full-feature article and CTA button to sponsor website.
- Email Blast: A stand-alone email campaign
- Blog Post: Article featured on the industry blog and shared on all social media platforms.
- Bonus Exposure: Inclusion in 2 additional social media posts across relevant channels (LinkedIn, Facebook) highlighting the sponsored content.

### MID-LEVEL FEATURE (\$3,500)

500 words max

- Air Conveyance E-Newsletter: Mid-level placement with a dedicated section for the sponsor's article with a CTA button to read the full article.
- Email Blast: A stand-alone email campaign
- Blog Post: Article featured on the industry blog and shared on all social media platforms.

### HIGHLIGHT FEATURE (\$2,000)

300 words max

- Air Conveyance E-Newsletter: Highlighted mention of sponsor's article with link to read more.
- Blog Post: Article featured on the industry blog and shared on all social media platforms.

**Content sponsorships provide visibility, influence, and relationship-building opportunities.**

**AUDIENCE**  
**2,000+**  
HVAC INDUSTRY  
PROFESSIONALS

### EDITORIAL GUIDELINES

At NADCA, we are committed to providing valuable, insightful content to our audience of air duct industry professionals. As part of our content feature packages, we invite sponsors to contribute **educational articles** that engage readers while offering relevant insights into industry trends, best practices, or innovations.

Rather than an advertisement, your sponsored content should:

- Be **educational** in nature, offering useful information or actionable insights that resonate with our professional audience.
- **Highlight** your company's product or service **organically**, ensuring the primary focus is on delivering value to the reader.
- Position your brand as a **thought leader** in the air duct and HVAC industry, creating trust and credibility through your expertise.

**NADCA reserves the right to review, edit, and approve all sponsored content** to ensure it aligns with our brand and provides value to our audience. We maintain the right to **refuse any content** that we feel does not meet these guidelines or is overly promotional. Our goal is to maintain the integrity of the information we provide to our readers while ensuring a positive experience for both sponsors and our audience.





# NADCA Annual Meeting Exhibits & Sponsorships Order Form

COMPANY NAME \_\_\_\_\_

PARENT COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

PRIMARY CONTACT \_\_\_\_\_

TITLE \_\_\_\_\_

BILLING CONTACT (IF DIFFERENT) \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

## NADCA ANNUAL MEETING EXHIBITS

NADCA MEMBER	NON MEMBER	ADDITIONAL OPTIONS
<b>After December 6<sup>th</sup></b> <input type="checkbox"/> 10x10 \$2,850 <input type="checkbox"/> 10x 20 \$5,100 <input type="checkbox"/> 10 x 30 \$7,650 <input type="checkbox"/> 20 x 20 \$10,200	<b>Non-Member available after December 6<sup>th</sup></b> <input type="checkbox"/> 10x10 \$3,750 <input type="checkbox"/> 10x 20 \$6,025 <input type="checkbox"/> 10 x 30 \$8,300 <input type="checkbox"/> 20 x 20 \$13,335	<input type="checkbox"/> Corner Booth Upgrade \$200 <input type="checkbox"/> Truck Exhibit Space \$1,000 Total Investment: _____ Locate me away from (3 Max): _____ _____ _____

### NADCA ANNUAL MEETING SPONSORSHIPS

- Platinum \$8,500**
- Welcome Reception
- Keynote Session
- Yoga Class+Hydration Station
- President's Reception
  
- Gold \$6,500**
- Lanyards
- Conference Bags
- Yappy Hour
  
- Silver Sponsor Choice of: \$4,500**
- Lunch
- Coffee Break
- Hello Sunshine Breakfast
  
- Bronze Sponsor: \$1,500**
- Industry Supporter

### ANNUAL MEETING MARKETING PACKAGES

- Booth Marketing Package: \$1,500
- Mobile App Package: \$350
- Mobile App Interactive Listing: \$200
- Push Notification: \$150
- Email Blast: \$750
- Sponsored Sessions: \$1,000
- NEW! NADCA Expo Hall Theater (6 AVAILABLE): \$3,500
- NEW! Trucks Space Demo Session Upgrade: \$2,500
- On-Site Branding: Meter Boards, Window Clings and Directional Signs (custom pricing TBD)

### GOLF OUTING

- Beverage Cart Sponsor: \$3,500

### FALL TECHNICAL CONFERENCE

- Choice of: Lanyards, Conference Bags, Safety Equipment: \$3,000
- Sponsored Tabletop Exhibit: \$1,600
- Tabletop Exhibit: \$1,300
- Sponsored Session: \$300
- NEW! Demo Session: \$3,000
- NADCA Associate Member Special: \$1,000

**PLEASE COMPLETE BOTH PAGES OF THIS ORDER FORM INCLUDING PAYMENT DETAILS ON PAGE 2**



# Year-Round Advertising Options

## THE HVAC HYGIENE JOURNAL (FORMERLY DUCTALES)

AD TYPE & DIMENSIONS	1 ISSUE	3 ISSUES	6 ISSUES
<b>Member Rate</b>			
<input type="checkbox"/> Full-Page Bleed (8.5 x 11, .125" bleed)	<input type="checkbox"/> \$910 each	<input type="checkbox"/> \$820 each	<input type="checkbox"/> \$720 each
<input type="checkbox"/> Half Page Horizontal (7.5 x 5)	<input type="checkbox"/> \$680 each	<input type="checkbox"/> \$610 each	<input type="checkbox"/> \$560 each
<input type="checkbox"/> Half Page Vertical (3.75 x 10)	<input type="checkbox"/> \$680 each	<input type="checkbox"/> \$610 each	<input type="checkbox"/> \$560 each
<b>Non-Member Rate</b>			
<input type="checkbox"/> Full-Page Bleed (8.5 x 11, .125" bleed)	<input type="checkbox"/> \$1,210 each	<input type="checkbox"/> \$1,100 each	<input type="checkbox"/> \$1,020 each
<input type="checkbox"/> Half Page Horizontal (7.5 x 5)	<input type="checkbox"/> \$910 each	<input type="checkbox"/> \$830 each	<input type="checkbox"/> \$760 each
<input type="checkbox"/> Half Page Vertical (3.75 x 10)	<input type="checkbox"/> \$910 each	<input type="checkbox"/> \$830 each	<input type="checkbox"/> \$760 each
<b>PREMIUM POSITIONS</b>		<b>RATE PER ISSUE</b>	
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> \$250		
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> \$250		
<input type="checkbox"/> Back Cover	<input type="checkbox"/> \$500		

## BUYERS GUIDE ISSUE

- FEATURED LISTING: \$500
- Basic Listing additional Categories: \$25
- # of additional categories \_\_\_\_\_

## DIGITAL ADVERTISING

- 15-Day Campaign: \$1,800
- 30-Day Campaign: \$2,500
- Dedicated Spotlight Emails \$750

## NADCA ASSOCIATE MEMBERSHIP

- \$1,500 (July 1 - June 30)
- \$100 Applications Fee for New or Lapsed Members

## NADCA WEBSITE ADVERTISING

DIGITAL AD POSITIONS	3 MONTHS*		6 MONTHS*		9 MONTHS*		12 MONTHS*	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Footer (728x90)	<input type="checkbox"/> \$400	<input type="checkbox"/> \$680	<input type="checkbox"/> \$700	<input type="checkbox"/> \$900	<input type="checkbox"/> \$980	<input type="checkbox"/> \$1,275	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,550
Homepage Side-bar (350 x 220)	<input type="checkbox"/> \$400	<input type="checkbox"/> \$680	<input type="checkbox"/> \$700	<input type="checkbox"/> \$900	<input type="checkbox"/> \$980	<input type="checkbox"/> \$1,275	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,550
Secondary Side-bar (350 x 220)	<input type="checkbox"/> \$500	N/A	<input type="checkbox"/> \$900	N/A	<input type="checkbox"/> \$1,350	N/A	<input type="checkbox"/> \$1,750	N/A
Video Side-Bar	<input type="checkbox"/> \$500	N/A	<input type="checkbox"/> \$900	N/A	<input type="checkbox"/> \$1,350	N/A	<input type="checkbox"/> \$1,750	N/A

\*Ads must run consecutive months

## AIR CONVEYANCE eNEWSLETTER

3 MONTHS*		6 MONTHS*		9 MONTHS*		12 MONTHS*	
Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
<input type="checkbox"/> \$400	<input type="checkbox"/> \$680	<input type="checkbox"/> \$700	<input type="checkbox"/> \$900	<input type="checkbox"/> \$980	<input type="checkbox"/> \$1,275	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,550

Campaign Run Date (months) \_\_\_\_\_

## CONTENT PACKAGE Exclusive Feature \$5,000 Mid-Level Feature \$3,500 Highlight Feature \$2,000

## PAYMENT INFORMATION

Return both pages of this order form to: [ccalderone@nadca.com](mailto:ccalderone@nadca.com)  
 National Air Duct Cleaners Association, 1120 Rt. 73, Suite 200, Mount Laurel, NJ 08054  
 NADCA Tax ID: 73-1340488

PAYMENT METHOD:  Check  Wire/ACH  Amex  Visa  MasterCard  Secured Payment Link

CARDHOLDER \_\_\_\_\_

CARD NUMBER \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

EXPIRATION \_\_\_\_\_ CVV \_\_\_\_\_

CHARGE AMOUNT \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

By signing above, I acknowledge that I have read and agree to the payment terms and conditions in the NADCA Rules & Regulations

## NADCA RULES & REGULATIONS

- Full payment must be received by the terms outlined on your invoice. Any company requesting to pay later than net 30 days after the receipt of invoice, agrees to pay a deposit in the amount equivalent to the cancellation processing fee.
- The cancellation processing fee for exhibits and sponsorship is 50% of total support.
- All cancellations must be submitted to NADCA in writing. The date of receipt of supporter's written notice of cancellation will be considered the official cancellation date. If support is canceled on or before 90 days from the event or campaign run date, a refund will be provided minus the cancellation fee.
- No refunds will be made after the 90 day cut off.
- Payment must be received in full for advertisements to run.
- NADCA reserves the right to approve any advertising content
- Exhibitors, Sponsors & Advertisers are responsible for ensuring the accuracy of all content. NADCA is not responsible for grammatical, spelling, or other errors appearing in the provided content.
- Print Ads must have a print quality of at least 300 dpi. Email digital ads to [ccalderone@nadca.com](mailto:ccalderone@nadca.com). Ads must be high-resolution PDF to size and must be saved in CMYK. PMS and RGB colors can be converted to CMYK. NADCA cannot guarantee the output of colors in files that must be converted. Include all font files. All ads are printed in full-color. The advertiser is responsible for making sure the ad fits these specifications. No proofs will be supplied by NADCA. NADCA will not be held liable for any printing errors if the error is with the original PDF sent by the advertiser. All copy is subject to NADCA approval. In the case of yearlong contracts, NADCA reserves the right to run existing ad if new ad is not sent by the closing date.
- Web and Air Conveyance ads must be to exact size. Acceptable files are JPEG, PNG and GIF; file size <64MB. Please send exact URL for link.
- Dedicated emails require submission of 500-word email /graphics (photos, logos, etc.) submitted as HTML file. We use Constant Contact for email communications.
- Associate Membership of NADCA does not indicate an endorsement by the Association of any products or services offered.