



NADCA **Prospectus & Year-Round Media Kit**

Contact

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About

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. Its original mission was to promote source removal as the only acceptable method of cleaning and to establish industry standards for the association.

NADCA's mission has expanded to include qualified companies engaged in the inspection, cleaning and restoration of HVAC systems. NADCA supports members' success with standards, education, certification, marketing and advocacy to promote ethics and the highest quality services. 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.

NADCA's membership continues to grow each year, along with its training, education and certification opportunities for air systems cleaning specialists, mold remediators, HVAC inspectors and others. NADCA also publishes industry standards, educational materials and other useful information for consumers and members alike.

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

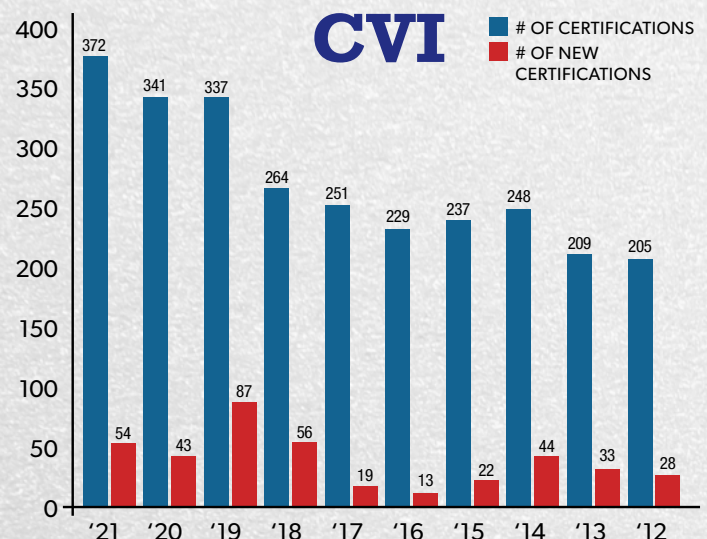
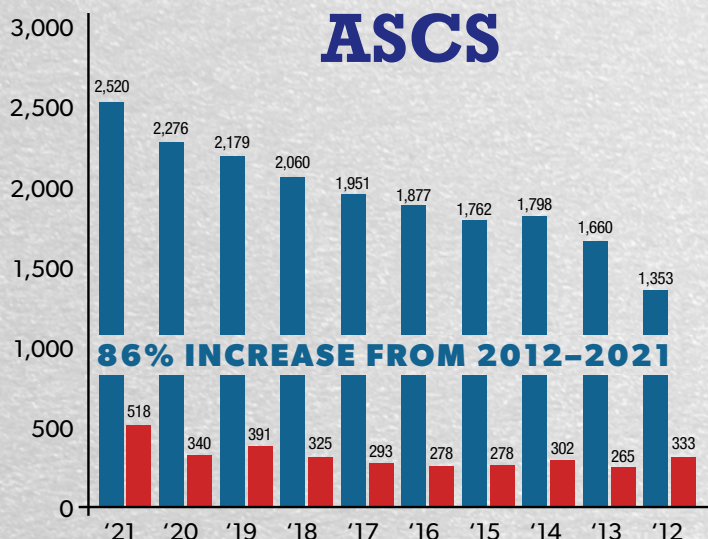
Mission Statement

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.

Contractor **members** of NADCA are required to have at least one certified ASCS on staff and abide by a Code of Ethics which drives honorable and quality business practices. Members of NADCA are decision-makers and purchase products and services to build a better business and enhance the overall customer service experience.

1,587
MEMBER COMPANIES

367
INTERNATIONAL MEMBERS





NADCA Associate Membership: \$935 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.

Benefits

- Company listing in the NADCA Associate Member Directory at NADCA.com
- Quarterly Membership List (including emails)
- Member Rate on Exhibiting & Advertising opportunities
- Inclusion in the annual Buyers Guide issue of *DucTales* Magazine
- Access to resources located in the member-only section of the NADCA website
- Subscription to *DucTales* magazine and the Air Conveyance monthly e-newsletter

Associate Members earn Priority Points by taking advantage of exhibit, sponsorship, and advertising opportunities with NADCA. Accumulated points make Associate Members eligible for preferred exhibit booth locations at the Annual Meeting & Exposition. The more points you earn, the better your booth selection at Fall Tech and Annual Conference.



What do NADCA Members Purchase?

Air compressors
Air sampling equipment
Business equipment & Services
Cameras
Chemicals – anti-microbial, coil cleaning
Consulting services
Containment equipment
Dryer monitoring devices and supplies
Duct cleaning equipment & 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

Events

Annual Meeting & Exposition

Conference Profile

Join 550+ attendees from all segments of the HVAC Cleaning Industry.

Our 3-day comprehensive program includes technical presentations, general sessions, and panel discussions. Multiple sessions are eligible for continuing education credits.

Conference Attendees Are:

Company owners and technicians who drive honorable and quality business practices. They are decision-makers and purchasers of products and services, who come to the Annual Meeting seeking knowledge of the latest technologies and practices in the marketplace.



Sponsorships

Ready to elevate your brand and connect with your target audience? Choose from one of our comprehensive sponsor packages below!

Included with your Sponsorship	PLATINUM Welcome Reception or Keynote Session \$8,500 Exclusive	GOLD Lanyards or Padfolios \$6,500 Exclusive	SILVER Lunch Breaks or Sanitizer Stations \$4,500 Exclusive	BRONZE \$2,500	PARTNER \$1,500
NADCA.com website ads	9 months Video Sidebar & 9 months Footer	6 months Video Sidebar & 6 months Footer	6 months Footer	3 months Footer	
HVAC Spotlight Email	X	X	X		
Sponsored Session 45 second promo video	X	X	X		
Full-Page Program Guide Ad	X	X	X	X	
Logo featured at NADCA Golf Tournament	X	X	X	X	
Acknowledgement in April issue of <i>DucTales</i> Magazine	X	X	X	X	X
Pre & Post-Conference Attendee List	X	X	X	X	X
Sponsor recognition: event website, promotional emails, and signage	X	X	X	X	X

NADCA Annual Meeting & Exposition Exhibits

ASSOCIATE MEMBER PRICING*	10'x10'	10'x20'	10'x30'	20'x20'
Early Bird Rate Must be paid by December 6th	\$2,500	\$4,400	\$6,600	\$8,200
After December 6th	\$2,850	\$5,100	\$7,650	\$10,200
Corner booth upgrade	\$200	\$200	\$200	N/A
Truck Spotlight (with minimum purchase of 10'x10' exhibit space)				\$1,000 each

***Non-Member Rates available on Application Form**

Exhibitor Benefits

- (1) Full Conference Registration and (1) Expo Hall Only Registration
 - » Any Additional booths qualify for (1) additional Expo Hall Only Registration. Additional Expo Hall Only Registrations are available for \$350.00 each
- 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)

Exhibit booths include: (2) meals/day for exhibitors.
All furnishings, carpet and electric purchased separately.

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
 - » Exhibitor responsible for creation and submission of video in MP4 format

NEW

NADCA Fall Technical Conference

September 6-9, 2023

Embassy Suites by Hilton Grapevine DFW Airport North
GRAPEVINE, TEXAS



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 face-time with current and prospective customers, suppliers and manufacturers.

Packages

Lanyards, Notepads, or Sanitizer Sponsor • \$3,000

- Choice of branded attendee Lanyards, Notepads or Hand Sanitizer
- 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 (10 available)

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



***** NADCA Associate Members who sponsor the 34th Annual Meeting and who spend \$910 or more in 2023 *DucTales* advertising, are eligible to receive a \$1,000 exhibit/tabletop display at the NADCA Fall Technical Conference. (\$300 in savings!)**

Year-Round Advertising

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

The Official Magazine of NADCA

DucTales, published six times annually in full color, is sent to a uniquely targeted audience looking for products and services aimed at HVAC inspection, cleaning and restoration. Circulation is to over 1,500 NADCA members and subscribers and it is also available in digital format online.

NADCA Associate Members earn one Priority Point for each full-page ad.



PAGE SIZE	Width x Height	Member Pricing			Non-Member Pricing		
		1 issue	3 issues	6 issues	1 issue	3 issues	6 issues
Full-Page Bleed	8.5"x11" (.125" Bleed)	\$910	\$820 each	\$750 each	\$1,210 each	\$1,120 each	\$1,020 each
Half-Page	Horizontal 7.5"x5" Vertical 3.75"x10"	\$680	\$610 each	\$560 each	\$910 each	\$830 each	\$760 each

Premium positions: Inside front cover, inside back cover carry a \$250 up-charge. Back cover has a \$500 up-charge.

DucTales ISSUES	February	April	June	August	October	December BUYERS GUIDE
ARTWORK DUE	February 7th	April 10th	June 9th	August 7th	October 6th	November 20th

***DucTales* is delivered toward the end of the issue's month, i.e. May/June is delivered toward the end of June.**

DucTALES Buyers Guide

NADCA's November/December issue of *DucTales* showcases the annual Buyers Guide, the HVAC inspection, cleaning and restoration industry's premier resource for products and services. The magazine is direct mailed to over 1,500 NADCA members and for added visibility is distributed annually at the AHR Expo (65,000 + attendees).

Each issue is available digitally at NADCA.com. Due to its extended shelf life, the Buyers Guide is our most popular issue of *DucTales*!

Select the product/services categories that apply to your company **HERE**

FEATURED LISTING: \$500

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

BASIC LISTING complimentary to NADCA Associate Members

- Company Contact Info
- Two Product Categories

ADDITIONAL PRODUCT CATEGORIES: \$25 EA

Digital Advertising Opportunities

These ads are perfect to help promote sales, special offers, product launches and BEYOND!

Retargeting Ads (NADCA Associate Member exclusive)

15-Day Campaign: \$1,800 each

30-Day Campaign: \$3,000 each

Looking to maximize impressions and pack a punch in a short amount of time? Consider our all new, innovative website re-targeting ads! 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, increasing impressions and click-throughs.

NADCA.com Advertising

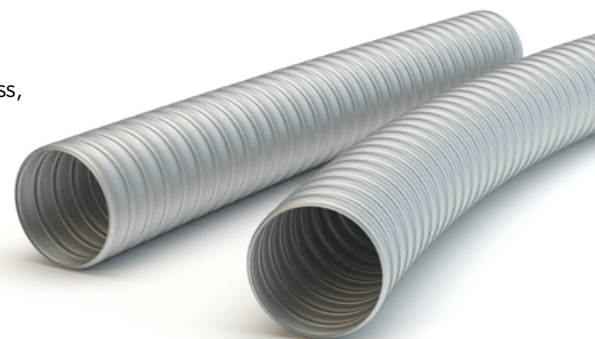
Consecutive months	3 months		6 Months*		9 Months*		12 Months*	
DIGITAL AD POSITIONS	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Footer (728x90)	\$400	\$680	\$700	\$900	\$980	\$1,275	\$1,250	\$1,550
Homepage Side-bar (350 x 220)	\$400	\$680	\$700	\$900	\$980	\$1,275	\$1,250	\$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 Ads	\$500	N/A	\$900	N/A	\$1,350	N/A	\$1,750	N/A
Air Conveyance monthly e-newsletter	\$400	\$680	\$700	\$900	\$980	\$1,275	\$1,250	\$1,550

While a static photo ad may achieve an average click-through rate of 3.7%, videos are now boasting an 8.7% click-through rate. Put a video of your product right in front of the NADCA members, just send us your YouTube video URL!

Dedicated Spotlight Emails • \$750 ea

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





NADCA YEAR-ROUND PROSPECTUS & MEDIA KIT INSERTION ORDER (PAGE 1 OF 2)

Company Name _____ Website _____

Address _____

City _____ State _____ ZIP _____ Country _____

Company Phone _____ Company Email _____

Primary Contact _____ Title _____

Contact Email _____ Contact Phone _____

NADCA Annual Meeting Sponsorship

- ☐ PLATINUM \$8,500
- ☐ GOLD \$6,500
- ☐ SILVER \$4,500
- ☐ BRONZE \$2,500
- ☐ PARTNER \$1,500
- ☐ SPONSORED SESSION \$1,000

NADCA Fall Technical Conference

EXHIBIT/SPONSORSHIP	PRICE	QTY
Sponsored Lanyards, Notepads, or Sanitizer Package	<input type="checkbox"/> \$3,000	_____
Sponsored Tabletop Exhibit	<input type="checkbox"/> \$1,600	_____
Tabletop Exhibit	<input type="checkbox"/> \$1,300	_____
Tabletop Exhibit Special	<input type="checkbox"/> \$1,000	_____
Sponsored Session	<input type="checkbox"/> \$300	_____
TOTAL INVESTMENT _____		

NADCA Annual Meeting Exhibits

EXHIBIT BOOTH SIZE	EARLY BIRD (Must be paid by 12/6)	AFTER 12/6	EARLY BIRD (Must be paid by 12/6)	AFTER 12/6
	ASSOCIATE MEMBER		NON-MEMBER	
10'x10'	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,850	N/A	<input type="checkbox"/> \$3,750
10'x20'	<input type="checkbox"/> \$4,400	<input type="checkbox"/> \$5,100	N/A	<input type="checkbox"/> \$6,025
10'x30'	<input type="checkbox"/> \$6,600	<input type="checkbox"/> \$7,650	N/A	<input type="checkbox"/> \$8,300
20'x20'	<input type="checkbox"/> \$8,200	<input type="checkbox"/> \$10,200	N/A	<input type="checkbox"/> \$13,335

EXHIBIT ENHANCEMENTS	ASSOCIATE MEMBER	QUANTITY
Corner	<input type="checkbox"/> \$200	QTY _____
Truck Exhibit Space	<input type="checkbox"/> \$1,000	QTY _____
TOTAL INVESTMENT _____		

LocateMeAwayFrom(3Max):

1. _____
2. _____
3. _____

NADCA Associate Membership

(JULY 1-JUNE 30) ☐ \$935 ☐ \$100 Application Fee for New or Lapsed Members



NADCA YEAR-ROUND PROSPECTUS & MEDIA KIT

INSERTION ORDER (PAGE 2 OF 2)

Advertising

DUCTALES ADS

PAGE SIZE	MEMBER PRICING			NON-MEMBER PRICING		
	1 issue	3 issues	6 issues	1 issue	3 issues	6 issues
Full-Page Bleed	<input type="checkbox"/> \$910	<input type="checkbox"/> \$820 ea	<input type="checkbox"/> \$750 ea	<input type="checkbox"/> \$1,210 ea	<input type="checkbox"/> \$1,120 ea	<input type="checkbox"/> \$1,020 ea
Half-Page	<input type="checkbox"/> \$680	<input type="checkbox"/> \$610 ea	<input type="checkbox"/> \$560 ea	<input type="checkbox"/> \$910 ea	<input type="checkbox"/> \$830 ea	<input type="checkbox"/> \$760 ea

☐ Premium Position . . . \$250 QTY _____
☐ Back Cover \$500 QTY _____
 Issues Requested _____

DUCTALES BUYERS GUIDE LISTINGS

☐ Featured Listing \$500
☐ Basic Listing
 # Of Additional Categories _____

DIGITAL ADS

CONSECUTIVE MONTHS	3 MONTHS		6 MONTHS*		9 MONTHS*		12 MONTHS*	
DIGITAL AD POSITIONS	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
Air Conveyance monthly e-newsletter	<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 Month(s) _____ ☐ Dedicated Email to NADCA Database. \$750

RE-TARGETING AD(S)

☐ 15-Day Campaign \$1,800 ☐ 30-Day Campaign \$3,000

TOTAL ADVERTISING INVESTMENT \$ _____

Payment

Please return the completed Insertion Order, with full payment to:
 emielcarz@ahint.com | National Air Duct Cleaners Association
 1120 Route 73, Suite 200 | Mount Laurel, NJ 08054 | NADCA Tax ID: 73-1340488

Payment Method: ☐ Check ☐ Wire/ACH ☐ Secured Payment Link

Credit Card: ☐ AMEX ☐ VISA ☐ MasterCard

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 linked [HERE](#).

PAYMENT TERMS AND CONDITIONS

1. 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.
2. The cancellation processing fee for exhibits and sponsorship is 50% of total support.
3. 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.
4. No refunds will be made after the 90 days cut off.
5. Payment must be received in full for advertisements to run.
6. NADCA reserves the right to approve any advertising content
7. 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.

8. Print Ads must have a print quality of at least 300 dpi. Email digital ads to cderose@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.
9. 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.
10. Dedicated emails require submission of 500-word email /graphics (photos, logos, etc.) submitted as HTML file.
11. Associate Membership of NADCA does not indicate an endorsement by the Association of any products or services offered.