

Success through Sponsorship

2024 BSCAI Marketing and
Exposure Prospectus



Building Service Contractors Association International
The Business Resource for Contractors™

Looking to reach qualified building service contractors?

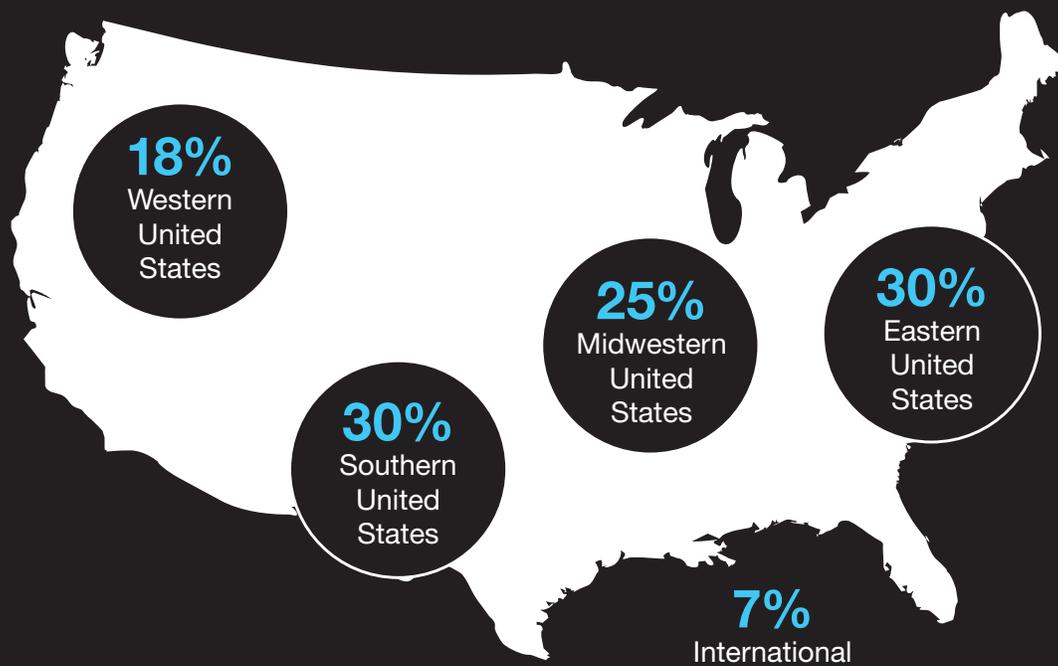
The Business Resource for Contractors™

Building Service Contractors Association International (BSCAI) has been the premier trade association of the building service contracting industry for nearly 60 years.

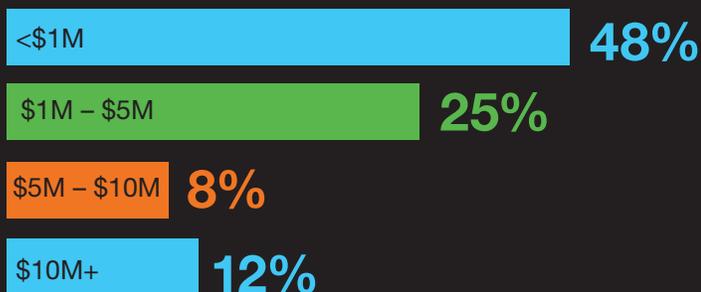
As a partner, sponsor or advertiser, you gain access to premier industry leaders and thousands of decision-makers and professionals from across the U.S. and 30 countries worldwide. There is no better way to grow and maintain your presence in the marketplace than by partnering with BSCAI.

Learn more at sponsor.bscai.org.

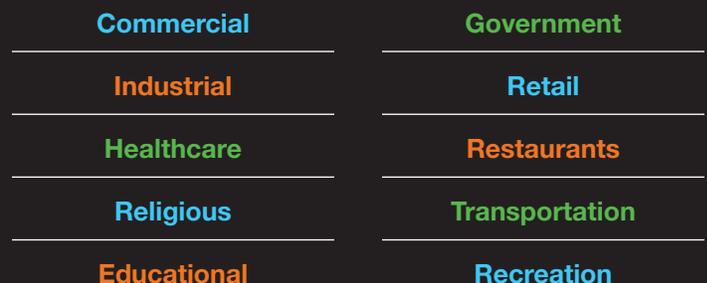
Regional Breakdown of Membership



BSCAI Member Company Annual Sales Volume



BSC Market Segments Served



BSCAI is Your Solution.

*Source = CP & BSCAI 2023 BSC Market Report



92%

of BSCs forecast higher sales in the coming year*

The average BSC services

285

accounts*



Products and Services Sought by BSCAI Members



Equipment

(Machines/Tools/Rental/Maintenance/Refurb/Etc.)



Chemicals

(Disinfection & Sanitizers/Cleaners & Degreasers/Pest Control/Etc.)



Paper Products

(Towels & TP/Cloths/Wipes/Etc.)



Technology

(Hardware/Software (bidding/estimating, time mgmt, inspection, resource/field monitoring,)/UV/Etc.)



Safety

(Equipment - Scaffolds, Harnesses, Helmets, Eye protection, gloves etc./Alert & Warning systems/Clothing/Etc)

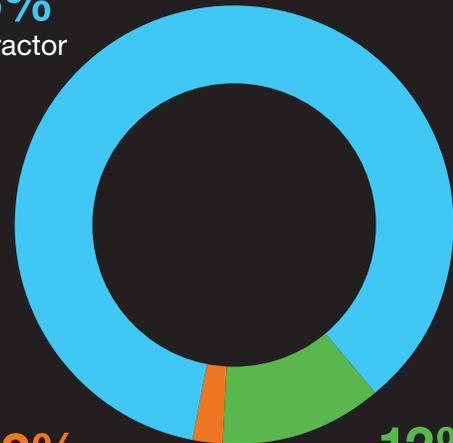


Back Office & Front Office Supplies and Services

(Customer Service/Sales, HR, Finance, Legal, etc.)

Membership Categories

86%
Contractor



2%
In-House Professional/
Association

12%
Manufacturer/
Distributor/Consultant

\$250M+

BSCAI member company estimated annual spend on supplies and service to support their business

View a sampling of our members on the online company search at
www.bscai.org/events/company-search

2024 BSCAI Year-Round Sponsorships

Connect with BSCAI members year-round and promote your brand with à la carte and package opportunities.

Whether you want to engage with BSCAI members, launch a new product to BSCs or simply increase your brand awareness, BSCAI has a package that aligns with your business's goals.

Our à la carte opportunities allow you to share your company's messaging, highlight thought leadership efforts, build your branding and awareness and actively generate leads.

Visit sponsor.bscai.org/yearround or scan the QR code on this page to learn more.



BSCAI represents a community of
**thousands of decision makers,
buyers and users.**



2024 BSCAI Premier and Corporate Partner Program

Premier and Corporate Partner Programs: The Best Value for Your Company

The BSCAI Premier and Corporate Partner Programs offer your company an effective, strategic way to participate in the building service contractor community and to be positioned as an elite solution provider.

Companies looking for consistent exposure to BSCs turn to the Premier and Corporate Partner Programs for a wide range of exclusive opportunities that combine advertising and event exposure into one complete package, providing a year-round, strategic, integrated marketing campaign.

Ready to join us? Visit sponsor.bscai.org/partners for pricing, full details, and more.



Overview of Year-Round Benefits

Benefit	Premier	Corporate
Dedicated email blast to BSCAI members	X	X
Logo on the BSCAI homepage	X	X
Direct mailing to BSCAI membership list	1	1
Annual membership dues	X	X
Company listing in press release announcing partnership	X	X
Executive Insights profile featured on Contractor Connections	X	X
Complimentary 1-year Customer memberships	2	2
Access to BSCAI membership list	X	X
Complimentary application for RBSP certification	2	1
Banner ad on Contractor Connections	X	X
Social Media post on BSCAI LinkedIn or Instagram page	2	1
Recognition in the BSCAI Contracting Conversations podcast	X	
Host Board of Directors breakfast/lunch	X	
Access to BSCAI members for research	X	

Overview of Event Benefits

Benefit	Premier	Corporate
Access to attendee mailing address list (including email) available two weeks pre- and post-event	X	X
Complimentary registrations to each event	4	2
NEW! Complimentary company and customer registrations to Virtual Summits	X	X
Company logo in pre-event, on-site, and post-event marketing materials and recognition during event General Sessions	X	X
First right of refusal for additional sponsorship opportunities at each event	X	X
Priority booth or tabletop selection at all events	X	X
Opportunity to distribute one promotional piece at registration and/or in registration bags	X	X
Keynote introduction at CEO Seminar or Executive Management Conference	X	
Premium CEO Seminar attendee gift	X	
Contracting Success Conference program advertisement	X	
Pre-event email blast to Contracting Success attendees	X	
Sponsorship credit for the Executive Management Conference or Contracting Success Conference (up to \$3,000)	X	

And more!

2024 Virtual Events



BSCAI hosts four one-day Virtual Summits to help you and your team to stay informed on the BSC industry by connecting and learning from others. Each summit features one day of topic-specific education based on one of the following four tracks:



Sponsors receive logo recognition on the virtual summit platform and in pre- and post- event communications. One member of your team will be given the opportunity to speak at the beginning of the summit and co-host the sessions with the BSCAI team.

Commit to sponsoring one summit or bundle multiple! Visit sponsor.bscai.org/virtual or contact Jim Conlon at 312.673.4865; jconlon@bscai.org.

2024 In-Person Events



January 24-26, 2024
Hyatt Regency Grand Reserve
Rio Grande, Puerto Rico



The BSCAI CEO Seminar attracts an exclusive group of approximately 140 service contractor chief executive officers and presidents, 100% of whom have decision making authority in their organization.

This intimate event, typically held in a tropical destination, provides CEOs and upper management the opportunity to share business best practices with one another to build and strengthen their leadership skills. Led by internationally-recognized speakers, strategic leader-focused seminars cover organizational change, financial management, motivation and succession planning, among others. Seminar topics include how to guide change within an organization, tips for succession planning and financial management.

3

days

161

Building Service
Contractor Executives

3

half-day sessions

6+

networking opportunities, including
breakfast, roundtable and panel
discussions, receptions and more

Visit sponsor.bscai.org/CEO for package opportunities and pricing



April 25-27, 2024
Omni Orlando Resort at ChampionsGate
ChampionsGate, Florida



The BSCAI Executive Management Conference attracts approximately 360 building service contractor executives and senior management teams, 90% of whom hold decision-making power on purchase of relevant products and services for business-focused education and networking. The Executive Management Conference is the first industry tradeshow of the year to demonstrate equipment and showcase products. Conference topics include business growth strategies, leadership coaching, managing and motivating personnel and developing effective negotiation skills.

3

days

403

attendees

1.5

days of sessions

6+

networking opportunities, including
breakfast, lunch and receptions

Visit sponsor.bscai.org/Exec for package opportunities and pricing.

BSCAI contracting SUCCESS

2024 CONFERENCE

November 14-16, 2024
Mandalay Bay Resort & Casino
Las Vegas, Nevada



Get in front of BSCs at the 2024 BSCAI Contracting Success Conference and ISSA Show! These opportunities help you maximize your resources by connecting you with thousands of BSC attendees at two amazing events in one week: The 2024 BSCAI Contracting Success Conference and ISSA Show.

The 2024 BSCAI Contracting Success Conference will include more than 20 educational sessions as well as networking events. BSCAI attendees will have access to the ISSA Show Exhibit Hall and Keynote Speakers, and the BSCAI Contracting Success Conference will feature a Solution Pavilion with tabletop displays for a limited number of vendors.

Total Revenue by Firm for Attendees of the Contracting Success Conference:

28%

<\$1M

39%

\$1M-\$10M

33%

\$10M+

New for 2024! With the commitment of a Contracting Success Conference sponsorship package, your tabletop exhibit space will be included for no extra charge!

Visit sponsor.bscai.org/ContractingSuccess for sponsorship packages, a la carte opportunities and pricing.



BSCAI Headquarters
330 North Wabash
Suite 2000
Chicago, IL 60611
www.bscai.org

Partners make it **Possible**

**We would not be able to serve the BSCAI membership
and accomplish our mission without the support of our partners.**

Learn more at sponsor.bscai.org.