

SCALING NEW HEIGHTS
SEPTEMBER 25–28, 2024
Sheraton Grand Chicago Riverwalk
2024 ICAA CONVENTION & TRADE SHOW

ICAA 2024

Exhibitor Brochure





Renee Wilson
Rockweiler Insulation
2024 ICAA President



Michael Kwart
ICAA Executive Director



Jeff Beck, TopBuild
ICAA Convention Co-Chair



Chris Novogratz, IDI Distributors
ICAA Convention Co-Chair

Hello and Welcome to ICAA 2024!

We are excited to be planning and booking for our 2024 Convention & Trade Show - even more so since 2023 was our biggest and most successful event to date. We can't wait to get the insulation industry together again this year and we certainly hope to see you in Chicago with us.

Last year, our Trade Show floor was sold out and we registered a record-breaking number of attendees. So whether you are considering exhibiting with us for the first time, or you are a regular who has been with us before, we encourage you to reserve your booth space now to ensure placement. This year, we've included more 10' x 10' booths to meet the demand and give exhibitors more floor space to show off your products, discuss your services, and meet with new and current customers. **Our show is growing, and we intend to provide you with everything you need to grow along with us.**

ICAA 2024 is a full gathering of the industry and a unique opportunity for you to meet with contractors from all over the country, differentiate your products, touch base with your customers, and secure new leads. All in one place. It would take dozens of flights and months of your time to do what can be done in one day at ICAA.

Last year, we tried out a new schedule of having the trade show on one day instead of spread over two - and the feedback was overwhelmingly in favor of keeping that way. Times & details will come soon, but here's what you can plan on:

Wednesday 9/25 - ICAA Golf Outing

Wednesday 9/25 - Exhibitor Set-Up

Thursday 9/26 - ICAA 2024 Trade Show

Friday 9/27 - ICAA Educational Sessions

Saturday 9/28 - ICAA Educational Session

We look forward to seeing you in Chicago for ICAA 2024!



Why Exhibit at ICAA?

Good business is all about good connections. Good connections are found and they are built - both of which happen every year, in abundance, on the ICAA Trade Show floor.

Whether you are a distributor, manufacturer, or service provider, as an ICAA exhibitor, you will have the opportunity to connect directly with insulation contractors and professionals from all over the country. More connections means more business.

The ICAA Trade Show is:

- A direct link to your target market *and* key industry players.
- A thriving venue that puts you right in the middle of all the latest industry buzz.
- Where insulators go to learn about the products & tools that can grow their business and increase their profits.
- An annual “can’t miss” event dedicated entirely to insulation products, services, and education.

Our exhibitors know the value of the one-on-one time our size and schedule affords them with their customers. **ICAA is where the industry comes together and where business moves forward.** We expect exhibit space to once again fill up fast. Get your application in today and don’t miss out!

*“Exhibiting at the ICAA show allows us at Appalachian Insulation Supply the opportunity to **share our vision for supporting contractors** with their insulation needs as well as to build relationships with them along the way. Having the chance to also interact with other vendors has been **vital to our continued growth in the industry**. The relationships that we have built over the years, with all involved, have proved **invaluable to our business and drive what we do every day.**”*

Rikki Blouch
Appalachian Insulation Supply



*“The most valuable thing I got from the ICAA conference was meeting with my customers and prospects. **In just one day, we learned a month's worth of insight. Will definitely be returning.**”*

Evan Arnold
Get LayerUp

ICAA Attendance Growing Every Year



663	665	846
2021	2022	2023



ICAA 2023 Exhibitors

Year after year, our trade show floor is packed with the best the industry has to offer. From the largest manufacturers and distributors, to the small start-up with a big idea, contractors know they can find what they need at ICAA. Here is a list of exhibitors who exhibited with us in 2023:

ADO Products
Accufoam
AeroBarrier
Aerosmith Fastening Systems
Afcatt Supply
AMBIT Polyurethane, LLC
Appalachian Insulation Supply
BASF
Cameron Ashley Building Products
Carlisle Spray Foam Insulation
CertainTeed
cfiFOAM, Inc.
CleanFiber
ClosetMaid PRO
Devrel Technology (Beijing) Co., Ltd.
Enverge (formerly Gaco | SES Foam)
Federated Insurance
FieldGroove Software
Fi-Foil Company
Firestable Insulation Company
Flame Control Coatings
FlameSeal, LLC
General Insulation
Get Weatherized, Inc.
Global Specialty Products USA, Inc.
Graco, Inc.
Greenfiber
Green Valley Products LLC
Henkel
HM Advisors
Huntsman Building Solutions
ICP Group
IDI Distributors

Insulation Fabrics
INTEC (Insulation Technology Corp.)
International Cellulose Corporation
International Fireproof Technology
Insulall Corporation
ISI Building Products
J & R Products
JobPro Technology
Johns Manville
Knauf Insulation
Krendl Machine Company
Milo Insulation of Texas LLC
No-Burn, Inc.
Owens Corning
Polyurethane Machinery Corp (PMC)
Quality Insulation Machines
R501 World, LLC
Red River Logistics
ROCKWOOL North America
Rubbermaid
Santa Fe Indoor Air Quality Solutions
Service Partners
SPFA
SWD
Tenmat, Inc.
TexCap Insurance
Tom Nehl Trucking Company
Tough Bags
Ultra-Bag
Universal Polymer Corp.
Victory Polymers Corp.
Wm. W. Meyer & Sons, Inc.
Wood Industries, Inc.

Benefits of Becoming an ICAA Sponsor

PLATINUM

Priority booth selection (First)

Complimentary staff passes (4)

Discounted Customer Passes

Premium Booth Fee Waived

Included in Punchcard Giveaway

Recognition in Convention Issue of *Insulation Contractors Report*

Recognition in President's Opening Address

Company logo in Convention program

Company logo on signage

Free half-page ad in Convention issue of *Insulation Contractors Report*

Company logo on Convention webpage

Sponsored Educational Session

Premium Listing in Convention program, inc. logo, write-up, contact info

GOLD

Priority booth selection (Second)

Complimentary staff passes (4)

Discounted Customer Passes

Premium Booth Fee Waived

Included in Punchcard Giveaway

Recognition in Convention Issue of *Insulation Contractors Report*

Recognition in President's Opening Address

Company logo in Convention program

Company logo on signage

Free half-page ad in Convention issue of *Insulation Contractors Report*

Company logo on Convention webpage

\$5,000

SILVER

Priority booth selection (Third)

Complimentary staff passes (2)

Discounted Customer Passes

Premium Booth Fee Waived

Included in Punchcard Giveaway

Recognition in Convention Issue of *Insulation Contractors Report*

Recognition in President's Opening Address

Company logo in Convention program

Company logo on signage

\$2,000

BRONZE

Priority booth selection (Fourth)

Complimentary staff passes (1)

Discounted Customer Passes

Premium Booth Fee Waived

Included in Punchcard Giveaway

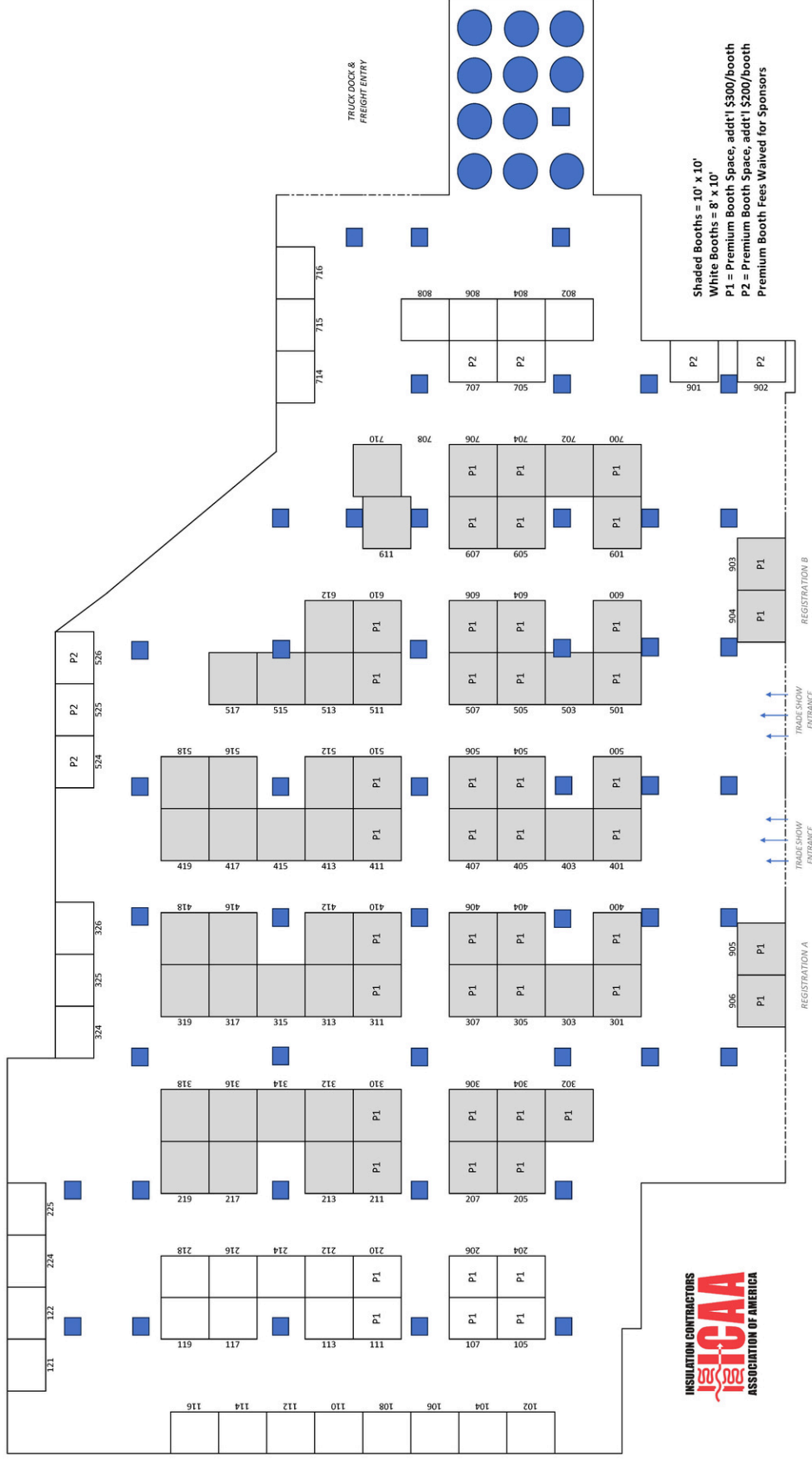
Recognition in Convention Issue of *Insulation Contractors Report*

Recognition in President's Opening Address

Company logo in Convention program

Company logo on signage

\$1,000



ICA 2024 Floor Plan

Sheraton Grand Riverwalk Chicago | River Hall A & B

FOR A CURRENT FLOOR PLAN SHOWING AVAILABLE BOOTH SPACE, PLEASE CLICK HERE
or VISIT WWW.INSULATE.ORG/ICAA2024

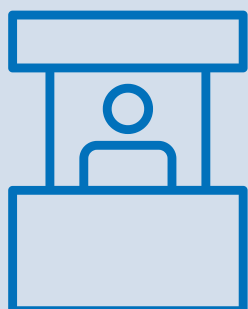


Booth Rates & Show Info

To reserve space, please complete the Application for Booth Space found at www.insulate.org/icaa2024, or by using the QR Code here. Booth space is reserved in order of application receipt. Booth space is not guaranteed until full payment is made. Booth fees include two (2) booth staff registrations per booth purchased.



ICAA MEMBER



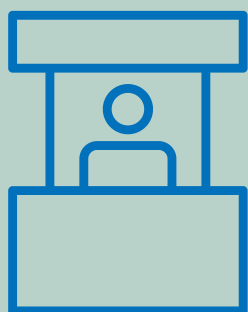
Early Bird Rates (paid before June 14)

8' x 10' Booth		10' x 10' Booth	
SINGLE	\$2,800	SINGLE	\$3,100
DOUBLE	\$5,200	DOUBLE	\$5,500
TRIPLE	\$7,500	TRIPLE	\$7,800
QUAD	\$9,800	QUAD	\$10,100

Regular Rates (paid after June 14)

8' x 10' Booth		10' x 10' Booth	
SINGLE	\$3,000	SINGLE	\$3,300
DOUBLE	\$5,400	DOUBLE	\$5,700
TRIPLE	\$7,700	TRIPLE	\$8,000
QUAD	\$10,000	QUAD	\$10,300

NON-MEMBER



Early Bird Rates (paid before June 14)

8' x 10' Booth		10' x 10' Booth	
SINGLE	\$3,300	SINGLE	\$3,600
DOUBLE	\$5,700	DOUBLE	\$6,000
TRIPLE	\$8,000	TRIPLE	\$8,300
QUAD	\$10,300	QUAD	\$10,600

Regular Rates (paid after June 14)

8' x 10' Booth		10' x 10' Booth	
SINGLE	\$3,500	SINGLE	\$3,800
DOUBLE	\$5,900	DOUBLE	\$6,200
TRIPLE	\$8,200	TRIPLE	\$8,500
QUAD	\$10,500	QUAD	\$10,800

Exhibitor Rules & Regulations

Exhibitor's Kit. The Exhibitor's Kit contains important information and order forms for services offered by ICAA's official Trade Show contractor, Alliance Exposition Services, including material handling/drayage, exhibit booth furnishings, labor, electrical service, telephone, cleaning and janitorial services, freight handling, etc. Exhibit area is carpeted. Each booth will be draped with 8' high back and 3' high side with one two-line exhibitor identification sign, 7"x 44". A link to your Exhibitor Kit will be emailed directly to the Exhibitor Company Rep as noted on the Application for Exhibit Space.

Hours for Move-In and Move-Out. Exhibitors may have access to the exhibit area starting at 5:00 PM on Wednesday, September 25; booths must be set up by 8:00 am on Thursday, September 26. Empty crates and cartons will be delivered when move-out hours begin at 5:00 PM on Thursday, September 26. Packing of merchandise and dismantling of displays/exhibits shall not start until after the Show's closing at 5:00 PM Thursday. The exhibit area must be cleared of all exhibit materials by 12:00 NOON on Friday, September 27.

Exhibitor Setup: Wed 9-25, 5:00 pm - MIDNIGHT

Trade Show: Thurs 9-26, 10:00 am - 5:00 pm

Exhibitor Tear Down: Thurs 9-26, 5:00 pm - MIDNIGHT

Liabilities/Insurance. Exhibitor assumes all responsibility for any and all loss, theft, or damage to Exhibitor's displays, equipment and other property while on the Sheraton Grand premises, and hereby waives any claim or demand it may have against ICAA, Sheraton Grand, or its affiliates arising from such loss, theft or damage. Exhibitor agrees, for the benefit of Sheraton Grand and its affiliates, to comply with all Sheraton Grand policies for exhibitors and all applicable laws, codes and regulations. In addition, Exhibitor will indemnify and hold harmless Insulation Contractors Association of America and Sheraton Grand and their respective parent, subsidiary, and other affiliated or related companies from and against any liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation, attorney's fees and costs through and including any appeal, arising from or in connection with Exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error, or omission or willful misconduct of Exhibitor or its employees, contractors, subcontractors, or agents.

If a dispute arises out of or relating to this Agreement between ICAA and Exhibitor, and if said dispute cannot be settled through negotiations, the parties agree to first try in good faith to settle the dispute by mediation, meeting in person in the locality of the ICAA headquarters without counsel, before making a demand for arbitration in the locality of the ICAA headquarters, pursuant to the rules of the American Arbitration Association.

Exhibit Operation and Activities. Only exhibitors are permitted to distribute printed matter and only at their designated booth(s). Materials, equipment, or activities that detract from the atmosphere of the Trade Show or that disturb exhibitors are prohibited. Costumed personnel or mannequins must not be offensive or disruptive in their appearance or dress. ICAA shall have the right to prohibit any exhibit that in its opinion is not suitable to the character or purpose of the Trade Show and shall be modified by request of ICAA. ICAA reserves the right to remove from the Trade Show materials, advertising, or literature that are not in keeping with the standards of the Show. There shall be no literature distributed that has any reference or connotation to an ICAA endorsement unless fully authorized and expressed by ICAA in writing in advance.

Cancellation Policy. All cancellation notices must be received in writing. Booth cancellation fees as follows: Up to July 16, 2024, no fee. After July 16, 2024, 100% of booth price. Registration fees for any additional booth personnel who cancel after August 31, 2024, will be forfeited.

Trade Show Rules:

- Unauthorized videotaping or photography is not permitted.
- All costumed personnel must confine themselves to their designated exhibit booth.
- Animals are not permitted.
- Solicitation by anyone other than exhibitors is not permitted.
- Exhibitors who sell equipment or materials must notify Alliance Exposition Services to arrange removal.
- The use of nail guns is not permitted during Trade Show hours.

Booth Fees & Staff Registration. Booth fees include registration for two (2) booth staff per booth purchased. Additional booth staff are charged \$350 per person. To receive booth staff rate, registrant must be employed by exhibiting company. Booth staff fees must be paid before date of show. All registrants and booth staff are invited to take part in all Convention & Trade Show activities.

Booth space is reserved in order of applications received. A completed Application for Booth Space is required for booth space reservation. Requested or reserved booth space is not guaranteed until full payment is made.

Other. ICAA reserves the right to modify Trade Show, Exhibitor Setup & Teardown hours, and/or the floorplan.

Sheraton Grand Chicago Riverwalk

**301 E. North Water St.
Chicago, IL 60611
(312) 464-1000**

Located in the heart of the River North district, Sheraton Grand Chicago Riverwalk is an urban sanctuary amid iconic attractions. Embracing refined comfort in stylishly appointed accommodations enhanced by contemporary essentials, the 1,218-room hotel offers striking views of the lake, river and Chicago skyline. Restaurants, including Shula's Steak House and Chicago Burger Company, delight palates while the modern fitness center and sparkling pool provide an exhilarating workout or refreshing swim. A perfect home base to downtown Chicago, the hotel is moments away from Michigan Avenue, Millennium Park, Navy Pier and the Magnificent Mile.



Thank You to our ICAA 2023 Sponsors

PLATINUM

Cameron Ashley Building Products
CertainTeed
Holcim / Gaco Spray Foam
Huntsman Building Products
Johns Manville
JR Products
Owens Corning

DIAMOND

Knauf Insulation

GOLD

Carlisle Spray Foam Insulation
Federated Insurance
Graco
Green Valley Products
Quadrant PM
Service Partners

SILVER

Appalachian Insulation Services
BASF
Energy Fox Solutions
IDI Insulation
Fi-Foil Cpmpany
No-Burn
Spray Tech Services
SWD

BRONZE

ADO Products
AWCI Media
BOSS Products
FieldGroove
Firestable Insulation Company
Roofing Contractor
RIS Insulation Supply
Santa Fe Indoor Air Quality Solutions
Soudal USA
Walls and Ceilings Magazine