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## First Annual ACCA-AZ Tradeshow held in April

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In the first of what will become an annual event, the Air Conditioning Contractors of America (ACCA) Arizona Chapter held its ACCA-AZ Tradeshow on April 18 at the Hilton Phoenix Airport Hotel.

The show featured 61 exhibitors, morning seminars, an industry round table, prizes and a dinner. Over 400 people attended the show throughout the day.

"We were pleased with the turnout and exhibitor participation," said Antoine Coffey, ACCA-AZ executive director. Coffey said the original goal was to have at least 40 exhibitors at the show.

Among the exhibitors was Phoenix-based SteelCrest, a manufacturer of custom registers and grilles. "The salesmen who worked the show said they made some very good contacts," said Rick Karbon, marketing manager.

SteelCrest used the event to introduce its new hinged panel box, a new decorative product along the same theme as its control panel box.

"These are the kind of detail items that just were not available before for contractors," Karbon explained.

According to Coffey, the scope of exhibitors was one of the best features at the show. "There was a huge variety of products and services represented. We just thought it



Industry people walk the floor during the ACCA-AZ tradeshow on April 18 (top). From left, Dan Hernandez, Dan Tanguma, Denise McGinnis, Chuck Varca and Vince Kovich of Phoenix Wholesale were among some of the outdoor exhibitors (bottom).

was a very well-rounded display of exhibitors."

For next year's event, ACCA-AZ is already looking at venue options that will allow for more indoor space and more outdoor display options, including a large lunch. "Next year we are looking at doing a free lunch for all the contractors," said Coffey.



In addition, based on response from the first event, ACCA-AZ will look a different time formatting for the show itself and seminars throughout the day.

"We will definitely look at ways to improve the tradeshow and we

will look to our contractors to help guide us." Coffey explained. "The tradeshow is for them, and everyone who exhibits wants to have the best opportunity to meet the contractors."