



Create the Magic⁺

2024

Service World Expo⁺

Lake Buena Vista, Florida + October 15 - 17, 2024

October 15 - 17, 2024

SERVICEWORLD⁺EXPO.COM

The Most Magical Contractor Experience

5 Reasons You Should NOT Miss 2024 Service World Expo!

- 1 Experience the Magic:** Make it fun when you bring your family and/or the team!
- 2 Inspiring Speakers:** Hear from industry experts who will share valuable insights, education, and trends that can help you stay ahead in the residential contracting business.
- 3 NEW! Pre-Conference Workshops:** Engage in 4-Hour workshops designed to provide practical tips and implementation solutions for your everyday challenges. *Service Nation Alliance Members can attend these at NO COST, but must register.
- 4 Networking:** Connect with other industry professionals, exchange ideas, and build relationships that can elevate your business.
- 5 Expo Hall:** Discover the latest products and services from over 150 vendors that can enhance your offerings and streamline your operations. See full list of vendors on last page.

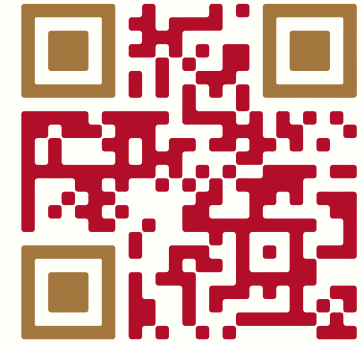


2024

Create the Magic

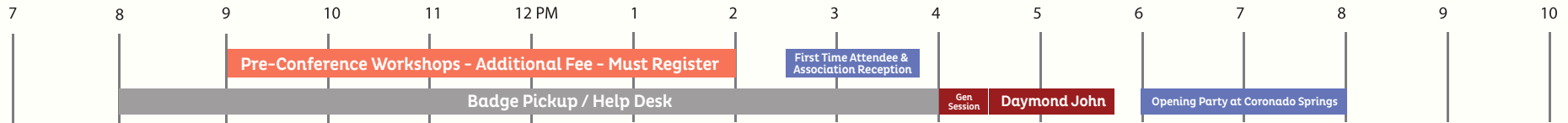
Service World Expo

Lake Buena Vista, Florida + October 15 - 17, 2024

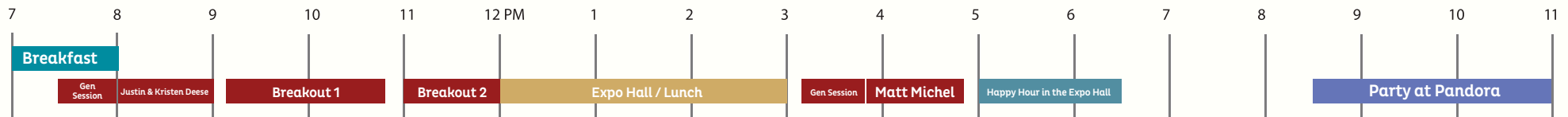


SERVICELWORLDDEXPO.COM

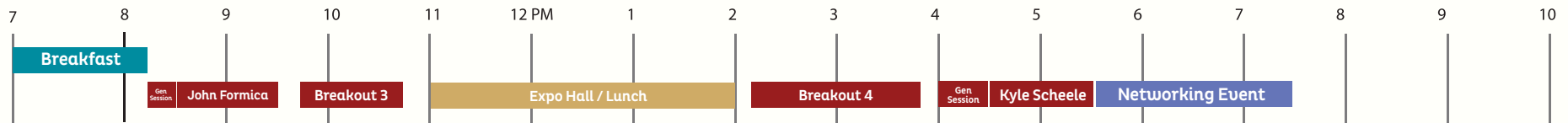
TUESDAY • OCTOBER 15



WEDNESDAY • OCTOBER 16



THURSDAY • OCTOBER 17



*Schedule subject to change. ©2024 Service World Expo





New!

Limited Seating, Act NOW!

Scan Here to Register



See registration page for seats remaining

PRE-CONFERENCE WORKSHOPS

TUESDAY · OCT 15, 2024 · 9:30AM-2:00PM



John & Vicki La Plant

SERVICE NATION

Numbers are Magical: Strategic Budgeting for 2025



Tucker & Will Yarbrough

YARBROUGH AND SONS

Refine and Enhance Your Annual Marketing Plan for 2025



Chris Michel

SERVICE NATION

Leadership: How to Effectively Communicate with Your Team



Anna Addoms

WICKED MARVELOUS

Navigating AI for the Trades

DAIKIN COMFORT TECHNOLOGIES



The HVAC Contractor Marketing Summit 9:00AM-3:00PM



SERVICEWORLDEXPO.COM

• KEYNOTES •

DAYMOND JOHN



TUES, OCT 15 • 4:00 PM

*“Daymond John’s 5 Shark Points:
Fundamentals for Success in
Business and Life”*

KRISTEN & JUSTIN DEESE



WED, OCT 16 • 8:00 AM

*“Finding Your Tribe:
Community-Powered Growth”
with Contractor Panel*

MATT MICHEL



WED, OCT 16 • 3:15 PM

“Be The Best”

JOHN FORMICA



THURS, OCT 17 • 8:30 AM

*“Making the Customer Experience
Magical in Your Business Today!”*

KYLE SCHEELE



THURS, OCT 17 • 4:00 PM

*“Becoming An Idea Factory: How to Turn
Yourself Into an Innovation Machine”*



ALEX WEBER

*2024 Service World Expo
Emcee*

Wednesday Breakouts

OCT 16

*Schedule subject to change.
©2024 Service World Expo

9:15 AM

90 minute Interactive Breakout



ERIK THERWANGER

Think GREAT
"Planning Through
Chaos: It's Time to
Elevate Your Business!"



MICHAEL VENIDIS

Ryno Strategic Solutions
"Reputation
Management: How to
Play the Online Review
Game"



BENJAMIN MIDDLETON

Daikin Comfort Technologies
"Profit on Purpose"



ED BISHOP

Service Fusion
"Servicing Your
Business Machine"



KIM MARTIN

Service Nation Premier Coach
Women of Service World
Panel Discussion
"She Leads: Trials,
Tribulations, & Triumphs"

11:00 AM

60 minute Breakout Session



KELLY SCHOLS

Service Nation Mentor
"Mindset- Overcoming
Obstacles to Being
Proud to Be in the
Trades"



ANDY HOBAICA

Hobaica Services
"Stop Selling Start
Helping"



ROY WHITE

Fixed Right & Guaranteed
"Business Success
Simplified"



BRIAN COHEN

SF&P Advisors
"Stop the Profit Drain: 10
Mistakes Killing Your
Bottom Line (and How to
Fix Them Now)"



TOM PEREGRINO

Service Nation
Panel Discussion
"Lessons Learned from
High Performing
Contractors"



Thursday Breakouts

OCT 17

*Schedule subject to change.
©2024 Service World Expo

9:45 AM

60 minute Breakout Session



KEN SIMONSON

Chief Economist Associated
General Contractors Of America

*"Will the US Economy
Thrive or Dive in '25?"*



JESSICA YOUNG

Young Plumbing Services

*"What I Wish I Had Known -
A Beginner's Guide to
Managing a Service
Company"*



MICHAEL BOHINC

Service Nation
Premier Coach

*"How to Prevent or
Detect Fraud in Your
Company"*



NATE AGENTIS

Agentis Plumbing

*"Service Plumbing:
Grow Your Business &
Don't Burn Out"*



**KELSI COOPER &
ANDREW LOCKMAN**

FTL Finance

*"Credit Scoring is Changing:
The Importance of Finding
the Right Lending Partner To
Maximize Approvals"*

2:15 PM

90 minute Interactive Breakout



GENE MARKS

Speaker, Author, CPA,
Business Owner And National
Business Columnist

*"ChatGPT, AI and
Beyond"*



DAN ANTONELLI

Kickcharge Creative

*"Branded or Blanded?
An Interactive Brand
Strategy Workshop"*



BRIGHAM DICKINSON

Power Selling Pros

*"How to Turn Your
Call Center Into a
Profit Center"*



PHILIP FERRARA

Liberty Air

*"Proven, Practical
Processes for Residential
HVAC Sales"*



TREY McWilliams

McWilliams & Son

*"Operational
Excellence at the
Next Level!"*



New!

Podcast Stage

Inside the Expo Hall



WED, OCT 16 • 1:05 PM

Profiles in Prosperity

David Heimer



WED, OCT 16 • 2:15 PM

Service Business Mastery

**Tersh Blissett &
Joshua Crouch**



WED, OCT 16 • 5:15 PM

HVAC Secrets Revealed

**Thaddeus Tondy &
Evan Hoffman**



THURS, OCT 17 • 11:10 AM

*Freedom Blueprint for
Home Services*

Justin Deese



THURS, OCT 17 • 12:20 PM

Power Women of the Trades

**Cassie Pound &
Heather Bargender**



THURS, OCT 17 • 1:30 PM

Service Nation News

Tom Peregrino

*Schedule subject to change.



Opening Party

At Coronado Springs

Tuesday, October 15 • 6:00 – 8:00 PM

Sponsored By:  Service Fusion

 SERVICE NATION

Happy Hour in the Expo Hall

Wednesday, October 16 • 5:00 – 6:30 PM

Sponsored By:





COMPREHENSIVE EMPLOYMENT SOLUTION
HR | Safety | Payroll | Insurance | Bookkeeping | Wellness















WEDNESDAY
EVENING
PARTY AT

Pandora

The World of AVATAR
at Disney's Animal Kingdom® Theme Park

©Twentieth Century Fox Film Corporation. JAMES CAMERON'S AVATAR is a trademark of Twentieth Century Fox Film Corporation. All rights reserved.

Wednesday, October 16 • 8:30 – 11:00 PM

DAIKIN COMFORT TECHNOLOGIES

Sponsored By:







Don't forget to
Book Your Room



©Disney

Disney's Coronado Springs Resort

1001 W Buena Vista Dr • Lake Buena Vista, FL 32830



Overview of Schedule

TUESDAY, OCT 15

Pre-Conference

Workshops, (additional fee)

Opening Keynote

Opening Party at

Coronado Springs

Happy Hour in the
Expo Hall

Party at Disney's® Pandora

WEDNESDAY, OCT 16

Keynotes

Breakouts / Panels

Expo Hall

Podcast Stage

Breakfast & Lunch

THURSDAY, OCT 17

Keynotes

Breakouts

Expo Hall

Breakfast & Lunch

Podcast Stage

Exhibitor Spotlight

©2024 Service World Expo

EXHIBITORS

Exhibitor List as of October 5, 2024.

A grid of 100 exhibitor logos for a trade show, including brands like 1SEO, Bluon, Contractors Financial Opportunity, Explore HVAC, Ingage, Lytx, Pika, Rilla, Siro, Ultimate Tech, 4imprint, Breeze, Cool Air Products, Ferguson, Inquirly.com, Mail Share, RingCentral, SkillCat, Ultravation, AC Smith, Breezy, Copeland, White Rodgers, FTL Finance, ICC International Code Council, Marchex, Plumbing & HVAC, Rinnai, SmartAC.com, AceOne Technologies, Bridgestone, Cornerstone Advertising, Generac, Interplay Learning, Milwaukee, Marmone Plumbing, Spartan Tool, JP Swell, The News, Broccoli, Criscione, GlassHouse, JB & Associates, Moen, PlumbMaster, Spectrum Marketing, Aeroseal Duct, Business Modification Group, Custom Marketing Solutions, Glympse, JobSyncPro, MrCool, Podium, VectorSolv, Airex, BuyFin, Dahl, GreenSky, Lace, LeadsNearby, Navitas Credit Corp., Power Selling Pros, Synchrony, Virtual CFO, AC Alfa Cantor, Call Management Resources, DAIKIN Comfort Technologies, Grow Nearby, NEXA, Probook, Sawin, Systemized Media, Allegheny Apparel, CallTrackingMetrics, DanTheCFO, GrwX, LEADZZ, Leasing Associates, Novo, NuvoH2O, Prospect Boss, Scorpion, TapHero, Vyde, American Copper & Brass, Capital Wraps, DOPE Marketing, Halo Water Systems, Lemon Seed Marketing, ODDball Branding, PunchList Digital, Searchlight, Toc, Warrantech, Apogee, Chicken Lady Speaks, Driven Leadership, Hire Dimensions, Hook Agency, Lennox, Oldach, RapidHirePro, Serv, The Big Picture Consulting, Warrior Protective, Apprentice Now, Chiirp, Dynamic Air Quality Solutions, Eden, LettrLabs, ODP Business Solutions, Reclamation, Rti, Service Fusion, The Blue Collar Recruiter, Water-Furnace, Arch, Community Phone, Elite Coll, Honeywell Home, LettrLabs, Online Access, Profit Rhino, The Home Depot Pro, WinSupply, Atlas Accounting Group, CompanyCam, EDS Energy Design Systems, LLC, Hudson Technologies, Levitate, OpenCall, ReferPro, Service Nation, The New Flat Rate, Women HVACR, Behr, Conduit Tech, Esco Institute, HVAC, LiveOakBank, PandaDoc, PatLive, ServiceTitan, To Your Success, Work With Handz, The Best Postcards, Contractor Celebrating 70 Years, Contracting Business Celebrating 80 Years, eSquared, iGas, LocalIQ, USA Today Network, EverConnect, iHeartMedia, Lokal, LMH Local Media House, Payzer, Perfect Vision, Picote, Rheem, ShareWillow, ShurBee, Trainual, Uei Test Instruments, Zyra.