



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.

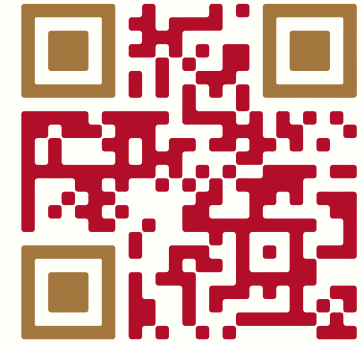


2024

Create the Magic

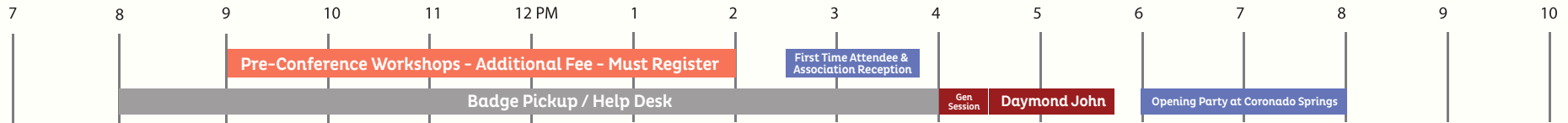
Service World Expo

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

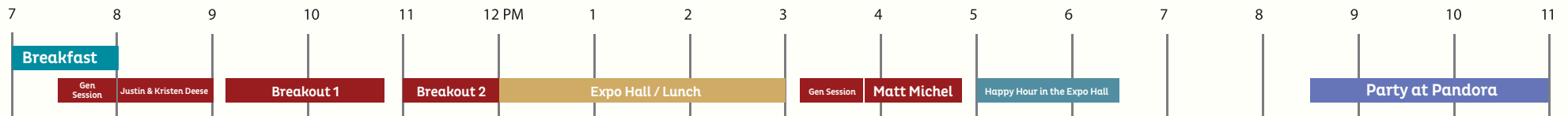


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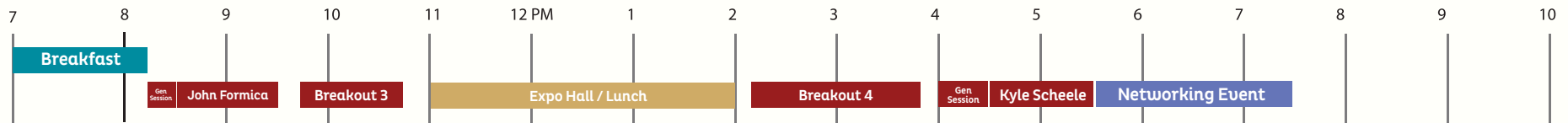
TUESDAY • OCTOBER 15



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



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• 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.
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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.
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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



Happy Hour

in the Expo Hall

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

Sponsored By:

More TBA



COMPREHENSIVE
EMPLOYMENT SOLUTION
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WEDNESDAY
EVENING
PARTY AT

Pandora

The World of AVATAR

at Disney's Animal Kingdom® Theme Park

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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

THURSDAY, OCT 17

Keynotes
Breakouts
Expo Hall
Breakfast & Lunch
Podcast Stage
Exhibitor Spotlight

WEDNESDAY, OCT 16

Keynotes
Breakouts / Panels
Expo Hall
Podcast Stage
Breakfast & Lunch

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SAVE \$100 Use Promo Code: **ADVANCE100**

Not valid with any other discounts. Applies only to full conference, contractor passes. Offer expires 09/16/2024.

EXHIBITORS

Exhibitor List as of August 26, 2024. More to be announced.

The exhibitor list includes the following companies (row by row, left to right):

- 1SEO Digital Agency, CAPITAL WRAPS!, dahl, GreenSky, LendKey, PandaDoc, RILLA, siro, Trainual
- 4imprint, CASCADIAN WATER, DAIKIN COMFORT TECHNOLOGIES, HALO WATER SYSTEMS, LENNOX, PATLive, RingCentral, SkillCat, Uei
- AC Smith, chicken lady SPEAKS, danthecfo.com, HD SUPPLY, Levitate, payzer, Rinnai, smartAC.com, ULTIMATE TECH
- PM the NEWS BJ, CI WEB GROUP, DOPE MARKETING, HIRE dimensions, linxup, PERFECT VISION, RIVAL DIGITAL, SPARTAN TOOL, Ultravation
- AEROSEAL, COMPREHENSIVE EMPLOYMENT SOLUTION, DRIVEN LEADERSHIP, HOOK AGENCY, LiveOakBank, PICOTE LIFE FOR PIPES, ROCK STAR HVAC MARKETING, successware, upswell
- AIREX Manufacturing Inc., CompanyCam, EDEN, Honeywell Home, LMH LOCAL MEDIA HOUSE, pika, Rotobrush INTERNATIONAL LLC, SYNCHRONY, DIGITAL SERVICES
- AC ALFA CANTOR, conduit tech, ELITE COLL, HUDSON TECHNOLOGIES, LocalIQ, PLUMBING & HVAC SEO, Sameday AI, SYNERGY LEARNING SYSTEMS, VECTOR SOLV
- ALLEGHENY APPAREL, CONTRACTOR CELEBRATING 70 YEARS, EDS ENERGY DESIGN SYSTEMS, LLC, HVAC GROWTHLAB, LocalIQ, PODIUM, SCORPION, SystemizedMedia, VIIRL
- AMERICAN Copper & Brass, LLC, Contracting Business CELEBRATING 80 YEARS, esco institute, iHeart MEDIA INC, MAIL Shark, POWERHOUSE CONSULTING GROUP, sera, TH TAPHERO, Virtual CFO
- APOGEE EQUITY PARTNERS, CONTRACTOR COMMERCE, eSquared, Ingage, marcone PLUMBING, PREMIER PROGRAM, SERV, THE BEST POSTCARDS, VIVA HR
- apprentice now, CONTRACTORS FINANCIAL OPPORTUNITY, ESSENTIAL AIR PRODUCTS, Inquirly.com, PLUMMASTER, PUNCH LIST DIGITAL, MASTERY, THE BIG PICTURE CONSULTING, vyde
- ARCH, BLUE CORONA, COOLAIR PRODUCTS, explore MARKETING HVAC & HOME SERVICES, ICC INTERNATIONAL CODE COUNCIL, MR COOL, myOffice help, PROSPECT BOSS, WARRIANTECH, WARRIOR PROTECTIVE
- Boll Co., Copeland, FERGUSON, Interplay Learning, MOEN, MR COOL, NEXA, PUNCH LIST DIGITAL, RAPIRHIREPRO, RECLAMATION TECHNOLOGIES, THE BLUE COLLAR RECRUITER & VIRTUAL TRADE SCHOOL, WATER FURNACE
- Breeze LEASE PURCHASE Making Home Improvement, CORNERSTONE ADVERTISING, ESSENTIAL AIR PRODUCTS, myOffice help, MOEN, MR COOL, NEXA, PUNCH LIST DIGITAL, RAPIRHIREPRO, RECLAMATION TECHNOLOGIES, THE BLUE COLLAR RECRUITER & VIRTUAL TRADE SCHOOL, WATER FURNACE
- Broccoli, credit human, FERGUSON, KICKCHARGE CREATIVE, NORITZ, NOVO, NOVO WATER CONDITIONING PRODUCTS, nuvo h2o, REPAIR CAM, REPAIR CAM, SERVICE TITAN, THE NEW FLAT RATE, WinSupply
- Business Modification Group, CRISCIORNE, FERGUSON, KICKCHARGE CREATIVE, NORITZ, NOVO, NOVO WATER CONDITIONING PRODUCTS, nuvo h2o, REPAIR CAM, REPAIR CAM, SERVICE TITAN, THE NEW FLAT RATE, WinSupply
- CallTrackingMetrics, GlassHouse, LEADZZ, LEASING ASSOCIATES, lemon seed MARKETING, Online Access, Resonate Ai, RGF, SF&P advisors, ServiceTitan, TO YOUR Success, XOi, ZOELLER PUMP COMPANY, ZYRA