



## **3 Reasons You Can't Miss the 2018 AHR Expo**

*The 2018 AHR Expo will be held Jan. 22-24, 2018 at McCormick Place in Chicago*

As a contractor in the HVACR industry, there's no doubt you've heard of the [AHR Expo](#), the world's largest industry event that draws in upwards of 65,000 attendees and 2,000 exhibitors. With over 22% of the attendees being contractors, chances are if you haven't attended, you probably know someone who has. But why is the Show so big? Put simply, it's the only event of its kind.

There are plenty of reasons why you should attend the Show in January, but we've narrowed it down to the three biggest. And don't just take our word for it – we asked hundreds of contractors why they've attended the AHR Expo. Here's why you can't miss the 2018 AHR Expo:

### **Be the First to See New Technology and Products - and Get Exclusive Buying Opportunities**

With thousands of products on display, the AHR Expo is the best place to discover the latest equipment, systems and technologies across every facet of the industry, from complete systems engineered for large commercial and industrial buildings to labor-saving tools and profit-generating services for residential contractors. You will have the opportunity to see live demos and experience products hands-on to understand and compare the different solutions available and help inform major purchasing decisions. And, attending can help with those investments: contractors that attend often will get special pricing opportunities only available at the Show.

"I attend the AHR Expo because of all of the new products, tools, and labor-saving devices and techniques on display. Not to mention the live demos. There's nothing better than actually touching and getting a feel for tools and products before we spend tens of thousands or more," said Will Schott, service manager for FAST of Florida.

The Show also provides a unique opportunity for attendees to meet with the product experts who designed and/or manufactured much of the equipment on display, and to ask questions and find ways to customize products to meet their needs and solve their particular challenges. This provides a one-on-one experience that simply cannot be replicated on the internet or over the phone.

Andy Mickelson, president of Mickelson Plumbing, said the Show allows him to "see the latest and greatest products available, in addition to being able to talk directly to manufacturer engineers and reps about products on the Show floor."

### **Education, Certifications Help You Stay Ahead of the Competition**

The AHR Expo's free seminar program puts the product experts front and center with more than 60 sessions during the Show, offering practical solutions to real challenges that contractors face every day.

"You won't find the quantity or quality of information anywhere else," Mickelson said.

The one- to two-hour seminars focus on a range of topics to keep you in-the-know, and are hosted by participating industry organizations, making them easy to find for a one-on-one follow-up session on the exhibit floor. These seminars and the ability to earn industry certifications are even more opportunity to expand your industry expertise - a vital component of staying ahead of the competition when you get home.

"The AHR Expo provides tons of information that is incredibly valuable for me," Jim Godbout, president of Jim Godbout Plumbing and Heating, Inc. added.

### **Networking with Peers Provides New Ideas for Your Business**

There is no substitute for face-to-face networking. With thousands of contractors, plus product designers, engineers, installers, end-users and other HVACR industry professionals from all over the world in attendance at the AHR Expo, there are countless opportunities to make new connections, find peers facing similar challenges, and discuss new ideas that you can adapt to your own business.

With all of these reasons adding up to a productive and profitable experience, it's easy to see why the AHR Expo has become a vital part of so many contractors' annual plans. With so much to be gained, we look forward to welcoming you to the 2018 AHR Expo in Chicago to experience all of the benefits for yourself!