



ASTI ANNUAL SERVICE TRAINING INSTITUTE

— For Servicers. By Servicers. —

San Diego | 2027

February 8-11, 2027 | Town and Country Resort, San Diego, CA



UASA & ASTI

Largest & Leading Association

UASA is the leading association for home appliance and commercial equipment repair professionals. Members get access to the resources, support, and strategies to run a more efficient, profitable business.

Largest & Leading Conference

ASTI is the largest annual event for independent appliance servicers in North America. Bringing together company owners, managers, service techs, vendors and OEMs, ASTI offers unmatched exposure to decision-makers.

ASTI provides attendees access to hands-on training, the latest industry technology and trends and business classes which help them succeed.

In a 2023 survey, 97% of ASTI attendees felt that the event was beneficial to the continuing education and development of their business and personal skills



February 8-11, 2027 | Town and Country Resort, San Diego, CA



GROW YOUR SERVICER NETWORK.



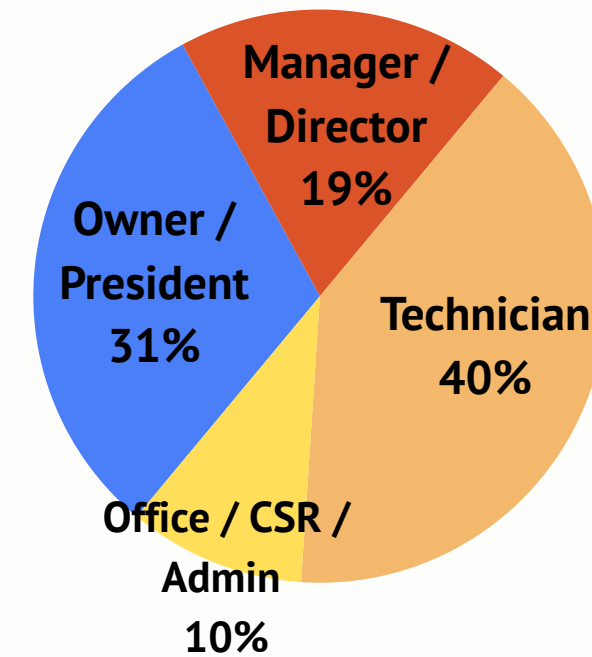
— For Servicers. By Servicers. —

February 8-11, 2027 | Town and Country Resort, San Diego, CA

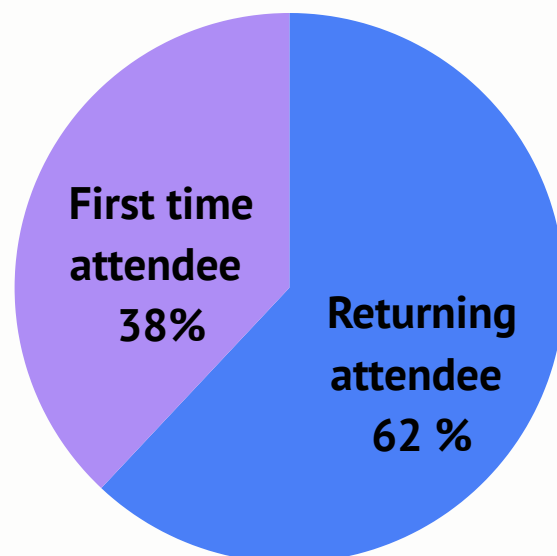
ASTI is an opportunity for incredible connections

- Strong mix of owners, managers, technicians, and office staff
- Companies ranging from single-tech operations to multi-state service organizations
- High concentration of decision-makers and senior leaders
- Broad representation across the appliance service ecosystem

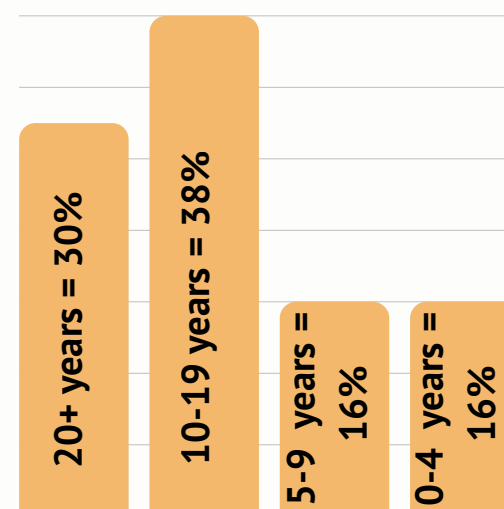
ASTI delivers a powerful mix of decision-makers and hands-on technicians, ideal for exhibitors targeting both leadership and field techs.



A strong blend of loyalty and growth – ASTI retains seasoned professionals while bringing in a healthy pipeline of new business owners and techs.



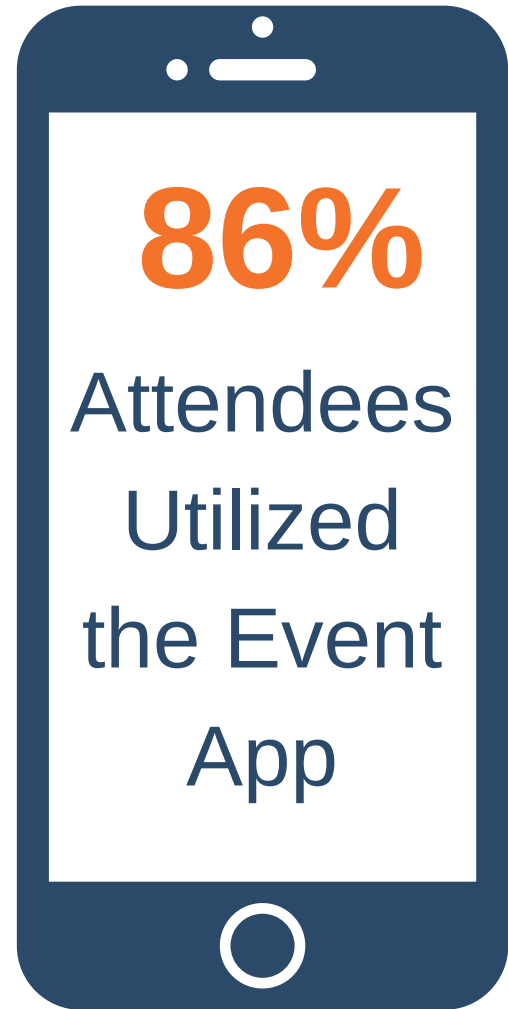
ASTI attracts a deeply experienced audience, with an average of 16 years in the appliance repair industry.



Based on 2026 Attendee Data



EXHIBITOR ROI SNAPSHOT



421,926
Total In-App Sponsor Impressions

24,814
Average Impressions for Gold Sponsors

16,653
Average Impressions for Silver & Copper Sponsors

12,896
Average Impressions for Bronze Sponsors

Passport Competition

56 Exhibitors participated
Attendees visited an average of **47 exhibitors**

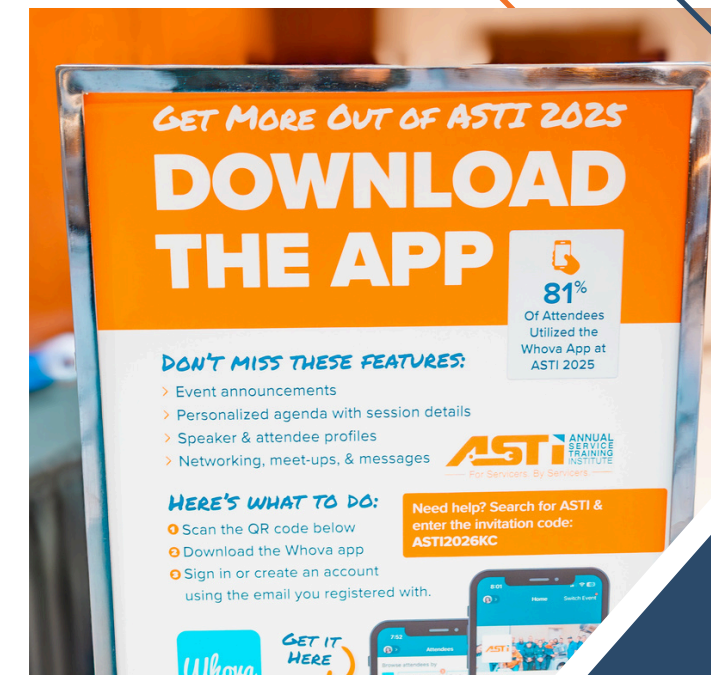
51
Average Leads* Collected by Exhibitors
Most collected: 154

*Lead capture is free to all exhibitors and sponsors

3,838
Speaker Webpage Views



February 8-11, 2027 | Town and Country Resort, San Diego, CA



2026 EXHIBITOR FEEDBACK

Based on survey of 2026 ASTI Sponsors & Exhibitors

“We were able to continue to promote our brand awareness, connect with current partners and expand our reach with new ones.” Scott, Domestic & General

Attendee Quality



ASTI promotions



Sponsor Recognition



This year's event was very well organized and provided an excellent return on investment. We look forward to meeting again in San Diego. Steve, Asurion

“We had a great show and were really happy with the attendance at the classes we hosted. Looking forward to doing it again in 2027.” Mimi, EPASS Software



February 8-11, 2027 | Town and Country Resort, San Diego, CA



SCHEDULE HIGHLIGHTS



— For Servicers. By Servicers. —

February 8-11, 2027 | Town and Country Resort, San Diego, CA

Wednesday, February 10: Expo hall open* 2:00 p.m.- 7:30 p.m.

*All conference participants enjoy Happy Hour** and small plate snacks in the Expo Hall & Tech Connect*

Thursday, February 11: Expo hall open* 7:00 a.m.- 10:30 a.m.

All conference participants enjoy coffee and breakfast in the Expo Hall & Tech Connect

**No classes will be held during expo hall hours*

***Drink tickets for sponsors to give attendees are included with select sponsor packages*

(Draft, subject to adjustments)



SPONSOR & EXHIBIT OFFERINGS

	Platinum	Gold	Silver	Copper	Bronze	Booth Space	Tech Connect*
Investment	\$25,000	\$20,000	\$15,000	\$12,000	\$8,000	\$3,500	\$3500
Booth Size	20x20	20x20	10x20	10x20	10x10	10x10	10x10
Event Access							
Conference Passes	6	5	4	3	2		
Expo Passes	2	2	2	2	2	2	2
Branding							
Webpage & App	✓	✓	✓	✓	✓	Listing	Listing
ASTI Signage	✓	✓	✓	✓	✓		
Social Media	✓	✓	✓	✓	✓		
Ad space in guide	Full page	½ page	½ page	¼ page	⅛ page	Listing	Listing
Exclusive Branding Opp	✓	✓	✓	✓			
Attendees							
Beverage Tickets	30	25	20	15	10		

*Tech Connect is located inside the exhibit hall, a dynamic hub designed to elevate engagement, foster meaningful connections, and showcase appliance industry technology in a purpose-built space within the exhibit hall. Add on a Tech Connect space to your booth or sponsorship for just \$1,500.



— For Servicers. By Servicers. —

February 8-11, 2027 | Town and Country Resort, San Diego, CA

EXCLUSIVE BRANDING



— For Servicers. By Servicers. —

February 8-11, 2027 | Town and Country Resort, San Diego, CA

Maximize visibility with Appliance Servicers

Exclusive sponsorship opportunities elevate your brand with attendees and leave a lasting impression.

Exclusive Branding Options (Images available soon at ASTI.us)

PLATINUM & GOLD Level Sponsors

- Floor clings in lobby of expo hall
- Branded Bars in Expo Hall with branded cups
- Elevator Door Clings (first four doors)
- Convention Center door clings (co-branded with ASTI)
- Branded Bars at closing banquet with branded cups

SILVER Level Sponsors

Includes opportunity to address group at start of meal, branded tabletents (or bar at welcome reception), can place give-away item at each seat (provided by sponsor)

- Breakfast Sponsor (select 1 day)
- Lunch Sponsor (select 1 day)
- Welcome Reception (Sunday Evening)

COPPER Level Sponsors

- Coffee Stations - coffee pots wrapped in sponsor branding
- Digital Ad in resort activity scroll (Mon - Thurs)

ADDITIONAL OPPORTUNITIES

		Investment
Additional 10x10 Expo Booth	Must be purchased with a sponsorship, standard 10x10 or Tech Connect space	\$2,500
Additional Full Conference Ticket		\$1,099
Additional Trade Show Ticket	Trade Show Only admission	\$349
Customer Support Table	Located outside of General Session Room Available only to Bronze level or higher sponsors	\$2,500
Social Event (spouse event, city tour, etc.)		Market Price
Co-Branding of Event Notebook, Tote Bags or Name Badge Holder		Cost + 30%



— For Servicers. By Servicers. —

February 8-11, 2027 | Town and Country Resort, San Diego, CA



WHY ASTI IN 2027?



February 8-11, 2027 | Town and Country Resort, San Diego, CA

Join us in San Diego to connect with decision-makers, teach the industry's top technicians, and position your brand at the center of the appliance service community.

- High concentration of decision-makers
- Deeply experienced audience
- Strong pipeline of new technicians
- Multi-attendee companies show organizational commitment
- Ideal environment for product demos, training, and purchasing conversations
- Proven ROI through long-term vendor relationships

Secure your sponsorship
by visiting
www.ASTI.us





— For Servicers. By Servicers. —

See you in San Diego!

February 8-11, 2027 | Town and Country Resort, San Diego, CA

Contact: Wendy Parker, UASA Executive Director

Office: 800-683-2558

Direct / Text: 941-231-4111

Email: Wendy@unitedservicers.com

Web: www.ASTI.us / www.UnitedServicers.com