



2026 DEALER MEETING

Vendor Prospectus

AMPLIFY YOUR IMPACT

January 22-23, 2026

GRAND HYATT
NASHVILLE, TN

INSPIRATION. IMAGINATION. INNOVATION.

The Johnstone Supply Dealer Meeting brings thought leaders, industry pioneers, and HVAC professionals from across the Northeast and Southeast together to share and learn. Each year, we invite our corporate and industry partners to join us for this focused, well-targeted event to connect with leading decision-makers who are looking for solutions that will help strengthen their business.

Organized by the JTeam and Knoxville groups representing 26 branches.



GROW YOUR BUSINESS

Introduce new products, connect with current dealers, establish new dealer relationships, and meet Johnstone Supply Associates.



LARGE SCALE REACH

Connect with HVAC professionals from 5 Johnstone Supply ownerships groups representing over 51 locations throughout 10 states and growing.



LAUNCH NEW PRODUCTS

The Dealer Meeting is the perfect place to introduce your latest and greatest products and services.



NETWORKING

From start to finish, the Dealer Meeting is the perfect place to meet industry peers, longtime friends and brand new contacts.

ATTENDEES

DEALER CONTRACTORS



- Owners
- Supervisors
- Managers
- Sales
- Purchasing
- Office Admins
- Spouse/Guest

JOHNSTONE SUPPLY ASSOCIATES



- Senior Management
- Store Managers
- Territory Managers
- Inside Sales Associates
- Product Managers
- Purchasing Agents
- Marketing Managers

SPECIAL REQUESTS



- Key Note Speakers
- Emcee
- Dealer Brand Equipment Manufacturers
- Operation Homefront Volunteers
- Entertainment

SPONSORS



VENDORS



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VENDOR TENTATIVE SCHEDULE OF EVENTS

To the right is a tentative schedule of events that is subject to change at any time. A final schedule will be available by mid-to-late December.

THURSDAY - JAN 22, 2026

9:00 am - 11:30 am Vendor Load-In

11:30 am - 1:00 pm Vendor Meet & Greet Luncheon

1:00 pm - 5:00 pm Vendor Trade Show

4:00 pm - 5:00 pm Cocktail Reception at the Trade Show

5:00 pm - 6:00 pm Operation Homefront Auction

FRIDAY - JAN 23, 2026

9:00am - 11:00am General Session & Keynote

11:00am - 5:00pm Breakout Sessions

6:00pm - 10:00pm Awards Dinner



A FRESH TAKE ON A TRUSTED FAVORITE: THE 2026 VENDOR TRADE SHOW EXPERIENCE

The vendor trade show has long been one of the most anticipated and well-attended events of the Dealer Meeting—and in 2026, it's getting a bold refresh. Taking place at the stunning Grand Hyatt Nashville, this year's show promises a brand-new feel while keeping the energy and impact you've come to expect.

Located directly adjacent to the General Session Ballroom, the trade show will be the only scheduled activity during its time slot, ensuring uninterrupted access to attendees and maximum visibility for your brand. Exhibitors will have the choice of booth or tabletop displays in a redesigned layout that offers a more cohesive flow and stronger visibility.

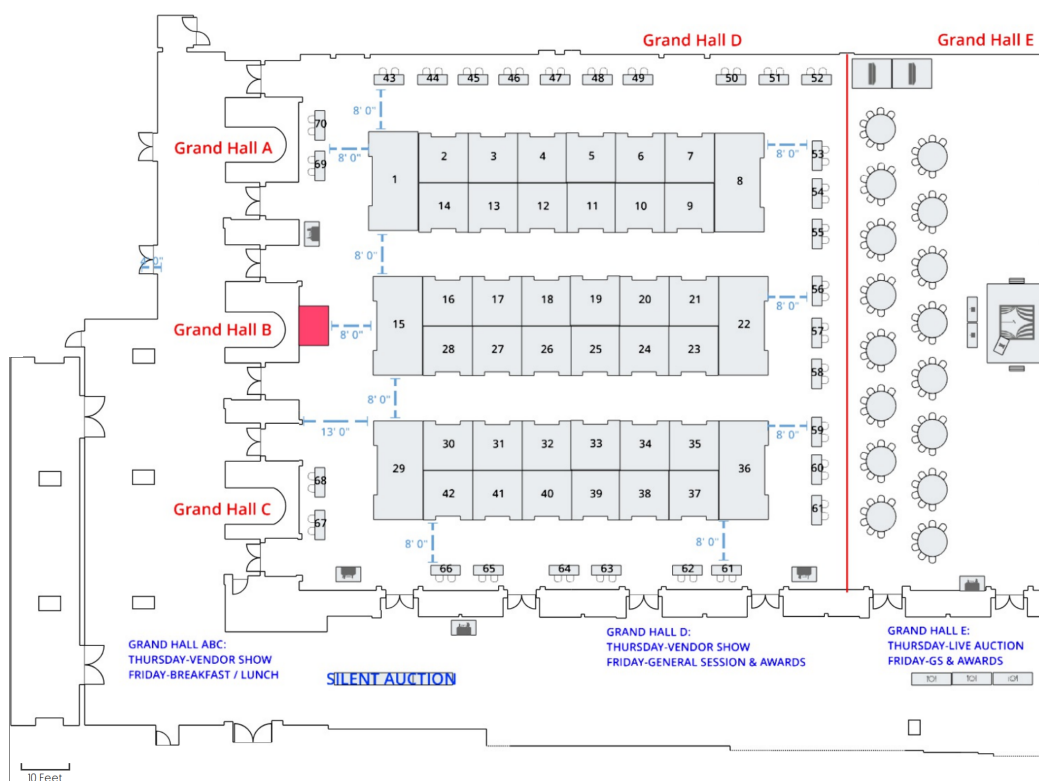
NEW FOR 2026:

Vendor Meet and Greet Luncheon – A dedicated opportunity to connect over lunch with the Johnstone Supply Executive Team and gain valuable insight into our shared goals.

Cocktail Reception at the Tradeshow – Cap off the show with cocktails, small bites, and casual networking during the final hour, which leads seamlessly into our live and silent auctions benefiting Operation Homefront.

Lead Capture App – A dedicated lead capture app, allowing you to quickly capture attendee information with the scan of a name badge, take notes on each attendee for personalized follow-up opportunities, and the ability to immediately access and download your leads with the click of a button.

Dealer Door Prize – Johnstone Supply kindly requests that each vendor provide a gift for the dealer door prize. Additionally, vendors are invited to donate an item to the Operation Homefront Silent Auction.



SPONSORSHIP TIERS

MUSIC ROW \$3,000

Foundational. Creative. Behind-the-Scenes Impact.

Like Nashville's Music Row, this tier offers essential support and steady visibility for brands seeking impact without the spotlight.

8' Tabletop Tradeshow Display

Attendance For (1) Representative

On Thursday, January 22;
Includes Meet And Greet Lunch
(No Cocktail Networking Hour)

Tote Bag Insert (Sponsor Provided)

Vendor App

With Access To Booth Guest Tracking
And Contact Information

HONKY TONK \$5,000

Lively. Visible. Engaging.

This energetic tier places your brand where the buzz happens. With strong visibility and interactive activations, Honky Tonk ideal for companies looking to stand out in a fun, memorable way.

EVERYTHING IN "MUSIC ROW" PLUS:

Attendance For (2) Representatives

On Thursday, January 22nd;
Includes Meet And Greet Lunch
& Cocktail Networking Hour

8' Tabletop Tradeshow Display In Premier Location

Logo Included In Sponsor Recognition Materials

Mobile App Sponsor Listing

Website Sponsor Listing

GRAND OLE OPRY \$10,000

Legendary Reach. Weekly Spotlight.

This tier offers elevated recognition, like the Opry's lasting impact—keeping your brand seen, heard, and remembered across key touchpoints.

EVERYTHING IN "HONKY TONK" PLUS:

Attendance For (3) Representatives

10x10' Exhibit Booth Space

Enhanced On-site Signage Opportunities

Logo Included In Sponsor Thank-you Slides

Branded Sponsor Napkins (500 Qty) For Conference Event Use

THE RYMAN \$15,000

Historic. Iconic. Unmatched Presence.

Named after the iconic "Mother Church of Country Music," this top-tier gives your brand center stage exposure and lasting impact—perfect for those seeking legacy, leadership, and peak visibility.

EVERYTHING IN "GRAND OLE OPRY" PLUS:

Attendance For (4) Representatives

Attendance For (4) Representatives to Friday Open Programming And Awards Dinner

20' x 10' Exhibit Booth Space

Recognition As Sponsor For A Conference Meal or Break

Branded Sponsor Disposable Cups (250 Qty) For For Conference Event Use

Vendors will be offered our conference room rate at the Grand Hyatt Nashville while available; see Johnstone Supply event website for details. Vendors are responsible for their own travel, hotel room, resort fees, incidentals, and taxes.

Additional charges may apply for services such as electrical power to the booth, shipping and receiving, expanded booth space, and the inclusion of additional company representatives at a rate of \$500 per person.



SPONSORSHIP TIERS

ALL ACCESS PASS

\$25,000

The full experience. Every stage. Every spotlight.

Like a coveted backstage pass to every venue in Music City, this sponsor will have unmatched visibility, influence, and access across the event.

Includes all benefits of the Opry Level, plus the opportunity to showcase your product during a featured Product Spotlight at the Vendor Show. Your logo will be featured on both digital and printed signage, with on-stage recognition by the emcee. Provide an ad with a link to your company URL or landing page to be featured in one of our four scheduled emails sent to all registered attendees leading up to the event. Also includes your choice of one exclusive sponsorship opportunity from the list below.

Keynote	As the exclusive sponsor of the official keynote, your company name and logo will appear on signage and digital screens. Provide your company branded notepads and pens and we'll place them at every seat.
Meeting Website & Mobile App	Logo on footer of every page of the website. Logo displayed in the footer on both the "About" and "Agenda" pages of the app.
Welcome Reception	Have your logo printed on beverage napkins and signage. Recognition as sponsor in a push notification to let attendees know the bar is open!
Lanyard	Have your logo on the official meeting lanyard worn by all attendees, staff, guests, and exhibitors throughout the meeting.
Entertainment	As the exclusive sponsor of the entertainment, your company name and logo will appear on signage and digital screens.
Breakout	Sponsors have the exclusive opportunity to host a breakout session, positioning themselves as thought leaders while engaging directly with attendees in a focused, content-driven environment. Share industry insights, product innovations, or best practices that amplify your brand's impact.

ENCORE

\$30,000 +

So impactful, they call you back.

Because one spotlight moment isn't enough—this is your stage, your sound, your custom-built Nashville experience.

As the exclusive top-tier sponsor, you'll take center stage with a fully customized experience that hits all the right notes. From branded moments that echo your message to spotlight opportunities worthy of Nashville's biggest stage, this package is built around your vision. Whether it's giveaways, custom activations, or VIP experiences, we'll help you amplify your impact in true Nashville style—bold, memorable, and uniquely yours.



REGISTRATION

COMPLETE YOUR ONLINE REGISTRATION
TODAY TO RESERVE YOUR SPACE



**CLICK HERE FOR
VENDOR REGISTRATION**

Upon receiving your registration, Johnstone Supply will confirm your sponsorship and issue an invoice within 5 business days.

VENDOR INFORMATION

Thursday, January 21, 2026

Load-In	9:00 am - 11:30 am
Vendor Meet & Greet Luncheon	11:30 am - 1:00 pm
Vendor Trade Show	1:00 pm - 5:00 pm
Cocktail Reception at the Tradeshow	4:00 pm - 5:00 pm
Operation Homefront Auctions	5:00 pm - 6:00 pm
Load-Out	6:00 pm - 8:00 pm

To prevent package routing delays, all guest and event packages being shipped to the property must follow the address label standards:

(Guest Name) (Guest Cell Number) c/o Grand Hyatt Nashville
1000 Broadway
Nashville, TN 37203
(Convention/ Conference/ Group/ Event Name)
Box _____ of _____ (Multiple boxes MUST be numbered)

Box deliveries will be assessed a handling fee determined by weight. These charges will be posted to your Guest Room, Master Account or Credit Card Provided. Packages for off-site guests, please email ghn.shipping@hyatt.com for information regarding payment via Credit Card.

Parking Info: Anyone arriving with a truck or a larger vehicle will need to use our loading dock to load in. These trucks cannot be staged or parked on our docks it is strictly for load in and load out.

The hotel does not have parking for large vehicles. If you need to utilize the loading dock, please contact Sammy Arredondo at sammy@eesagency.com



