

huge-convention-2026 lookbook

RIG Intelligence — Field Lookbook

01 · The Event & The Play

The Huge Convention is **1,500+ home-service business owners — 90% of attendees own the business**. Pressure washing, soft washing, window cleaning, holiday lighting, gutter, paver sealing, fleet washing. There is no corporate filter between a conversation and a decision: the person you're talking to can buy on Thursday and deploy on Monday.

The play: this room's headline pain is owner-escape — the business runs on what's in the owner's head. The marquee AI keynote is literally "The Day I Downloaded My Dad's Brain" (Brandon Vaughn). The winning frame is RIG's: systems first, then AI — turn the owner's knowledge into governed, living playbooks, then let AI run the repeatable parts (dispatch, quotes, follow-up, review requests) with rules a human can audit.

02 · Who's in the Room

Category	Companies
Software / AI / fintech	Housecall Pro, Service Autopilot (Xplor), Simpro Group, Vonigo, Thryv, CompanyCam, ZyraTalk (AI answering), Sophie (SOP-AI), CallSource, SendJim, iWallet, Topline Pro, Tinsel CRM
Equipment & supply	AR North America, General Pump, UDOR USA, Suttner, Dultmeier, Pumptec, PSI, Ultimate Washer, Veloci Performance, Lucid Bots (spray drones), SoftWash Systems
Lighting / holiday	Trimlight, EZRGB, Holidynamics, Holiday Bright Lights, Wintergreen Corp., Christmas Decor, NEI Distributors
Marketing & services	KickCharge Creative, Mr. Pipeline, Five Door Media, One Love Social, LettrLabs, NinjaVA, Cash Flow Copilot, BlueSkies Bookkeeping, HireBus, SoTellUs

~105 confirmed exhibitors on the official floor plan. Every software booth is staffed by people who know exactly which of their customers is scaling — and which is drowning.

03 · People Worth Your Time

- **Brandon Vaughn** (Conquer, All-Clean, Wise Coatings, HireBus) — the AI keynote. Scaled 12+ seven- and eight-figure companies. The highest-value introduction in the building; his "downloaded brain" thesis is RIG's exact wedge.
- **Morgan Knox** — "The Manager Who Never Sleeps: How AI Will Change the Way Service Businesses Lead Crews." AI trainer for contractors; a natural ally or channel.
- **Tom Reber** (The Contractor Fight) — profit-discipline keynote; his audience is the buyers' club. Listen for the three pains he names most.
- **Kevin White** (Thryv) — AI-powered marketing do's and don'ts; the platform-vendor angle for a white-label conversation.

- **Nick South** (SoTellUs), **Daniel Dixon** (SendJim), **Justin Boyd** (fractional CFO) — reviews/automation/numbers; the operator's triangle.

04 · Must-Attend Sessions

- **Brandon Vaughn's AI keynote** — the room's center of gravity.
- **Morgan Knox: AI crew management** — the most tactical AI session on the agenda.
- **Kevin White: AI-Powered Marketing** — where the vendor message meets owner reality.
- **Tom Reber: Command Your Profit** — margin discipline that frames every AI ROI claim.
- **Huge Mastermind (pre-show)** — the small room; the 10X owners. If you can get in, get in.

05 · The RIG Angle (30 seconds per persona)

- **For the owner:** "Simpro's RAIN already rewrites the dispatch board itself. The question isn't whether AI runs parts of your business — it's whether it runs them by your rules. We install the rules in 90 days: when the machine acts, when your dispatcher overrides, and who owns the mistake."
- **For the platform vendor (Housecall Pro, Thryv, Simpro):** "Your users want AI but fear the black box. A governed layer — human sign-off, audit trail — is the feature that closes enterprise accounts. We build it white-label."
- **For the multi-crew scaler:** "You can't be on every job. But your rules can. We turn your playbook into a governed system — the manager that never sleeps, with your name on the decisions."

06 · Discovery Questions & Objection Handlers

1. What percentage of your after-hours calls convert to booked jobs today?
2. When the schedule board rewrites itself wrong at 6 p.m., who notices?
3. What lives only in your head that would kill the business if you took a month off?
4. Which follow-up falls through first — quotes, reviews, or rebooking?
5. If AI booked the wrong job at the wrong address, who owns the callback?

"I'm too small for AI." — You're exactly the size AI helps most: one workflow (booking, dispatch, or follow-up) with rules, live in 90 days. No lab required. **"I tried software before; it died in a drawer."** — Software dies without an operating rule. We install the rule with the tool and measure hours returned. **"My guys won't use it."** — They already answer to a dispatcher. This is the same relationship — the machine proposes, your human approves.

07 · The Strike Plan

- **Tue Aug 25 (travel + pre-show):** Mastermind room if accessible; floor-plan study — mark Housecall Pro, Simpro, Thryv, Zyratalk, Sophie.
- **Wed Aug 26 (Day 1):** Reber keynote crowd work. Two vendor conversations (one platform, one AI point-solution). Evening events — owners talk numbers after 8 p.m.
- **Thu Aug 27 (Day 2):** Vaughn keynote + Knox session. Five discovery conversations with 5-50 truck owners. Collect the "what lives in your head" answers verbatim — they become your follow-up hooks.
- **Fri Aug 28 (Day 3):** Follow-ups same day, referencing the specific pain each owner gave you. Target: five booked fit calls, not a bag of swag.