

EXHIBITOR PROSPECTUS

PAVEMENT® Asphalt
MAINTENANCE & RECONSTRUCTION Contractor™

NATIONAL PAVEMENT EXPO 2017™

FEBRUARY 1-4, 2017

MUSIC CITY CENTER
NASHVILLE, TN

ALL-NEW LEADERSHIP BOOT CAMP
JANUARY 31



MAXIMIZE YOUR BUSINESS.



FOR
Construction
PROS.com™

Equipment
TODAY®

Rental
CONTRACTOR

CONCRETE
CONTRACTOR

Asphalt
Contractor™

PAVEMENT
MAINTENANCE & RECONSTRUCTION

NATIONAL
PAVEMENT
EXPO

PRINCIPAL
CPS
CONSTRUCTION

Sustainable
CONSTRUCTION®

OEM
Off-Highway

An AC Business Media Expo



MAXIMIZE YOUR BUSINESS

In 2017, National Pavement Expo returns to its roots ... Nashville, Tennessee! In fact, Nashville is the birthplace of NPE. No wonder exhibitors and attendees feel right at home.

We hope you will join us as National Pavement Expo once again brings together exhibitors and contractors who make their living from asphalt and concrete paving, sealcoating, striping, sweeping, cracksealing, pavement repair and snow removal.

We're equal parts education, networking and buying ... offering something for paving professionals at every stage of their careers and for businesses of every size. Our goal? To help you and attendees maximize profits and success!

National Pavement Expo serves professionals in:

- ➔ Asphalt paving
- ➔ Concrete paving
- ➔ Sealcoating
- ➔ Striping/markings
- ➔ Sweeping
- ➔ Asphalt patch/pothole repair
- ➔ Hot/cold pour crack repair
- ➔ Infrared
- ➔ Traffic control and safety
- ➔ Earth moving/site preparation
- ➔ Curbing
- ➔ Recycling and reclaiming
- ➔ Snow removal

EXHIBIT



NPE WAS A GREAT EXPERIENCE FOR ME AND MY CREW! IT WAS A UNIQUE OPPORTUNITY TO LEARN FROM INDUSTRY VETERANS, COLLABORATE WITH OTHER PROFESSIONALS, AND SEE A WIDE VARIETY OF PRODUCTS ON THE SHOWROOM FLOOR. GREAT EXPERIENCE! ”

JOEL GREEAR
Central Paving LLC, Ellensburg, WA **ATTENDEE**

MAXIMIZE YOUR INVESTMENT

National Pavement Expo helps you maximize your investment by providing an engaging forum for you to meet face-to-face with clients and prospects.

- **Engage face-to-face.** Greet customers and prospects at your booth in the Exhibit Hall.
- **Make the sale.** Year after year, NPE exhibitors report strong sales attributed to the show.
- **Expand your lead list.** NPE exhibitors consistently list lead generation as an essential measure of their success at the show.
- **Get connected.** Find out what's happening in the industry from colleagues, clients and consultants.
- **Promote.** Take advantage of our promotional reach to put your company name in front of our extensive database of pavement and pavement maintenance professionals.
- **Offer VIP invitations.** Request our customized VIP invitations, available to you at no charge, and distribute them to your clients and prospects for free access to the Exhibit Hall.
- **Learn.** Attend the conference management sessions to improve your business skills or take in a session or two in your industry segment to hear what your customers are learning.
- **Enjoy.** Appreciate our well-organized exhibit experience.

NATIONAL
PAVEMENT
EXPO2017[™]

EXHIBIT SPACE PRICING

Early-Bird Pricing: \$22.00 / square foot by Aug. 30, 2016

Standard Pricing: \$24.00 / square foot after Aug. 30, 2016

2017 SCHEDULE

EXHIBIT HALL HOURS

Wednesday, Feb. 1

4:30 p.m. – 6:30 p.m.

Thursday, Feb. 2 & Friday, Feb. 3

11:00 a.m. – 5:00 p.m.

CONFERENCE PROGRAM

Tuesday, Jan. 31 through

Saturday, Feb. 4

SPECIAL EVENTS

ALL-NEW LEADERSHIP BOOT CAMP

Tuesday, Jan. 31

PREVIEW NIGHT

Wednesday, Feb. 1

PAVEMENT AWARDS

Wednesday, Feb. 1

during Preview Night

INDUSTRY ROUNDTABLES

Thursday, Feb. 2 & Friday, Feb. 3



GET BIG RESULTS

Meet decision makers with purchasing power at National Pavement Expo and get BIG RESULTS. Last year's show had excellent national and international attendance and sales. We received rave reviews from attendees and exhibitors who plan to join us in Nashville for NPE 2017.

ATTENDEE PURCHASE PLANS¹

1 in 4

MADE A PURCHASE OR PLACED AN ORDER AT THE SHOW

59%

PLAN TO PURCHASE IN THE NEXT 12 MONTHS

BEST TRAINING AVAILABLE IN ONE LOCATION.

KEN SPRAGUE
Asphalt Services, Inc., Woburn, MA ATTENDEE

NATIONAL & INTERNATIONAL ATTENDANCE²

ALL 50 STATES REPRESENTED

PLUS PUERTO RICO AND 15 COUNTRIES
(Australia, Bhutan, Canada, China, Denmark, Germany, Honduras, Ireland, Italy, Mexico, Russia, Spain, Sweden, Ukraine, United Kingdom)

ESSENTIAL EXPO TO ATTEND IF YOU'RE SERIOUS IN THE CONSTRUCTION BUSINESS.

RICK AYRES
Spartan Paving, Clarkston, MI ATTENDEE

80%

EXHIBITOR SALES RESULTS¹

REPORTED SALES SUCCESS AT THE SHOW

ATTENDEE BUSINESS INTERESTS²

ASPHALT PATCH, POTHOLE REPAIR
SEALCOATING | ASPHALT PAVING
STRIPING, MARKING | HOT OR COLD
POUR CRACKFILLING | CONCRETE
REPAIR, JOINT SEALING | ROAD
CONSTRUCTION/MAINTENANCE
SWEEPING | CONCRETE PAVING
TRAFFIC CONTROL (LIGHTING,
SIGNING, SAFETY) | MUNICIPAL/
PUBLIC WORKS | EARTH MOVING,
SITE PREPARATION | PROFESSIONAL
LANDSCAPING | SNOW REMOVAL

OUR EXPECTATIONS WERE EXCEEDED WITH THE QUALITY OF THE ATTENDEES WHO ATTENDED. GOOD JOB!

RANDY TATTERSHALL
Rayner Equipment Systems EXHIBITOR

ATTENDEE PROFILE²

43% OWNER, CEO, PRESIDENT, DIRECTOR, VICE PRESIDENT, SR MANAGEMENT

25% Manager **18%** Superintendent, Supervisor, Foreman

10% Consultant **4%** Other

ATTENDEE PLANS FOR 2017¹

93%

OF 2016 ATTENDEES PLAN TO ATTEND NPE 2017

THIS SHOW JUST KEEPS GETTING BETTER EVERY YEAR. BEST SHOW WE ATTEND ALL YEAR.

CLAYTON CARROLL
Falcon Asphalt Repair Equipment EXHIBITOR

PROMOTE

FREE PROMOTIONS

Take advantage of our extensive marketing opportunities to encourage your clients and prospects to attend National Pavement Expo 2017 and visit your booth. The following are available at **NO CHARGE!**

ONLINE EXHIBITOR DIRECTORY

Multiply your results by completing your online exhibitor profile. Attendee and prospects can check out your company as they make their show plans. We'll drive traffic to this online directory through our extensive direct mail and email promotions.

NPE LOGO USE



Download the NPE logo from the exhibitor section of NationalPavementExpo.com and include it on your print advertisements, website, invoices, emails, correspondence and other materials you send to clients and prospects.

VIP INVITATIONS

Request our customized VIP invitations, available to you at no charge, and distribute them to your clients, prospects and dealers for free access to the Exhibit Hall. Just provide us with your current logo.

OFFICIAL SHOW GUIDE LISTING

Lead attendees to your booth with an updated company description, phone and web address in the printed *Show Guide* distributed at the show. An ad in the *Show Guide* will give you even bigger exposure.

 **THIS WAS OUR FIRST TIME ATTENDING THE NPE. WE WILL DEFINITELY ATTEND EACH YEAR!** 

JASON LIBMANN
Florida Sealcoating LLC, Orlando, FL EXHIBITOR

PACKAGE SPONSORSHIPS

Sponsorship commitment needed no later than Dec. 1, 2016.
Only 2 available for each!

GOLD SPONSOR: \$8,000

- 1 full-page ad in the *NPE 2017 Show Guide*
- Bloody Mary Bar Sponsor - Thursday or Friday
- Recognition throughout the show as a Gold Sponsor
- 1 full-page ad in the new *NPE Buzz Supplement* in December issues of *Pavement Maintenance & Reconstruction* and *Asphalt Contractor*
- Logo on entrance unit sign

SILVER SPONSOR: \$4,000

- Half-page ad in the *NPE 2017 Show Guide*
- Post show e-blast
- Logo on registration desk signage to greet all attendees
- Recognition throughout the show as a Silver Sponsor
- Half-page ad in the new *NPE Buzz Supplement* in December issues of *Pavement Maintenance & Reconstruction* and *Asphalt Contractor*

EMAIL

NPE BUZZ E-NEWSLETTER SPONSORSHIP: \$995/ISSUE

This NPE-specific newsletter reaches out to our NPE prospect list (approximately 22,000) each month from October through January with news, updates and opportunities for NPE attendees ... and those who stay at home. One exclusive sponsor per newsletter gets the primary 300x250 ad position. **ONLY THREE AVAILABLE.**

PRE-SHOW E-BLAST: \$1,000

The easiest, most cost-efficient way to reach attendees and prospects before the show is via e-blast! Sponsor provides the artwork, or we can create artwork for you with your logo and a short message.

POST-SHOW E-BLAST: \$1,000

Send an e-blast to attendees after the show. Sponsor provides the artwork or we can create artwork for you with your logo and a short message.

SHOW GUIDE ADVERTISING

Increase your visibility and drive attendees to your booth with an ad in the official, on-site *NPE Show Guide* distributed to attendees and exhibitors. **A**

Advertising commitment by Dec. 1; materials due Dec. 7. Get best placement by reserving your ad space early!

CENTER SPREAD: \$1,900

BACK COVER: \$1,900

**INSIDE FRONT OR
INSIDE BACK COVER: \$1,600**

FULL PAGE: \$1,150

1/2 PAGE: \$800

1/4 PAGE: \$600

NPE BUZZ SUPPLEMENT **NEW!** **B**

Reach NPE attendees and those who stay at home with your ad in the new *NPE Buzz print supplement* that will be polybagged with the December issues of *Pavement Maintenance & Reconstruction* and *Asphalt Contractor*. Promote new products, services and special offers. Let attendees know – in advance – about the equipment and products that will be on display in your booth so they can put you on their MUST-SEE list.

Circulation: 29,800

GET A DISCOUNT when running an ad in either magazine AND the supplement

	AD PRICE (when paired with magazine ad)	AD IN SUPPLEMENT ONLY
FULL PAGE	\$2,500	\$3,500
1/2-PAGE	\$2,000	\$2,500
1/4-PAGE	\$1,200	\$1,500

Premium positions are available on a first-come, first-serve basis



SHOW STOPPERS

**PREVIEW NIGHT &
PARTY: \$12,000** **C**

Sponsor NPE's Preview Night and get the party started. Attendees will enjoy complimentary beer and snacks while they preview the show floor and watch the Pavement Awards ceremony.

**BLOODY MARY BAR
SPONSOR: \$5,000** **D**

Kick the morning off right by sponsoring the Bloody Mary Bar for all attendees. Includes promotional signage at the show, full Bloody Mary bar and personal bartender to serve in or near your booth. Choose Thursday or Friday morning.

**COFFEE BREAK
SPONSOR: \$2,500** **E**

Boost your exposure by sponsoring a coffee break for conference attendees and pour the coffee into mugs with your logo. Includes signage recognizing you as the sponsor. **You'll also get a full page ad in the NPE Show Guide**; a \$1,600 value!

**HALLWAY JUMBO PANEL
SPONSOR: \$4,000** **F**

Guaranteed to grab everyone's attention! Promote your brand with 4 jumbo 48" x 96" vertical curved panel signs in the hallway to the registration area/Exhibit Hall entrance.

**BEER & POPCORN
SPONSOR: \$5,000**

Draw customers and prospects to your booth by sponsoring popcorn and beer distributed in or near your booth on Thursday or Friday afternoon. Includes popcorn in snack-size bags, bartender and beer.

**SHOW FLOOR GRAPHICS
SPONSOR: \$500 - \$3,500** **G**

Get noticed with every step! Put your company name, logo or graphic on these 4'x4' supersized floor graphics on the aisle of your choice. One graphic for \$500; 5 for \$2,000; 10 for \$3,500. Availability based on requested location.

ON-SITE SPONSORSHIPS

LANYARD SPONSOR: \$2,500

Provide attendee lanyards for show management to distribute in the registration area to attendees. Production and delivery are the sponsor's responsibility. 3,800 lanyards recommended.

H

HOTEL KEY CARD SPONSOR: \$4,000

Get noticed by having your message on the hotel keys for NPE show attendees.

BADGE HOLDER SPONSOR: \$2,000

Have your company logo conveniently displayed on all attendee badge holders. Sponsor to provide logo.

I

SHOW BAG SPONSOR: \$3,000

Spread your message to each corner of the show floor as the Show Bag Sponsor. Your bags will be distributed to attendees. Production and delivery are the sponsor's responsibility. Need 3,500 bags.

J

PEN SPONSOR: \$1,000

Provide the right tool for the job by sponsoring pens/mechanical pencils used by attendees during and after the show. Always a hot item! Sponsor is responsible for providing pens/pencils. Pens/pencils will be distributed at the registration desk and in conference sessions.

K

AISLE BANNER SPONSOR: \$4,000

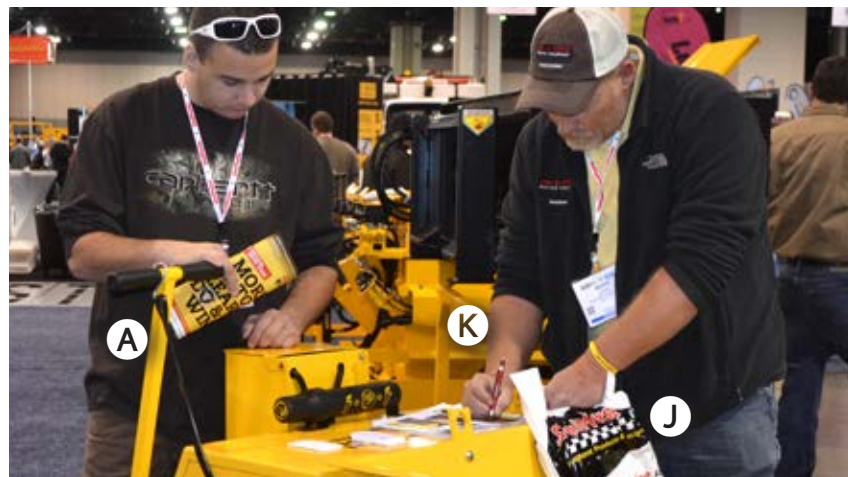
Get exposure across the show floor by displaying your company logo and message on a special banner attached to each numbered aisle banner on the exhibit floor.

L

POWER STATION SPONSOR: \$750

Brand the Power Station where attendees will charge their phones and other devices in the Registration/Exhibit Hall entrance area.

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LOBBY FLOOR GRAPHICS SPONSOR: \$500 - \$3,500

Another attention-grabber. Lead attendees to the registration area with mega-sized 4'x4' printed floor graphics. One graphic for \$500; 5 for \$2,000; 10 for \$3,500. Availability based on requested location.

G

LOBBY COLUMN WRAPS SPONSOR: \$8,000 (10') OR \$11,500 (16')

Display your brand on column wraps in the lobby right outside the registration area and Exhibit Hall entrance. At 10' or 16' tall, these signs practically shout to those walking past.

ENTRANCE MURAL SPONSOR: ASK FOR PRICING

Make an impact with attendees by putting your message on a 7'5" x 14'10" electronic mural directly above the Exhibit Hall entrance.

“VERY WELL DONE SHOW. VERY PROFESSIONAL.”

JAMES SMITH
Titan Laboratories Inc. EXHIBITOR

ESCALATOR BANNER SPONSOR: \$5,000

Put your brand on banners lining the escalators that lead up to the lobby outside of the NPE registration area/Exhibit Hall entrance or down to the conference area on Level 1.

M

URINAL SCREEN SPONSOR: \$1,500

You provide the screens; we'll get them placed in Exhibit Hall bathrooms.

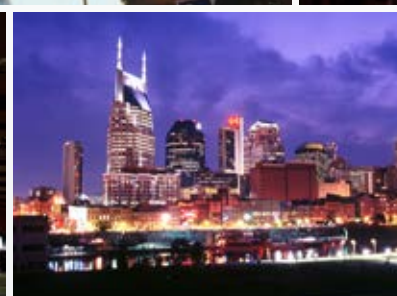
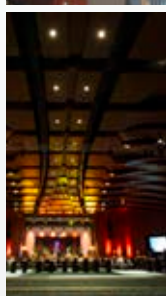
SUCCEEDED

Nashville[®]

MUSIC CITY

... MAXIMUM FUN

- National Pavement Expo exhibitors and attendees LOVE Nashville for its easy access — whether you drive or fly — and for great food, evening activities and affordable lodging.
- Chosen by *Lonely Planet* as the only U.S. city for its 10-city Best in Travel 2016 top destinations (#BestinTravel). *Lonely Planet*, the world's leading travel media company, explained, "Country music is still the heart and soul of Music City, but poke your head outside the honky-tonks of lower Broadway and you'll notice new sounds in the air: the grind of construction work, excited chatter at the latest restaurant or art gallery opening and the energetic thrum of new business."
- From *BonAppetit.com*, "When it comes to restaurants that rock, there's no question: Nashville is one of the country's top destinations."
- *Conde Nast Traveler* says, Nashville is booming and the Music City Center is the pulse of it all. Known for its trendy new restaurants and its eclectic music scene, Nashville has become a popular destination for many. Endless entertainment options are just steps away from the Music City Center.



RESERVE YOUR SPACE TODAY

Contact one of our show team members: 800-538-5544

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