

# NATIONAL PAVEMENT EXPO 2013™

January 23–26, 2013

Nashville Convention Center / Nashville, Tennessee

## DISCOVER

How to build profit into pavement



Brought to you by

**PAVEMENT**  
MAINTENANCE & RECONSTRUCTION

**Asphalt**  
Contractor  
Best Practices in Parking  
Preparation and Pavement Operations

FOR  
**Construction**  
PROS.com™

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BUSINESS MEDIA



You asked.  
We listened!

## Times are changing...

and so is National Pavement Expo. With exhibitor and attendee input via focus groups, surveys and conversations, we retooled the show to make it bigger and better...and more profitable for exhibitors.

Here are a few of the changes we're making to expand our exhibitor base, attract more attendees and keep attendees on the show floor:

- Exhibit Hall **Preview** Night
- **Full exhibit days** on Thurs., Jan. 24 and Fri., Jan. 25 (*no more Saturday blahs!*)
- **40** new/updated conference sessions
- **Discovery Showcase** on-the-show-floor
- **Ask the Pros!** A free consultation opportunity
- **Expanded promotion** to reach new attendee audiences

## National Pavement Expo 2013 serves professionals in:

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

## DISCOVER National Pavement Expo

### EXHIBIT HALL HOURS

Wednesday, Jan. 23 4:30 p.m. – 6:30 p.m.  
(PREVIEW NIGHT)

Thursday, Jan. 24 11:00 a.m. – 5:00 p.m.

Friday, Jan. 25 11:00 a.m. – 5:00 p.m.

### CONFERENCE PROGRAM

Wednesday, Jan. 23 9:00 a.m. – 4:30 p.m.

Thursday, Jan. 24 8:00 a.m. – 4:00 p.m.

Friday, Jan. 25 8:00 a.m. – 4:00 p.m.

Saturday, Jan. 26 8:00 a.m. – 11:30 a.m.



## SPECIAL events

### PREVIEW NIGHT (New)

Wednesday, Jan. 23 4:30 p.m. – 6:30 p.m.

### INDUSTRY ROUNDTABLES

Thursday, Jan. 24 4:30 p.m. – 5:30 p.m.  
(Infrared, Sealcoaters)

Friday, Jan. 25 4:30 p.m. – 5:30 p.m.  
(Pavers, Sweepers, Stripers)

### DISCOVERY SHOWCASE (New)

Friday, Jan. 25 *Watch for times!*

Exhibitors explain their products and services in short, on-the-show-floor presentations.

### ASK THE PROS! (New)

Friday, Jan. 25 2:30 p.m. – 4:30 p.m.

A free, on-the-show-floor consultation with NPE speakers and Pavement Advisory Board members. Attendees ask questions and get insights specific to their business in this one-on-one environment.

## DISCOVER the benefits of exhibiting

National Pavement Expo provides a high-quality investment of your marketing dollars, yielding exceptional value and return on investment.

**Engage face-to-face.** Renew and develop strong relationships with buyers from across the country by providing an up-close-and-personal explanation of your company's products or services.

**Make the sale.** NPE exhibitors reported strong sales as a result of the 2012 show. 82% of attendee who responded to our post-show survey planned to purchase within six months.

**Expand your lead list.** 81% of 2012 exhibitors listed lead generation as their measure of success for the show.

**Get connected.** Find out what's happening in the industry from industry colleagues, clients and consultants.

**Promote.** Take advantage of our promotional reach to put your company name in front of our extensive database of 40,000+ 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.

**Present.** At NPE 2013, you can play a video or make a presentation at our new Discovery Showcase on the show floor. These short (30 minute or less) presentations put your company center stage.

**Learn.** Attend the conference management sessions to improve your business skills or take in a session or two in your industry segment and hear what your customers are learning.

**Enjoy.** Appreciate our well-organized exhibit experience.

## DISCOVER Nashville

National Pavement Expo exhibitors and attendees LOVE Nashville for its easy access whether you drive or fly, great food and evening activities, affordable lodging and excellent convention facilities. In fact, Nashville is the birthplace of NPE.

While music is the lifeblood of Nashville, you also will find a city of culture and history, of haute cuisine, pro sports, natural beauty and pure Southern charm. Nashville is a place where the past and the future create a destination that appeals to the interests of every visitor.

Nashville ranks among the Top 20 of "America's Greenest Cities"

— *Travel + Leisure*

Top 5 ranking for "Affordable Getaways" and "Friendliest City" categories

— *Travel + Leisure*



Coollest, tastiest city in the South

— *Bon Appetit*

"Best Music Scene" for its historical music venues, celebrity residents, and record stores

— *Rolling Stone*

## DISCOVER the results

We're pleased to share with you the solid results from National Pavement Expo 2012, based on registration data and post-show survey responses.

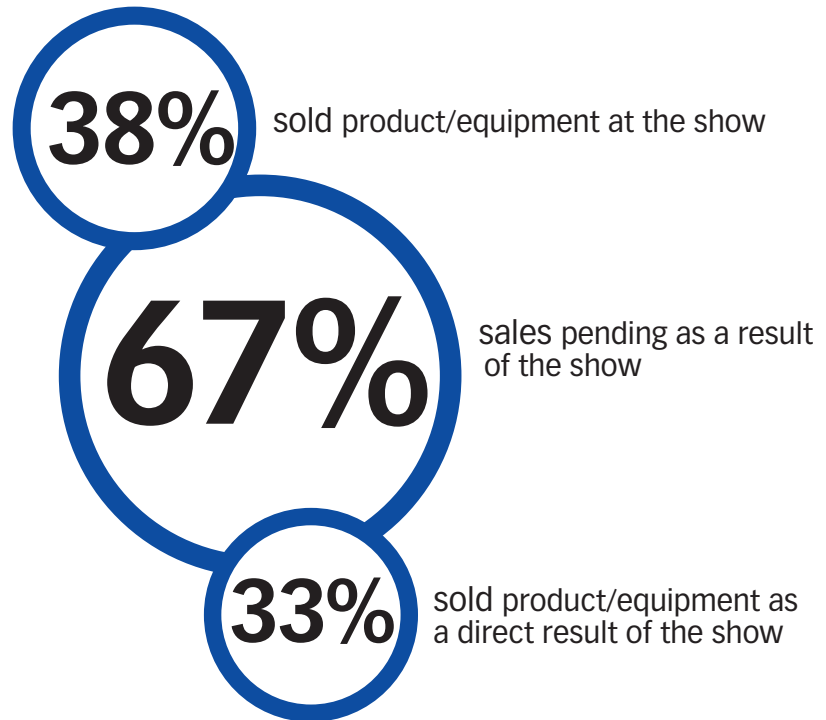
## 2012 exhibitor comments:

“National Pavement Expo has been a **solid asset** to Crafcro's marketing efforts through the years. We have not missed an expo since its inception. This is where our customers come.

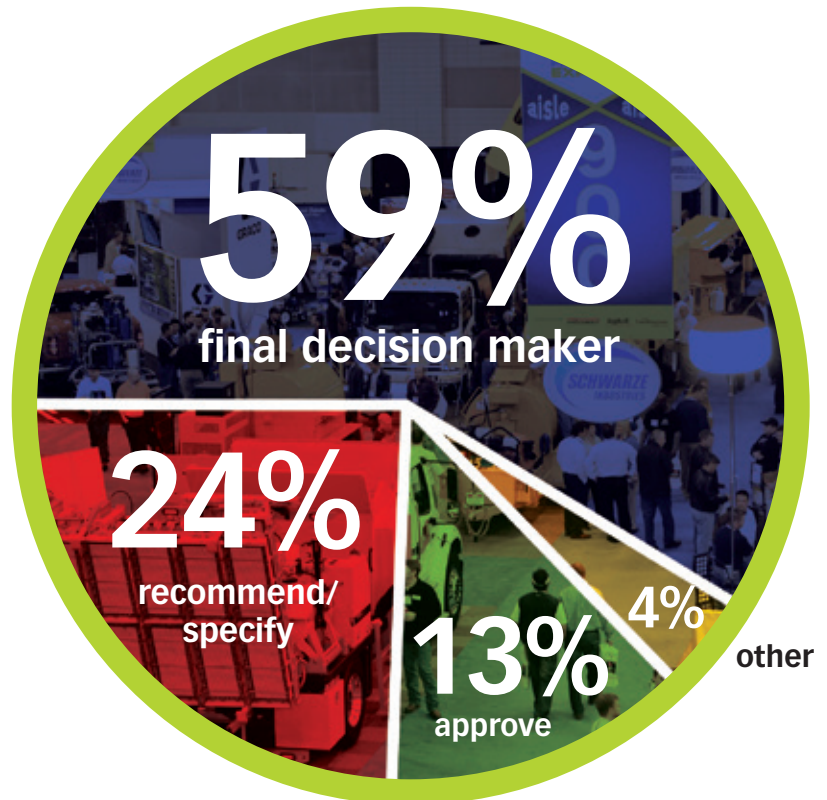
**One of the best** organized shows we have been to for quite some time. It seemed that everything came together very nicely, from the seminars to the turnout of attendees. The show results from a sales stand point were also very good for us. We have closed on three truck sales from the show and are working on four or five others that were also generated at the show.

More than **\$1 million in sales** credited to the show.”

## EXHIBITOR sales results\*

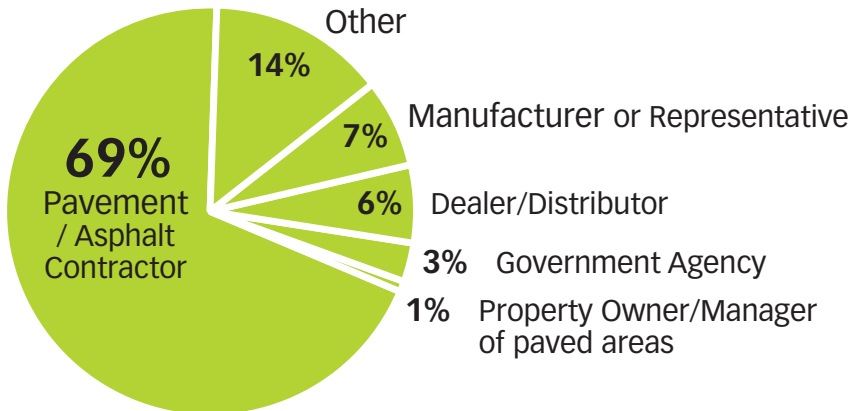


## ATTENDEE profile\*

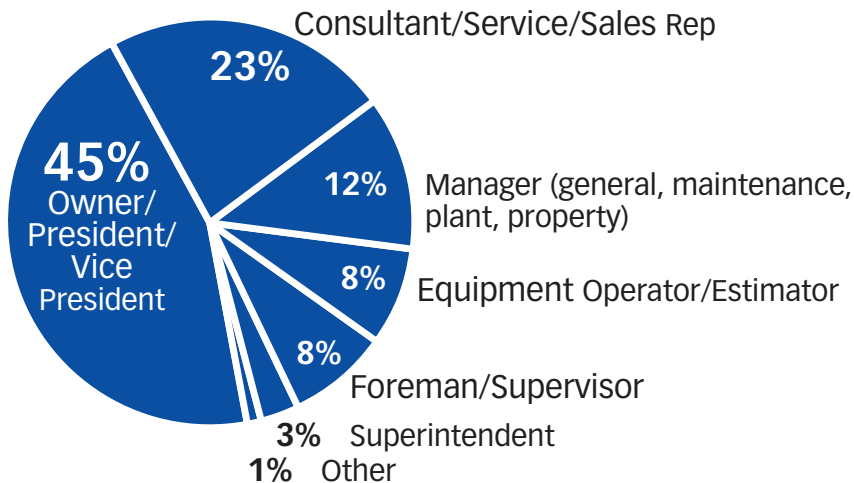


\*Based on NPE 2012 post-show attendee survey.

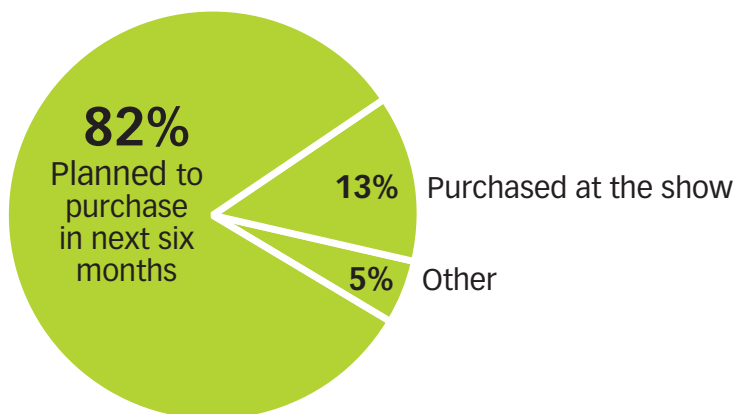
## ATTENDEE business category\*\*



## ATTENDEE job title\*\*



## ATTENDEE purchasing power\*



\*\*Based on NPE 2012 registration data

## 2012 attendee comments from post-show survey:

“ We go to every show, every year to network, check out the **new equipment**, refresh ourselves and train new employees. Thanks for another great show.

It is always good to talk **face-to-face** with current vendors and renew old vendor relationships.

### Online registration

was a breeze.

**It was a great show** and many thanks to all who worked so hard to put it on. We will be at the show next year.

This was my 11th time attending. **I love NPE.** The friendships I have made are very important to me. I appreciate the seminars & workshops. I call them my college. Much of my business education has come from Jeff Stokes, Brad Humphrey, and Guy Gruenberg. I am thankful that these successful men continue to teach these classes. They inspire me to reach higher.

**Thanks for NPE.** ”



# NATIONAL PAVEMENT EXPO 2013™

**NEW!**

**package sponsorships**

(only 4 available for each)

**Platinum Sponsor: \$10,000 each**

- 1 full-page 4-color ad in the NPE 2013 Show Guide
- Banner ad on NPE site (rotation 1 of 4)
- Friday lunch co-sponsor
- Friday speaker: 30-minute presentation on floor
- 1 floor graphic with your logo
- Post show e-blast to attendees
- Featured website exhibitor
- Recognition throughout the show as a Platinum Sponsor

**Gold Sponsor: \$5,000 each**

- 1 full-page 4-color ad in the NPE 2013 Show Guide
- Co-sponsor of Wednesday's Preview Night
- Featured website exhibitor
- Recognition throughout the show as a Gold Sponsor

**Silver Sponsor: \$2,500 each**

- Half-page 4-color ad in the NPE 2013 Show Guide
- Featured website exhibitor
- Registration desk co-sponsor
- Post-show e-blast to attendees
- Recognition throughout the show as a Silver Sponsor

## DISCOVER promotion opportunities

Take advantage of our extensive marketing opportunities to encourage your clients and prospects to attend National Pavement Expo 2013.

**Online Exhibitor Directory**

Multiply your results by completing your online exhibitor profile.

**National Pavement Expo logo**

Download the NPE logo 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 and prospects for free access to the Exhibit Hall.

**Official Show Guide**

Lead attendees to your booth with an updated company description, phone and web address in the Show Guide distributed at the show.

## RESERVE your exhibit space today

**Exhibit Space Pricing**

Standard Pricing: \$19.00 / square foot

Renewal Pricing: \$18.25 / square foot

**Furniture Package A**

\$380.00 each (up to 25% savings)

Includes one 9x10 carpet, one pre-show carpet cleaning, one 6' draped table, two chairs, one wastebasket & one electrical outlet

**Furniture Package B**

\$525.00 each (up to 25% savings)

Includes one 9x20 carpet, one pre-show carpet cleaning, one 6' draped table, two chairs, one wastebasket & one electrical outlet.



**NationalPavementExpo.com**  
800-547-7377



**EXCLUSIVE!**  
**on-site sponsorships**  
 (only 1 available for each)

**Show Bag Sponsor: \$2,000**  
 Spread your message to each corner of the show floor as the Show Bag Sponsor. Your bags will be distributed to every attendee with our literature inside. Production and delivery are the sponsors responsibility.

**Lanyard Sponsor: \$1,500**  
 Provide attendee lanyards for show management to distribute in the registration area to attendees. Production and delivery are the sponsor's responsibility.

**Hotel Key Sponsor: \$3,500**  
 Get noticed by having your message on the hotel keys for attendees.

**Aisle Banner Sponsor: \$2,000**  
 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.

**Badge Holder Sponsor: \$1,200**  
 Have your company logo conveniently displayed on all attendee badge holders. Sponsor to provide logo.

**Conference Pens/Pencils Sponsor: \$500**  
 Provide the right tool for the job by sponsoring pens/pencils used by seminar attendees during conference sessions and after the show. Sponsor is responsible for providing pens/pencils.

**SHOW stoppers**  
 (only 2 available for each)

**Bloody Mary Bar Sponsor: \$4,000 per day**  
 Kick the morning off right by sponsoring the Bloody Mary Bar for all attendees. Choose Thursday or Friday morning.

**Coffee Break Sponsor: \$750 per day**  
 Boost your exposure by sponsoring a coffee break for conference attendees and pour the coffee into mugs with your logo. (200 mugs per sponsorship)

**PRE-SHOW**  
 sponsorships and advertising

**Pre-Show E-Blast: \$500**  
 The easiest, most cost-efficient way to reach attendees 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.

**Featured Website Exhibitor: \$300**  
 Grab attention on the show website by becoming a Featured Website Exhibitor. Receive a Featured Exhibitor icon next to your company name on the exhibitor listing, company listing on the Featured Exhibitors' page, one 180x150 pixel web banner ad and the ability to post company press releases.

**DURING the show**

**Discovery Showcase Presenter: \$995**  
 Limited availability  
 Take center stage with a Friday demo, video or presentation in the Discovery Showcase on the show floor. Present for 15 minutes with additional time for Q&A. Presentation mode is at your discretion.

**POST-SHOW**

**Post-Show E-Blast: \$500**  
 Stay top of mind by sending 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.

**“DISCOVER HOW TO BUILD PROFIT INTO PAVEMENT”**

**EXHIBIT TODAY:**  
 Visit [NationalPavementExpo.com](http://NationalPavementExpo.com)  
 or contact one of our show team members.

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