

NATIONAL PAVEMENT EXPO 2014™

January 8–11, 2014

Greater Fort Lauderdale –
Broward County Convention Center
1950 Eisenhower Blvd.,
Fort Lauderdale, Florida

HEAT UP your pavement business



Brought to you by

PAVEMENT
MAINTENANCE & RECONSTRUCTION

Asphalt
Contractor

FOR
Construction
PROS.com™

CYGNUS
BUSINESS MEDIA



DEMOS IN 2014

In 2014, LIVE outdoor demonstrations will join our already successful NPE Conference and Exhibit Hall at the Greater Fort Lauderdale — Broward County Convention Center in Fort Lauderdale, Florida.

NPE's outdoor demos were a successful debut at our 2011 Pavement LIVE expo in San Diego. With rave reviews from those attendees and exhibitors, we know this will be a highlight for NPE 2014.

Reserve your demonstration area in the 2014 outdoor exhibit grounds.

- Located immediately outside the convention center doors in the Northeast Parking Lot.
- As an outdoor exhibitor, you will receive your own demonstration location and time slot; most demonstrations will be scheduled for 60 minutes.
- Demonstrations will be held over two days.
- Exhibit Hall booth space (minimum 200 square feet – 10x20) required to qualify for outdoor demonstration area.
- **Dedicated Sweeper Arena** requires a minimum of 400 square-foot space (20x20) in the Exhibit Hall to qualify for outdoor Sweeper Arena

Cost: \$4,000 per demonstration area

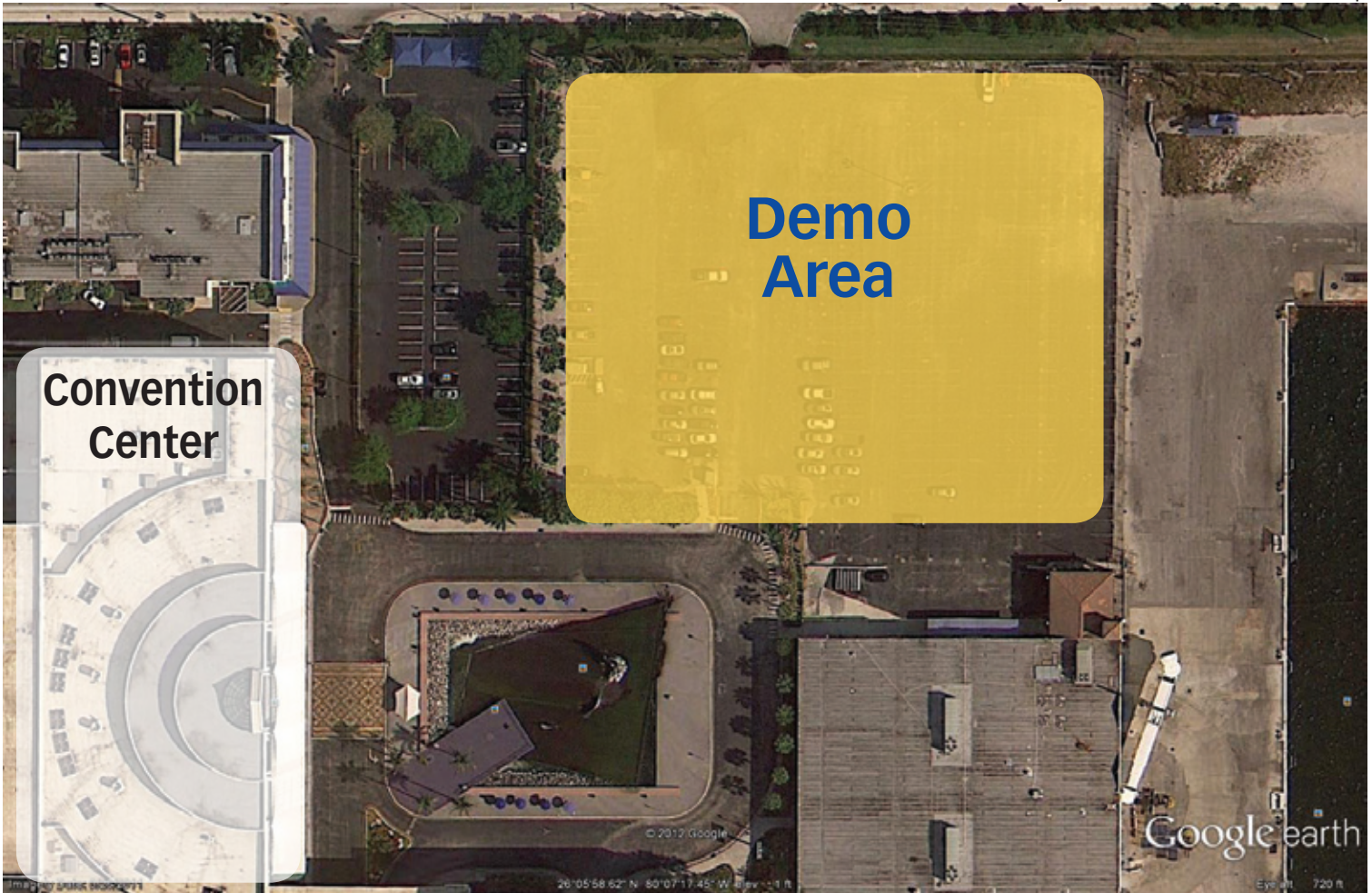
NationalPavementExpo.com 800-547-7377

National Pavement Expo

brings together vendors and contractors who make their living from paving, sealcoating, striping, sweeping, cracksealing and pavement repair. 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.

National Pavement Expo serves professionals in:

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



2014 Preliminary Schedule

EXHIBIT HALL

Wednesday, Jan. 8 (Preview Night)

Thursday, Jan. 9

Friday, Jan. 10

LIVE OUTDOOR DEMONSTRATIONS

Thursday, Jan. 9

Friday, Jan. 10

CONFERENCE PROGRAM

Wednesday, Jan. 8 through Saturday, Jan. 11

SPECIAL EVENTS

PREVIEW NIGHT

Wednesday, Jan. 8 4:30 p.m.– 6:30 p.m.

INDUSTRY ROUNDTABLES

Thursday, Jan. 9

Friday, Jan. 10

Benefits of Exhibiting

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

Engage face-to-face. Greet customers and prospects at your booth in the Exhibit Hall and on the demonstration site.

LIVE demonstrations. Don't just tell attendees...**SHOW** them your equipment in action at our outdoor exhibit grounds.

Make the sale. NPE exhibitors report strong sales at previous shows.

Expand your lead list. NPE exhibitors consistently list 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 34,000+ 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.

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.

Looking for results?

Meet decision makers with purchasing power at National Pavement Expo and get BIG results. Here are the results experienced by exhibitors at National Pavement Expo 2013, based on registration data and post-show survey responses from the event.



2013 exhibitor comments:

“ The Show was great, most attendees were very upbeat for the coming year. Glad we were there!

The show turned out very well for our company. After 2 years our product is getting a great deal of exposure and **sales doubled** from last year's show.

Thank you for the new schedule. Preview Night vs. Saturday for a half day is a **HUGE improvement**. It's a great show for us and we look forward to next year in Fort Lauderdale.

Glad to see the number of **exhibitors and attendees were up** over past couple years

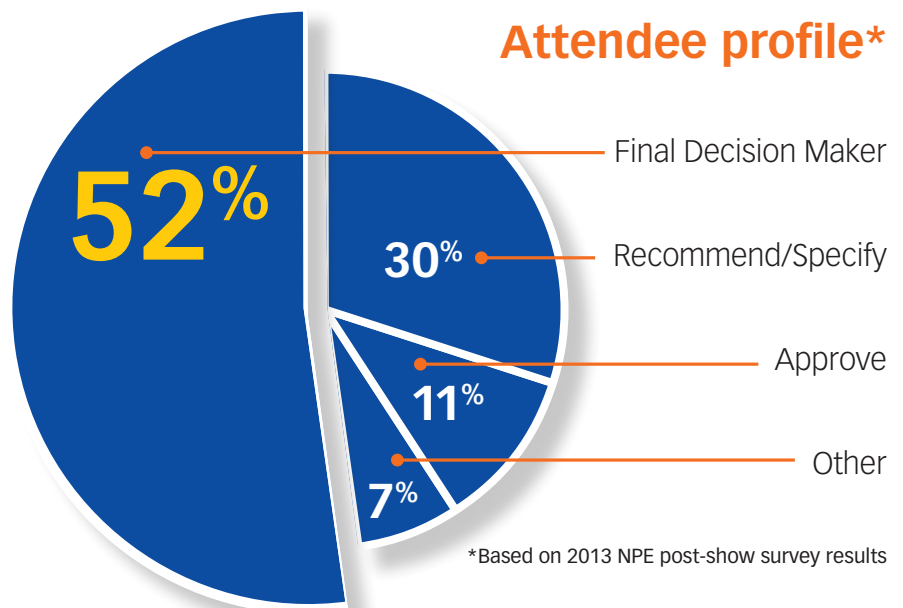
The cocktail reception Wednesday was a great idea. There was a lot **more traffic**, which is always positive. Thanks for doing a great job. ”

Exhibitor sales results*



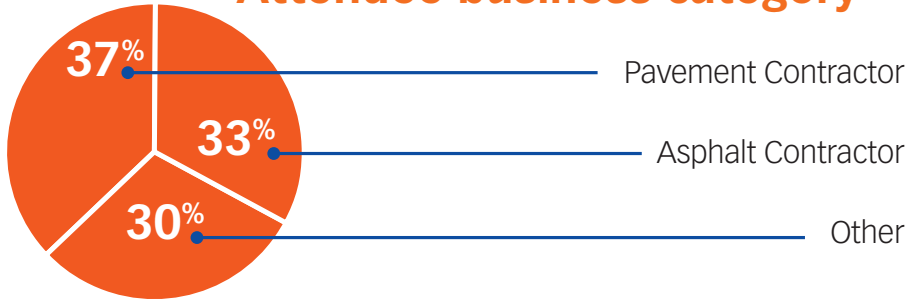
100% of the exhibitors who responded to our post-show survey, excluding those who exhibited only for informational purposes, sold products or equipment at the show, as a direct result of the show or had sales pending as a direct result of the show.

Attendee profile*

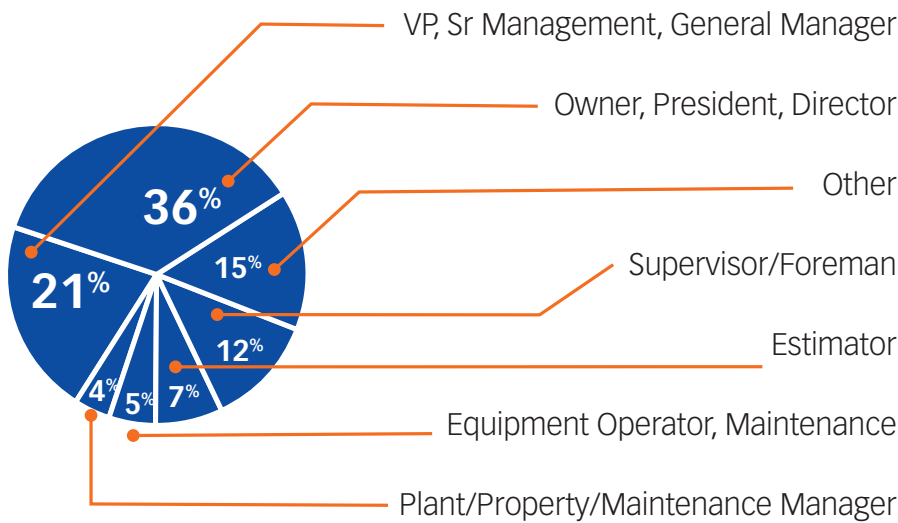


*Based on 2013 NPE post-show survey results

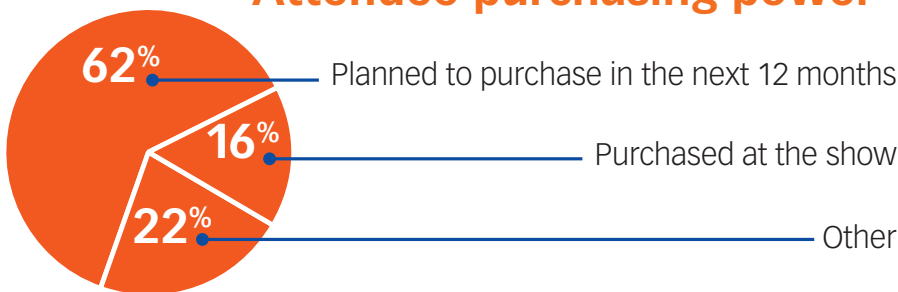
Attendee business category**



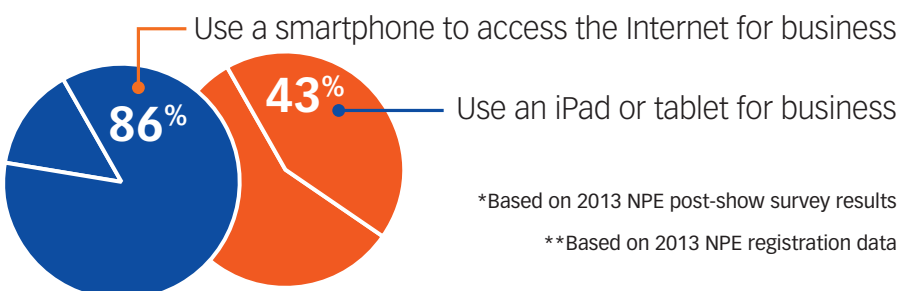
Attendee job title**



Attendee purchasing power*



Attendees' technology use*



*Based on 2013 NPE post-show survey results

**Based on 2013 NPE registration data

2013 attendee comments:

“ The technical presentations were **excellent**.

*I absolutely loved this year's show. I felt it was the best yet. I believe the demos should be a staple for NPE and I'm glad to see they will be done at the next show. I actually **purchased equipment** after seeing a demo of it at the NPE event in San Diego. I was finally able to see it and understood how it worked.*

*I have attended the show 18 to 20 times and, believe it or not, **I still learn new things**.*

*As a small business owner you always have management conferences that apply to us as well, which are helpful. I like the fact that you try to **keep it fresh each year**. New location and new conferences. I always like to see the new equipment and products.*

Very educational, best classes I've ever attended.

Excellent show. Very impressed with workshops and sessions.

*Lots of **great info**. I can't wait to apply this knowledge in the field.* ”



PROMOTION OPPORTUNITIES

Take advantage of our extensive marketing opportunities to encourage your clients and prospects to attend National Pavement Expo 2014.

Online Exhibitor Directory

Multiply your results by completing your online exhibitor profile.

National Pavement Expo logo

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 and prospects for free access to the Exhibit Hall.

Direct mail and email promotions

Reserve your space early to be included in our regular direct mail and email promotions to paving and pavement

maintenance professionals throughout the United States.

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. An ad in the Show Guide will give you even bigger exposure.

Exhibit Space Pricing

Standard Pricing: \$19.00 / square foot
Renewal Pricing: \$18.25 / square foot

Furniture Packages

Furniture Package A – \$500.00 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 – \$700.00 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.

Additional furnishing and accessories options can be found at NationalPavementExpo.com, with convenient and cost-saving ways to order everything you need for your booth through our official general contractor, Freeman Decorating.

Sponsorship commitment needed no later than Nov. 12, 2013.

PACKAGE sponsorships

(only 4 available for each)

Gold Sponsor: \$5,000 each

- 1 full-page 4-color ad in the NPE 2014 Show Guide
- Featured website exhibitor
- Bloody Mary Bar Sponsor – Thursday or Friday
- Recognition throughout the show as a Gold Sponsor

Silver Sponsor: \$2,500 each

- Half-page 4-color ad in the NPE 2014 Show Guide
- Featured website exhibitor
- Post-show e-blast
- Registration desk co-sponsor
- Recognition throughout the show as a Silver Sponsor

ON-SITE sponsorships

(only 1 available for each)

Show Bag Sponsor: \$2,500

Spread your message to each corner of the show floor as the Show Bag Sponsor. Your bags will be distributed to every attendee at the show. Production and delivery are the sponsor's responsibility.

Lanyard Sponsor: \$1,750

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





Hotel Key Card Sponsor: \$3,500

Get noticed by having your message on the hotel key cards for attendees.

Aisle Banner Sponsor: \$3,000

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: \$1,500

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

Conference Pens/Pencils Sponsor: \$750

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.

Hotel Welcome Sign Sponsor: \$2,000

Have your company logo on a 22x28 sign in the lobby of all four host hotels, welcoming attendees to the show.

Hotel Gobo Sponsor: \$4,000

Get noticed with your logo projected on the floor in the main lobby of all four host hotels.

Outdoor Demo Water Sponsor: \$2,500 for Thursday & Friday

Sponsor the water available for attendees at the outdoor demos. Your company logo will be on the water cups as well as signage.

SHOW stoppers

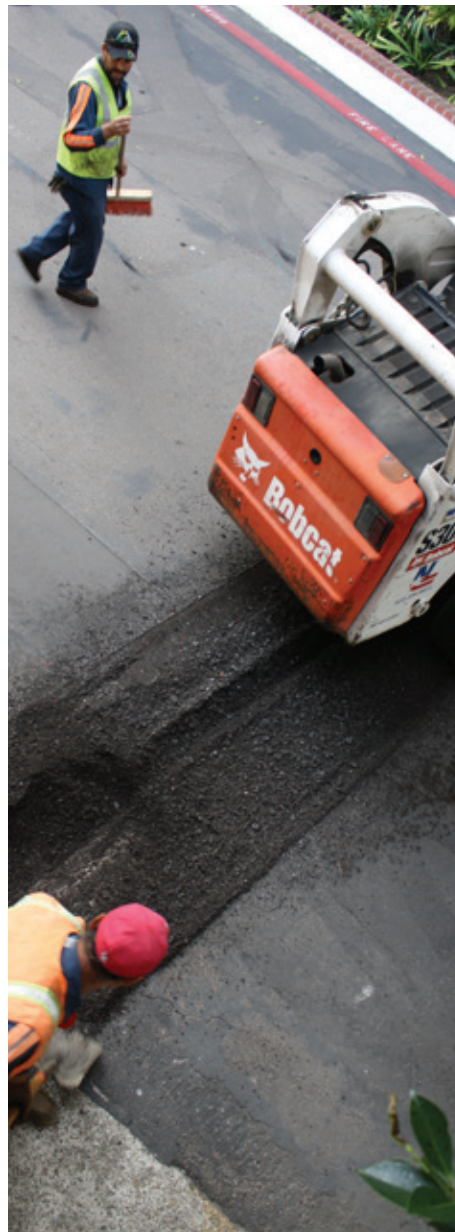
(only 2 available for each)

Bloody Mary Bar Sponsor: \$4,500 per day

Kick the morning off right by sponsoring a Bloody Mary Bar for all attendees in or near your booth. Choose Thursday or Friday morning.

Coffee Break Sponsor: \$1,500 per day

Boost your exposure by sponsoring a coffee break for conference attendees and pour the coffee into mugs with your logo.



PRE-SHOW sponsorships and advertising

Pre-Show E-Blast: \$750

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. Presenters are given a one-hour time frame to present and answer audience questions.

POST-SHOW

Post-Show E-Blast: \$750

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.

Opportunities subject to change, availability and expiration date.



Official hotels near the Broward County Convention Center

Through onPeak, the official housing partner of National Pavement Expo 2014, we're bringing you exclusive Fort Lauderdale hotel deals, all within a three-minute drive of the convention center!

Embassy Suites Fort Lauderdale
1100 SE 17th St.

Hyatt Regency Pier Sixty-Six
2301 SE 17th St.

Hyatt Place Fort Lauderdale
1851 SE 10th Ave.

Renaissance Fort Lauderdale Cruise Port Hotel
1617 SE 17th St.

For complete hotel information visit nationalpavementexpo.com/hotel-travel.php or call 800-967-6163

Fort Lauderdale beckons in 2014

Known as the "Venice of America," Fort Lauderdale is synonymous with sun and fun, but this Florida destination offers much more than sun-kissed beaches.

When the expo closes at the end of each day, attendees and their guests can plunge into a culture as deep as the ocean which frames it ... a culture characterized by Seminoles and Broadway shows, tasty jazz and art festivals.

Top 10 places to go in and around Fort Lauderdale

- 10 - Gulfstream Park
- 9 - Fishing Hall of Fame
- 8 - Fort Lauderdale Antique Car Museum
- 7 - Bergeron Rodeo Grounds and Arena
- 6 - Museum of Discovery and Science
- 5 - A1A nightlife area
- 4 - Hard Rock Live in Hollywood
- 3 - Riverwalk Arts & Entertainment District
- 2 - Deerfield Beach
- 1 - Everglades Holiday Park/Airboat Tours

FORT LAUDERDALE

Served by more than 600 daily flights

TOPS the list of cities with the lowest tourist tax
- *CNN*

"BLUE WAVE BEACH" certification for outstanding beauty, safety and cleanliness awarded to five beaches in greater Fort Lauderdale.
- *Clean Beaches Council of Washington, D.C.*

RESERVE YOUR SPACE TODAY

Contact one of our show team members:

Amy Schwandt
Show Manager
800.547.7377 ext. 1667
Direct 920.563.1667
Mobile 920.410.0326
AmyS@Cygnum.com

Eric Servais
Publisher, *Rental*
800.547.7377 ext. 1713
Direct 920.563.1713
Fax 920.563.1700
Eric.Servais@Cygnum.com

Denise Singsime
Integrated Media Consultant
800.547.7377 ext. 1381
Direct 920.568.8381
Fax 920.563.1700
Denise.Singsime@Cygnum.com