

# NPE

**NATIONAL PAVEMENT  
EXPO & CONFERENCE**

**CONFERENCE:**  
**JANUARY 15-17, 2025**

**EXPO:**  
**JANUARY 16-17, 2025**

**TAMPA, FL**

# EXHIBITOR PROSPECTUS



# NATIONAL PAVEMENT EXPO

is the foremost trade show for vendors and contractors who make their living from asphalt and concrete paving, infrared pavement repair, sealcoating, striping, sweeping, crack repair, pavement repair and snow removal. If you're a manufacturer or distributor of equipment or services in this field, National Pavement Expo will put you in front of decision makers and buyers.







## WHAT TO EXPECT WHEN YOU EXHIBIT?

- Increase awareness of your brand(s) / products / services
- Get in front of buying power
- Introduce new products
- Maintain your company's profile / brand position
- Promote brand image
- Strengthen relationships
- Network with peers

## TOP 3 OBJECTIVES OF ATTENDEES ARE:



To see new products / innovations



To network amongst the industry



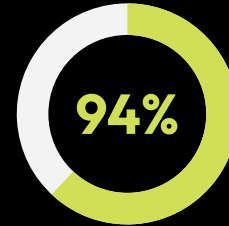
To source new suppliers

The networking at NPE is my favorite part of the show, because most of the people here truly know what is going on in the industry. Getting 150-or-so companies under one roof is so helpful. **The show floor was a good representation of the industry and it was a diversified group of exhibitors.**

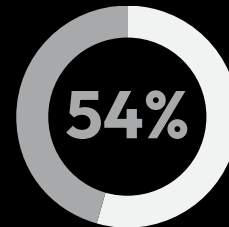
— Bob Zaprzal, Let's Pave, Oak Brook, Illinois



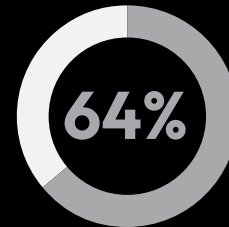




94% of National Pavement attendees consider it **IMPORTANT TO ATTEND** for their business/organization.



54% of NPE attendees stated this was their **FIRST TIME** at the show.



64% of attendees are part of their business's **BUYING PROCESS**.

I'm a first-timer at NPE and I'm here checking out the products. Our business is getting bigger and we are looking to expand. Graco was great and we are also looking for another line painter. **This spring we will probably buy one from a company that we met here at NPE.** I will definitely come back to NPE.

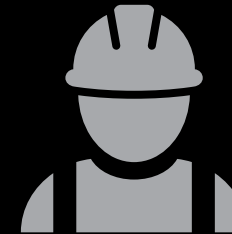
— Steve McClelland, Ontaric Pavement Markings, Little Britain, Canada



## ATTENDEE BUSINESS TYPES



Paving/Pavement  
Maintenance



Pavement  
Maintenance  
Only



Asphalt  
Contractor



Dealer/  
Distributor



Paving/  
Producer/ Asphalt  
Producer



Municipal/  
Public Works



Concrete  
Contractor



Landscape  
Contractor/  
Snow Removal  
Contractor



## A GOOD MIX OF SEASONED PROFESSIONALS COMPLEMENTED BY FRESH EYES AND YOUNG TALENT

GenZ.....	9%
Millennials.....	49%
GenX.....	38%
Boomers.....	3%





## ATTENDEE JOB DESCRIPTION

50%

**Corporate Management**  
(CEO, Owner, President, Partner,  
VP, General Manager)

23%

**Operations  
Personnel**  
(Equipment Operator,  
Maintenance Technician, Disp)

10%

**Consultant/  
Other**

17%

**Supervisory  
Management**  
(Foreman, Superintendent,  
Manager, Engineer)





## EQUIPMENT PURCHASING INTEREST

See what attendees were looking to buy at NPE this year

Paving Machine

37%

Milling Machine

17%

Sealcoating Machine

39%

Concrete Paving Machine

8%

Trailers

26%

Snow Removal Equipment

6%

Others

40%

## SPONSORSHIP OPPORTUNITIES

From building product awareness to increasing sales, becoming an official show sponsor will further enhance your presence among the hundreds of exhibitors at National Pavement Expo and Conference. Gain additional exposure by purchasing one of the high-profile and high-value sponsorship packages to stand out among your competition and get noticed.

To discuss a customized sponsorship package developed for your marketing goals and objectives, contact the NPE Sales Team below or visit the NPE website at [nationalpavementexpo.com](https://nationalpavementexpo.com)

## EXHIBIT SPACE RATES

Exhibit space rates vary per show and according to time of reservation. Contact your account executive for details and current rates.

## SALES



**Dan Moore**  
Account Executive  
404-693-0185  
[Dan.Moore@EmeraldX.com](mailto:Dan.Moore@EmeraldX.com)

NPE is very professionally run; they made the whole experience from A to Z easy and stress free. I appreciate all the avenues of support available to exhibitors!

— Lisa A., Customer Service/Admin, Clearline

