

NPE

NATIONAL PAVEMENT
EXPO & CONFERENCE

JANUARY 23-25, 2024
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.

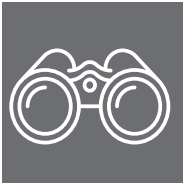


WHAT HAPPENS WHEN YOU EXHIBIT?

- 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



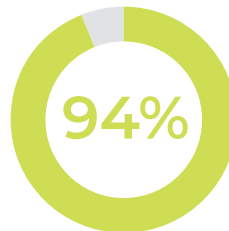
To source
new suppliers

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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

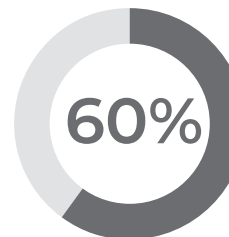




94% of National Pavement attendees consider it **IMPORTANT TO ATTEND** for their business/organization.



50% of NPE attendees stated this was their **FIRST TIME** at the show.



60% of attendees are part of their business's **BUYING PROCESS**.

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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. Preview Night was excellent. 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



Landscape
Contractor/
Snow Removal
Contractor



Concrete
Contractor



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

Gen Z.....	9%
Millennials.....	49%
GenX.....	38%
Boomers.....	3%

“

This year's NPE is better than last year, and it has brought relevant customers to our door. **Preview Night was great and we generated some good leads.** In fact, we had the same amount of leads at this year's Preview Night as we had during the entire show last year. We can't wait for Tampa next year.

— Chris Dick and Matt Starnes, Bucher Municipal, Mooresville, North Carolina



ATTENDEE JOB DESCRIPTION

45%

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

20%

Operations Personnel
(Equipment Operator,
Maintenance Technician, Disp)

11%

**Consultant/
Other**

24%

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



EQUIPMENT PURCHASING INTEREST

Paving Machine

44%

Milling Machine

28%

Sealcoating
Machine

45%

Concrete Paving
Machine

12%

Trailers

43%

Snow Removal
Equipment

13%



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

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
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NPE has had a really easy set-up for the exhibitors with good communication from the show staff. Linked-In got a quick response also. We've had serious inquiries and a lot of great conversations and strong interest. Overall it's been a really good show for us and we're looking forward to next year in Tampa where we may be seeing a whole other group of attendees.

— Josh Bond, Curb Roller Manufacturing, Fairview, Kansas

