

# NATIONAL PAVEMENT EXPO 2023 AND CONFERENCE™

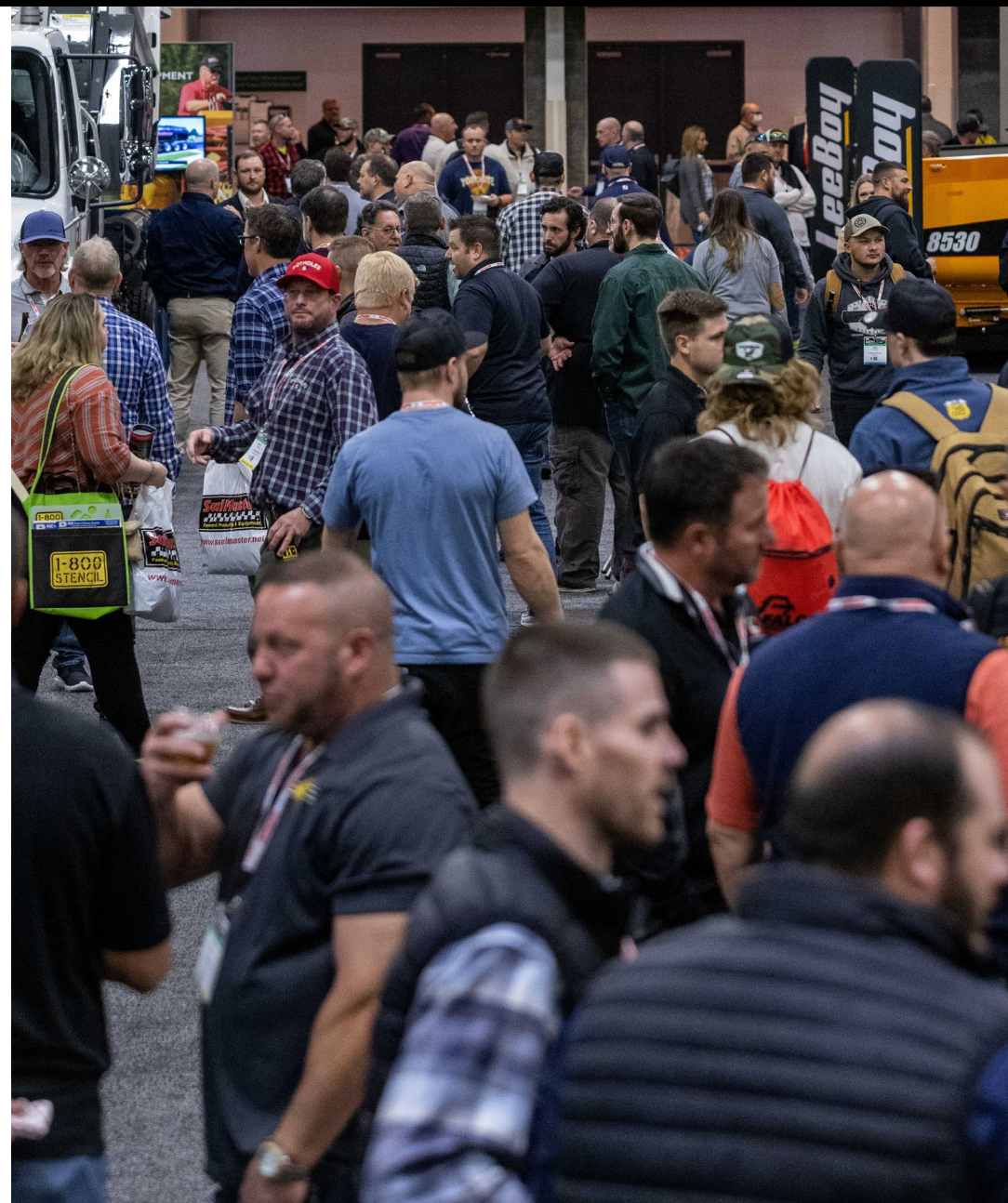
JANUARY 25-27, 2023  
CHARLOTTE, NC

## 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

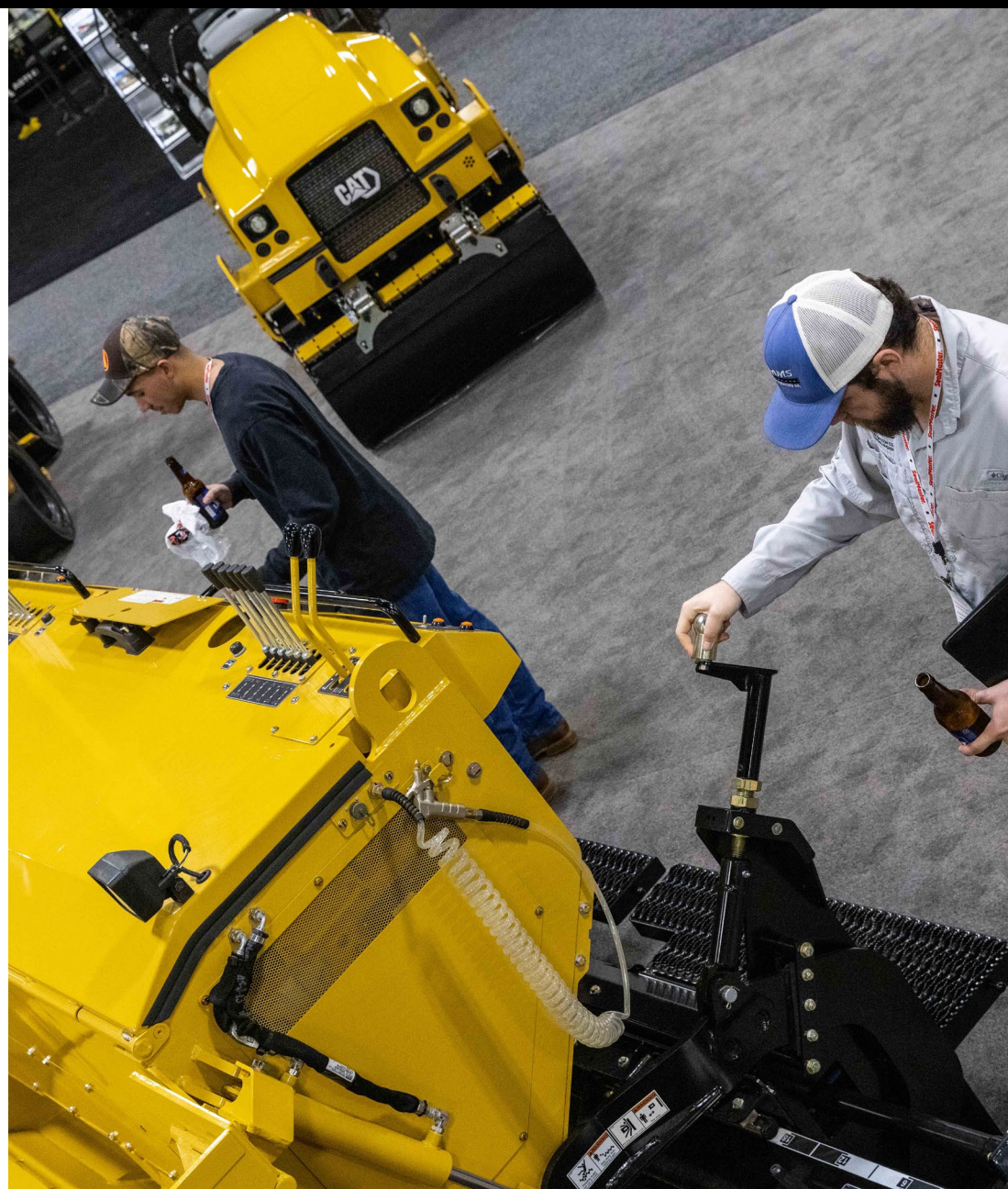


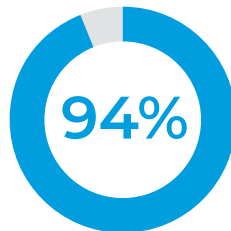
To source  
new suppliers

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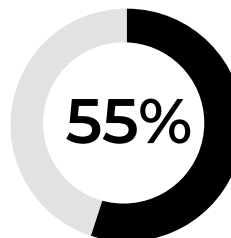
I've never been to NPE. I'm from Oregon so it was a good 6.5 hours in an airplane. So far I'm glad I made the trip. Preview Night was good. There is a lot of new equipment on the show floor. I've been in the business a long time, **but I saw a lot of equipment that I did not know even existed.**

— Justin Pruitt, M.C. Carlton Contracting, White City, Oregon

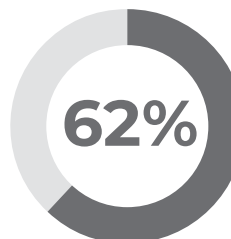




94% of National Pavement attendees consider it **IMPORTANT TO ATTEND** for their business/organization.



55% of NPE attendees stated this was their **FIRST TIME** at the show.



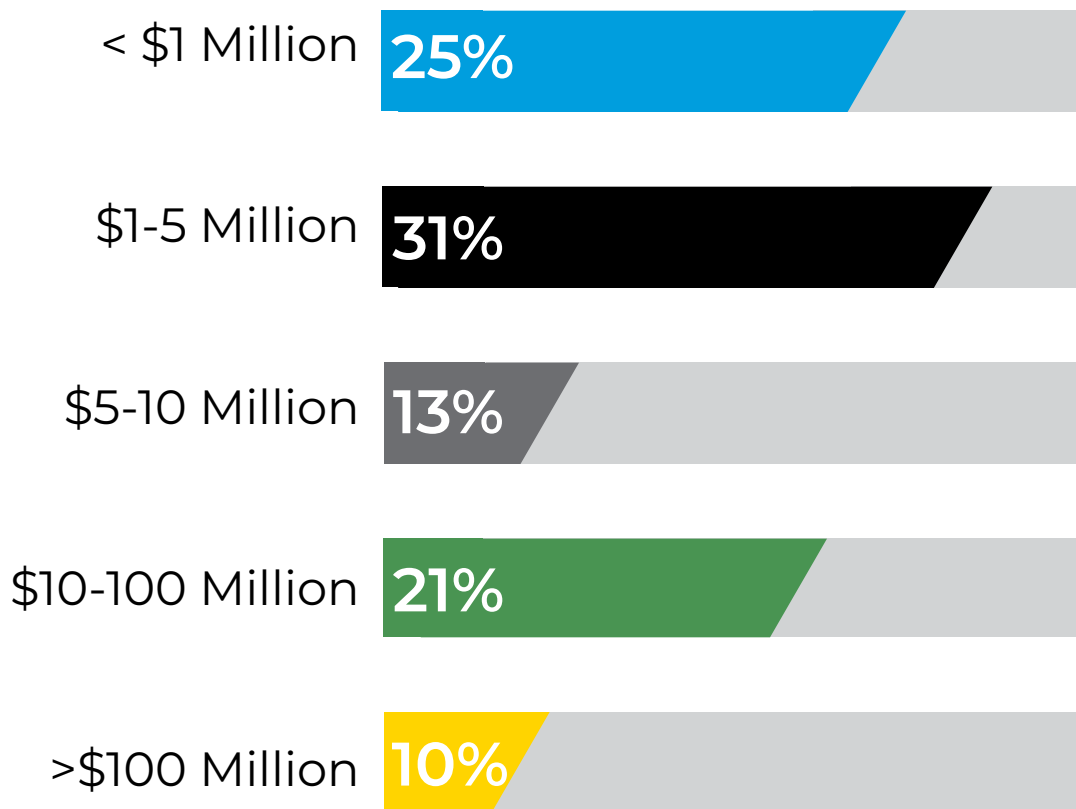
62% of attendees are part of their business's **BUYING PROCESS**.

“

This is my first time at NPE and Charlotte is great. We're extremely pleased with the turnout and the quality of the people in attendance. Overall we are very very pleased. **NPE has the right customer base, and they are not just kicking the tires.** We sealed a deal this morning with some attendees from Pennsylvania. They visited our booth at the end of the previous day, and this morning we got a purchase order. We have signed up for NPE 2023 in Charlotte.

— Todd Dohnal, Road Widener LLC, Delafield, Wisc.

## ANNUAL GROSS REVENUE OF ATTENDING COMPANIES





## 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



“

Charlotte is really nice. Particularly in light of the pandemic, I'm satisfied with this show and pretty happy with the attendance. **We've had fewer tire kickers and more quality attendees.** We will be back in Charlotte for NPE 2023.  
— Tom Staab, United Rotary Brush, Lenexa, Kan.





## ATTENDEE JOB DESCRIPTION

**47%**

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

**23%**

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

**9%**

**Consultant/  
Other**

**20%**

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

## 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](http://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)

“

Thank you for all your help in securing my booth in Charlotte this year. We had a wonderful time. **Traffic, interest, and sales was top notch.** Most impressive was the superb hospitality. We were welcomed from the time we rolled into town right up to the time we left. Pleasant and helpful. We had the best meal of our life (no kidding) at a downtown steakhouse. Lastly, the wives took us to an 'axe throwing' venue on Friday night and had an absolute riot! Needless to say we've already signed up for the 2023 Expo.— *Al Dickson, Owner, AutoLoc Transport Systems*

