The 26th Annual New York State Highway and Public Works Expo will be held on October 28, 2020 in The Exposition Center at the New York State Fairgrounds in Syracuse, NY. Free admission tickets are sent to every village, city, town, county and state highway and public works professional in New York State. Exhibitors from around the state and the nation gather each year in Syracuse for the annual Expo that puts them face to face with municipal budget decision makers. Superintendents, Board Members, Engineers, Municipal Contractors... they’re all at the Expo! The Expo is held at the peak of the annual budget decision making process in municipalities across the state... A great time to showcase what you sell, make new contacts, introduce new products and strengthen relationships with your existing municipal customers!

Superintendent's Profile and Product-Service Directory magazine, published by Profile Publications, has been focused on serving the broad spectrum of highway and public works officials in New York State since 1978. Just like the Superintendent's Profile reaches ALL types and sizes of municipalities, the NYS Highway & Public Works Expo is the only highway and public works focused show in New York State that attracts superintendents and a municipal audience from all types of municipalities... cities, villages, towns, counties, the state DOT and Thruway Authority! You'll get the chance to meet superintendents and other municipal budget decision makers in person, in an environment specifically targeted to their unique needs and interests. Whatever type of highway or public works related equipment, products or services your company sells, the Expo is your most cost effective way to meet your municipal customers and prospects in person!

There are also numerous "networking opportunities" at the Expo! Many of New York State's top suppliers to the highway and public works market also do a lot of "business to business" buying among fellow exhibitors. The Highway & Public Works Expo is your chance to meet them all, in person! You'll notice that our booth and floor space exhibit prices are extremely affordable! Clearly, there is no more cost effective way to gain person to person exposure to this market... the New York State Highway & Public Works Expo... your ticket to increased product awareness, name recognition, and sales, among New York State's entire Highway & Public Works market!
Less than you'd expect! We've made our exhibiting prices extremely affordable so that we can attract the wide variety of vendors superintendents expect to see at the expo each year. We guarantee you there's no more affordable AND cost effective way to put your equipment, trucks, products and services in front of Highway and Public Works Superintendents and municipal employees from cities, towns, villages, counties, the DOT and Thruway from all four corners of the State! (and beyond!)

If you're a dealer for a manufacturer, be sure to explore the use of your "co-op advertising dollars." Splitting the cost of our exhibiting rates with one or more manufacturers makes the New York State Highway & Public Works Expo a "can't miss sales opportunity!"

### 2 Ways To Exhibit And What it costs...

<table>
<thead>
<tr>
<th>Display Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>10’ x 10’ DISPLAY BOOTH</strong></td>
<td><strong>$585</strong></td>
</tr>
<tr>
<td>Includes:</td>
<td></td>
</tr>
<tr>
<td>2'x8' table - covered &amp; skirted</td>
<td></td>
</tr>
<tr>
<td>2 folding chairs</td>
<td></td>
</tr>
<tr>
<td>7&quot;x44&quot; sign with your company name</td>
<td></td>
</tr>
<tr>
<td>Exhibitor’s name badges</td>
<td></td>
</tr>
<tr>
<td>110 electrical hook-up</td>
<td>(Requires your extension cord)</td>
</tr>
<tr>
<td>8’ high back drape</td>
<td></td>
</tr>
<tr>
<td>3’ high side drapes</td>
<td></td>
</tr>
<tr>
<td>Waste basket</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Display Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>20’ x 20’ Floor Display Space</td>
<td><strong>$1550</strong></td>
</tr>
<tr>
<td>40’ x 20’ Floor Display Space</td>
<td><strong>$1910</strong></td>
</tr>
<tr>
<td>40’ x 30’ Floor Display Space</td>
<td><strong>$2450</strong></td>
</tr>
<tr>
<td>40’ x 40’ Floor Display Space</td>
<td><strong>$2550</strong></td>
</tr>
<tr>
<td>40’ x 50’ Floor Display Space</td>
<td><strong>$2750</strong></td>
</tr>
</tbody>
</table>

No Outside Space Available This Year

**Floor displays include:**

- 2 - 2'x8' covered tables with skirts
- 4 folding chairs
- A one line sign with your Co. name
- Exhibitor’s name badges
- 110 electrical hook-up (Requires your extension cord)
- Waste basket
**WHO WILL BE THERE:**
City, Village, Town, County & State Highway Superintendents, Public Works Directors, DOT Officials, their crews, Maintenance Personnel, Municipal Board Members & Municipal Contractors

**WHEN IS IT:**
Set-up Tuesday, October 27, 2020
**EXPO IS WEDNESDAY, October 28, 2020**
Tear down is Wed. 10/28/20
Show Close until 8:00 pm.

**WHERE:**
Centrally located in the "hub" of New York State in The Exposition Center Building at the New York State Fairgrounds, just a few miles west of Syracuse, off Route 690.

**WHY:**
This is the only show of this magnitude which brings Highway Superintendents, Public Works Directors, D.O.T. Officials, Municipal Board Members and Contractors together under one roof, to meet the many product & service suppliers they rely on, face to face.
The NYS Highway & Public Works Expo is one of the common links among New York’s village, city, town, county and state level municipalities. It is the only municipally focused show of its type in the state to draw such a broad audience!

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- **PLENTY OF FREE ON SITE PARKING**
- **FREE FORKLIFT SERVICE FOR EXHIBITORS AT MOVE IN & MOVE OUT**
- **FREE ADMISSION FOR ALL ATTENDEES**
- **FREE EXHIBITOR’S NAME BADGES**
- **NO "HIDDEN CHARGES"**
- **LARGE DOORS FOR EQUIPMENT, TRUCKS, AND LARGE DISPLAY ITEMS**
- **DRAW ATTENDEES TO YOUR BOOTH WITH THE MATCH TICKET DOOR PRIZES**
- **SYMMENTRICAL DISPLAYS PROMOTE "TRAFFIC" FLOW**
- **FREE STEAM CLEANER USE AT MOVE IN**
- **EASY HIGHWAY ACCESS FROM ALL POINTS THROUGHOUT NEW YORK STATE**
- **SPONSORSHIP OPPORTUNITIES AVAILABLE FOR DOOR PRIZE & LUNCH.**
- **COME IN AT 7:30 ON SHOW DAY AND ENJOY COFFEE AND DONUTS COMPLIMENTS OF SUPERINTENDENT’S PROFILE MAGAZINE**

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**SET-UP - SHOW TIMES**

**SET UP DAY** - Tuesday, October 27, 2020 from 8:00 a.m. to 5:00 p.m. Indoor display Equipment, Trucks and Forklifted items need to be parked and in place by 5:00 p.m. on set up day. Small carry in items may be brought in anytime throughout the day or at 7:00 a.m. the day of the show as long as they are in place before the doors open for attendees at 8:00 a.m.

**THE DAY OF THE EXPO** - Wednesday, October 28, 2020. Doors open to exhibitors at 7:00 a.m. for final touches on displays and free coffee & donuts compliments of Profile Publications. Doors open at 8:00 a.m. to attendees. All exhibits must be staffed during expo hours, 8:00 a.m. to 3:00 p.m. Food service will be open. Doors will close at 3:00 p.m. Bar-B-Q lunch will be served at noon.

**TEAR DOWN** - Wednesday October 28th, 2020 - ONLY Exhibitors may dismantle their displays. All exhibits must be removed by 8:00 p.m. after the show.

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**HOTEL INFO**

**HOTEL ARRANGEMENTS** - Profile Publications has reserved a block of rooms at the nearby Holiday Inn Express, available to exhibitors on a first come best served basis at a discounted rate of $89 per night. Reservations should be made directly with Holiday Inn Express by calling 315-701-5000. Be sure to ask for the "NYS Highway & Public Works Expo rate." Rates held until 9/28/20 so reserve your rooms early!
1. Full payment is due with contract for 10x10 booths, a 50% deposit is due with your contract for floor displays. Any balances owed after initial deposits are made must be paid in full no later than September 18th, 2020.

2. Proof of insurance must be provided. A general liability policy for no less than $1,000,000.00, naming Profile Publications as additionally insured, for the time period encompassing setup day, show day, and tear down day, must be submitted with or before final payment. Please email insurance certificates to jphillips@cegltd.com or debyh@cegltd.com

3. All steel grouser tracked equipment must be planked in and out to avoid any damage to the concrete floor. Ignition keys should be removed from machines, batteries disconnected, fuel caps secured in place, and hydraulic cylinders properly braced if they are extended.

4. All Space is assigned on a “first come, best served basis.” Please be sure to register early for best selection and to ensure availability of space.

5. Show management reserves the right to alter display setups to ensure the overall effective and fair use of space in the best interest of all exhibitors concerned.

6. Note the "SETUP - SHOW TIMES & TEAR DOWN" section on page 3 of this pack. All tear down must be complete, and the building vacated by 8 p.m. on Wednesday, October 28th, 2020 at the latest.

7. All information contained on this list of Exhibitor Responsibilities, must be thoroughly understood by the party signing the Space Reservation Contract. Full compliance with all exhibitor responsibilities will be strictly enforced to ensure a smooth expo.

8. Cancellations must be made in writing no later than July 31, 2020. Written cancellations received by that date will be entitled to a refund of monies paid, less a 25% cancellation fee. Cancellations made after July 31, 2020 will not be entitled to any refund.

9. Profile Publications reserves the right to use the names and or photographs of all exhibitors submitting a space reservation contract in promotional and editorial coverage of the Expo.

10. Fork lift service, electrical service, pressure washing equipment, food and beverage and other services provided for the smooth operation of the expo are subcontracted. Profile Publications is not responsible for the potential nonperformance of subcontracted employees or vendors.

11. All arrangements for shipments of exhibitor materials to and from the expo are the sole responsibility of the exhibitor as are any receiving and storage costs at The Exposition Center. Arrangements can be made by calling the Empire Expo Center at 315/487-7711.

12. Arrangements for special decorating needs such as carpeting, lights, additional tables, etc. can be made by calling the contracted decorator Northeast Decorating at 315-471-9989. Payment for additional decorating items requested by exhibitors will be made directly to the decorating firm by the exhibitor.