

The Power of Pavement

Paving and pavement maintenance buyers from across North America rely on National Pavement Expo each year as their ultimate educational and purchasing tool. Be there to showcase your products & services to this group of qualified attendees. You'll shorten the sales cycle by meeting with a condensed environment of buyers in just three days!

60% are final decision makers

92% of attendees have purchasing power

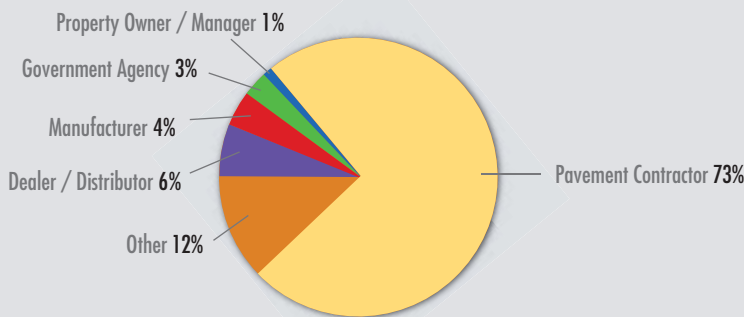
40% are business owners

77% plan to buy within 6 months

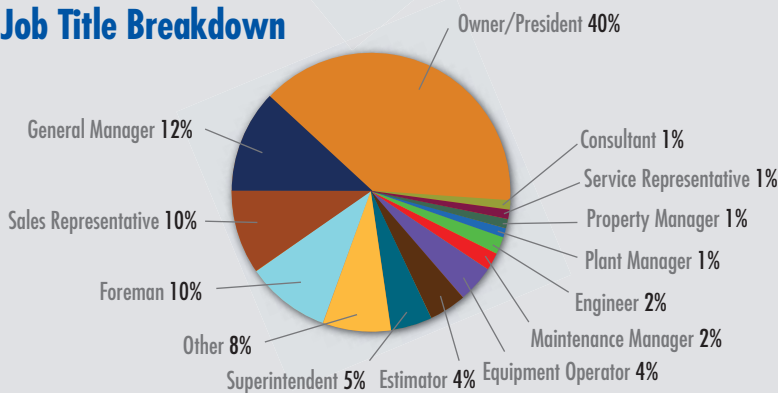
... these are the **TOP BUYERS** you'll only find at **NPE**

A Powerful Mix of Buyers

Business Activity



Job Title Breakdown



Sponsored By:



A Proven Tool

“ It was an outstanding show! We had a lot of quality people visit our booth. ”

Gordon Rayner - Vice President - Rayner Equipment

“ Fantastic; great experience for the first time showing our new acquisition DuraWheel. ”

David Gershon - Vice President of Sales & Marketing
- U.S. Tape Company

“ Excellent show with good quality attendees. Our best shows are always at NPE. ”

Wesley Van Velsor - President - Ray-Tech Infrared Corp.

Call Today.

Add NPE to your 2010 sales and marketing strategy!

Amy Schwandt, Publisher

Amy.schwandt@cygnusb2b.com

800.547.7377 x 1667

Or

Contact your Sales Representative

800.547.7377



December 3-5, 2009
Las Vegas Convention Center

January 20-23, 2010
Nashville Convention Center

Your Complete Paving & Pavement Maintenance Resource.

National Pavement Expo and NPE West are the only events that cover all segments of the paving and pavement maintenance industry:

- Asphalt Paving
- Striping / Marking
- Sealcoating
- Sweeping
- Hot or Cold Pour Crackfilling
- Concrete Repair / Pothole Repair
- Traffic Control
(lighting, signage, safety)
- Earth Moving / Site Preparation
- Recycling and Reclaiming
- Curbing

Targeting a Qualified Audience.

- Sponsored by two of the industry's leading publications, *Pavement Maintenance & Reconstruction* and *Asphalt Contractor*
- Strategic direct mail & electronic marketing campaigns
- Partnerships with leading trade organizations

Valuable Exhibit Packages.

- Free company listing and description in official show guide
- Complimentary exhibit hall passes to distribute to key clients, dealers, and distributors
- Listing on official show website
- Convenient online access to exhibitor tools – order exhibitor badges, exhibit hall passes, and update company information 24/7
- Access to pre-registered attendee list for your pre-show promotional efforts
- 10 x 10 booth space includes carpeting, 8' backdrop, 3' side drape & standard ID sign

Pricing.

| NPE | NPE West 2009 | | | | | | |
|--|---|----------|-------------|--|-----------------|--|-----------------|
| <p>Onsite Renewal Pricing \$18.25 / Sq Ft</p> <p>After February 21, 2009 \$18.75 / Sq Ft</p> | <table border="0"> <tr> <td style="text-align: center;">Standard</td> <td style="text-align: center;">Multi-Show*</td> </tr> <tr> <td style="text-align: center;">Until March 2, 2009 \$15.00 / Sq Ft</td> <td style="text-align: center;">\$14.00 / Sq Ft</td> </tr> <tr> <td style="text-align: center;">After March 2, 2009 \$15.50 / Sq Ft</td> <td style="text-align: center;">\$15.00 / Sq Ft</td> </tr> </table> | Standard | Multi-Show* | Until March 2, 2009 \$15.00 / Sq Ft | \$14.00 / Sq Ft | After March 2, 2009 \$15.50 / Sq Ft | \$15.00 / Sq Ft |
| Standard | Multi-Show* | | | | | | |
| Until March 2, 2009 \$15.00 / Sq Ft | \$14.00 / Sq Ft | | | | | | |
| After March 2, 2009 \$15.50 / Sq Ft | \$15.00 / Sq Ft | | | | | | |

*Multi-Show Discount at NPEW 2009 applies to companies that also exhibit in NPE 2009

Contact us today to reserve your booth space!

Amy Schwandt, Publisher
800-547-7377 x 1667
Amy.schwandt@cygnusb2b.com

Or
Contact your Sales Representative
800-547-7377