



DECEMBER 3-5, 2009  
Exhibits December 4-5

# 2009 Marketing Kit

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**What:** National Pavement Expo West 2009

**Where:** Las Vegas Convention Center

**When:** Exhibits: December 4 – 5, 2009  
Conference: December 3 – 5, 2009

### Exhibits

Friday, December 4: 10:30am – 5:00pm  
Saturday, December 5: 10:00am – 2:00pm

### Conference Seminars

Thursday, December 3: 1:00pm – 2:30pm, 3:00pm – 4:30pm  
Friday, December 4: 8:00am – 9:30am, 10:00am – 11:30am, 2:00pm – 3:30pm  
Saturday, December 5: 8:00am – 9:30am, 10:00am – 11:30am

### Workshops

Thursday, December 3: 9:00am – Noon  
Friday, December 4: 8:00am – 11:00am

### Industry Roundtables

Thursday, December 3: 4:30pm – 5:30pm

**Who:** NPEW is the most powerful event for professionals in:

- Asphalt Paving
- Striping/Marking
- Sealcoating
- Sweeping
- Concrete Repair/Joint Sealing
- Hot or Cold Pour Crack Repair
- Asphalt Patch/Pothole Repair
- Traffic Control
- Earth Moving/Site Preparation
- Recycling and Reclaiming
- Curbing

Produced By:

The logo for Cygnus Expositions, featuring the word "cygnus" in a blue, lowercase, sans-serif font, with "Expositions" in a smaller, black, uppercase font below it.

Sponsored By:

The logo for National Pavement Maintenance & Reconstruction, featuring the word "PAVEMENT" in large, bold, black letters, with "Maintenance & Reconstruction" in a smaller font below it.The logo for Asphalt Contractor, featuring the words "asphalt" and "contractor" in a stylized, bold, black font, with a red and black graphic element below.

### Prepare Your Sales Staff

- Who will be at the show? What are the company's goals? Will there be on-site company meetings?
- Discuss show attire.
- Wear comfortable shoes!
- Communicate pre-show promotional efforts.
- Practice sales pitches.

### Selling In the Booth

- You have 7-10 seconds to attract a potential customer.
- You have 3-5 minutes to qualify your prospect.
- Wear your exhibitor name badge on your right side so it's in the line of vision when you shake prospects' hands.
- Maintain an upbeat positive attitude.
- Create an inviting atmosphere in your booth. Don't sit in the booth looking bored or stand around talking to your colleagues.

### Selling Outside the Booth

- Walk the show aisles and visit other booths.
  - Use this time to gather market intelligence.
  - Target sales prospects who are also exhibiting in the show.
  - Notice nametags, looking for customers or prospects.
  - Invite people to visit your booth.
- Participate in educational events.
  - Get on the schedule of presenters or introduce a speaker.
  - Network at events given by other companies.
- Spread out at meals to meet as many people as possible.
- Arrange to take customers and prospects out to eat during the show.
- Get yourself noticed by sponsoring an event or networking at other special events.
- Use the Internet to promote your presence at the show.
  - Promote your schedule, special offers or contests on your website to encourage customers and prospects to visit you.

### Selling After the Show

- Make sure the leads you gathered at the show don't grow stale – conduct follow-up calls the week following the show.
- Send an email to your customers and prospects reporting your participation in the show.
- Extend show specials for a few weeks after the show to encourage customers and prospects from the show to make a purchase.

## DIRECT MAIL TIPS

Direct mail is the most important element you can use to attract buyers to your booth. According to a survey by Incomm Research, a top independent research firm, the pre-show promotions that work best, with the percentage of attendees who are influenced are:

- Personal letters with complimentary passes to the trade show 54%
- Emailed or faxed invitation or information about what will be shown 42%
- Personal phone call 37%
- General direct mail 16%

**Follow these suggestions to increase the effectiveness of your mailings.**

**1. GET THE RIGHT LISTS.** A brilliant pre-show mailer can still flop if it's sent to the wrong list of people. Target your internal databases. Send your pre-show mailer to your best prospects and customers. Mail to people who have responded to ads for your product within the last six months, but have yet to make a purchase. And utilize show management's pre-registration list for the show.

**2. USE AN ODD-SIZE ENVELOPE OR STRIKING COLOR.** Most mailings are sent in a white letter-size envelope. Making yours a different size or a different color will help it stand out from the stack of mail that hits your recipient's desk.

**3. HAVE A "TEASER" ON THE FRONT OF THE ENVELOPES.** Give the recipient a hint about what information is included inside and why it's to their benefit to at least open up the envelope and investigate. Your message can be as simple as "We want to give you..."

**4. EMPHASIZE EXCLUSIVITY.** If you're introducing a new product or service at the show, play this up in your mailer. Highlight the importance of the new offering and the fact that the reader has the exclusive opportunity to see it first.

**5. INCLUDE A CALL TO ACTION.** Enclose a response card in your mailer. Instruct recipients to bring the card to your booth to receive a small gift. Make sure your booth number is on the card so they know where to find you and be sure to capture their name and address on the card for follow-up activities.

**6. GIVE THEM A FREE PASS.** (Available through this kit) It's a good idea to include an official invitation or registration form in your mailer. Having an invitation gives prospects the assurance that they have the necessary paperwork to get into the exhibit hall.

**7. USE THE SHOW NAME ON THE ENVELOPE.** This is almost guaranteed to get your mail opened. People planning to attend the show have a vested interest in knowing what is planned. When your envelope seems to suggest that it is about the show, it will be opened.

**Don't forget to use the free & convenient  
online exhibitor center**

[www.nationalpavementexpo.com](http://www.nationalpavementexpo.com)

*Maximize your presence by taking advantage of this easy-to-use tool!*

### How Does it Work?

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1. Visit the NPE website at [www.nationalpavementexpo.com](http://www.nationalpavementexpo.com)
2. Click on National Pavement Expo West
3. Scroll to Exhibitor Center and click on Exhibitor Tools
4. Sign in by entering your company's User ID and Password  
Login information will be sent by email and regular mail once we have received your signed exhibit space contract. If you have not received your User ID and Password, please email [lostid@cygnusexpos.com](mailto:lostid@cygnusexpos.com)

### What Can You Do in the Exhibitor Center?

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1. **Order FREE Passes (no charge to you!)** – We mail these promotional materials to you so you can distribute free invitations to your best customers & top prospects.
2. **Enter Company Description for Show Program** – this description, which presents an overview of the products and services your company offers, will appear in the Show Program. All company descriptions are due by **October 23**.
3. **Enter Product Categories** – Choose the product categories that suit your company. If you want to be listed under additional categories or have your company profile & description appear on the website, upgrade your online presence with a Virtual Booth Package!
4. **Order Exhibitor Badges** – Everyone working your booth needs to have an Exhibitor Badge. To save time on-site, enter all associates in your company that will be working your booth.
5. **Access the Exhibitor Manual** - Get all the information and order forms you need to set up your exhibit (available approximately 8 weeks before the show).

## SHOW PROGRAM LISTING

All attendees & exhibitors will receive a copy of the Official Show Program upon arrival at NPE West. The Show Program contains a schedule of events, floor plan, exhibitor listings, and more! Make sure your company information gets included by updating your exhibitor profile!

### Three Easy Ways to Submit Your Company Information:

- 1) Online (preferred): Visit [www.nationalpavementexpo.com](http://www.nationalpavementexpo.com),
  - Click on National Pavement Expo West
  - Click on Exhibitor Tools
  - Login with your User ID & Password  
*Need your login information? Email [lostid@cygnusexpos.com](mailto:lostid@cygnusexpos.com)*
  - Click on Edit Your Exhibitor Profile, then fill out 'Published Contact Information' & 'Brief Company Description'
- 2) Fax: 952.894.8252
- 3) Mail: NPE West, 801 Cliff Road East Suite 201, Burnsville, MN 55337

The information below will be listed in the program EXACTLY as you have provided it.

**Note to past exhibitors:** if we do not receive your updated information, we will use the information you provided to us for the 2008 National Pavement Expo West.

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**All information MUST be received by October 23**

Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Website: \_\_\_\_\_

Company Description (25-30 words): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Must be returned no later than October 23**

**Fax to:** Pat Burse  
Cygnus Expositions  
952.894.8252

Please call 800.827.8009 x4429 with any questions

## FREE PROMOTIONAL TOOLS

These **FREE** promotional tools are a simple & effective way to let people know that you'll be at NPE West!

**QUICK TIP:** Make it easy for visitors to find you by including your booth number!

### Free Exhibit Hall Passes

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The #1 way to attract someone to your booth is with a **FREE** pass!

See pg. 7 for details on how to order your passes.  
(no cost to you!)

### Show Logo

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Place the NPE West logo on your website & in print promotions and correspondence.

### Web Banners

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A variety of different NPE West web banners are available for download. Make sure your web designer links them to **www.nationalpavementexpo.com** so your visitors know where they can register!

### Electronic Exhibit Hall Pass

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Use this tool to send a **FREE** electronic exhibit hall pass to your best customers & prospects!

The **FREE** pass will be sent to all exhibitors approximately two months before NPE West with instructions for forwarding to your e-mail database!

Visit **www.nationalpavementexpo.com** and click on '**Exhibitor Tools**' for instructions on how to utilize these **FREE** online promotional tools!

## FREE PASS ORDER FORM

**Fact:** The #1 way to attract a customer to your booth is with a free pass.

Free passes are valid for free admission to the Exhibit Hall for both days of the Expo. The pass features Expo highlights and a pre-registration form for complimentary admission.



**Ideas for distributing your FREE passes to your customers & prospects:**

- Free passes fit in a #10 envelope and can be sent with invoices or alone
- Send free passes to customers & prospects with a cover letter highlighting what they will see at your booth and where you will be located
- Send free passes to your distributors, regional offices & salespeople
- Display free passes at points-of-purchase

**Order your FREE Passes online at  
[www.nationalpavementexpo.com](http://www.nationalpavementexpo.com)  
 with your User ID & Password  
 or complete the form below and  
 fax to 952.894.8252 / attn: Pat Burse**

.....

**Quantity of passes you would like shipped:** \_\_\_\_\_  
 (order enough to invite all your customers & prospects!)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

Phone #: \_\_\_\_\_

Shipping Address (no P.O. Boxes): \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Please contact Pat Burse at 800.827.8009 x4429 with any questions

## SHOW PROGRAM ADVERTISING

Increase your company's visibility and drive attendees to your booth with an advertisement in the Official NPE West Show Guide! The show guide is distributed to all attendees and exhibitors on-site and is often used as a reference guide post-show.

Description	Dimensions	Rates
<input type="checkbox"/> Center Spread	Bleed 16 x 11; Trim 15 3/4 x 10 3/4; Live 14 x 10	\$1250
<input type="checkbox"/> Back Cover	Bleed 8 x 11; Trim 7 7/8 x 10 3/4; Live 7 x 10	\$1000
<input type="checkbox"/> Inside Front or Back Cover	Bleed 8 x 11; Trim 7 7/8 x 10 3/4; Live 7 x 10	\$950
<input type="checkbox"/> Full Page	Bleed 8 x 11; Trim 7 7/8 x 10 3/4; Live 7 x 10	\$825
<input type="checkbox"/> 2/3 Page	4 9/16 x 10	\$650
<input type="checkbox"/> 1/2 Page	Standard 4 9/16 x 7 3/8; Horizontal 7 x 4 7/8; Vertical 3 3/8 x 10	\$600
<input type="checkbox"/> 1/3 Page	Standard 4 9/16 x 4 7/8; Vertical 2 3/16 x 10	\$450
<input type="checkbox"/> 1/4 Page	3 3/8 x 4 7/8	\$400

- Flat rate includes color
- No agency discounts
- "See us at NPE West Booth # \_\_\_\_" will be added to bottom of each ad

### Mechanical Requirements for Artwork Transfer:

**PDF, TIFF, EPS:** 300 dpi high-resolution; Fonts created outline; Images embedded; No bleeds (except for outside covers): Provide laser copy.

**In-Design CS:** Include screen and printer fonts; Include images; No bleeds (except for outside covers); Provide laser copy.

### Send Your Files To:

#### FTP Site:

Go to: <http://webftp.cygnuspub.com>

Enter the Name: Pat Burse

Click Continue. Instructions are provided to successfully transfer your files.

### Reserve Your Space TODAY!

Contact Amy Schwandt, Publisher 800-547-7377 x 1667, Fax: 952-894-8252

Or contact your Sale Representative at 800-547-7377

Ad Reservation & Materials Deadline: November 9, 2009

Applicant Information	Payment Method
Company: _____	(Please select ad size above)
Contact Name: _____	TOTAL: \$ _____
Phone: _____	Payment Method: <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX
Email: _____	<input type="checkbox"/> Check (payable to Cygnus Expositions)
Authorized Signature: _____	Credit Card #: _____
Date: _____	Exp. Date: _____
	Name on Card: _____
	Billing Address: _____
	_____
<b>For Internal Office Use Only</b>	
Check #: _____ Amount: _____	Signature: _____
Invoice #: _____ Payment Date: _____	Fax Credit Card Payments To: 952.894.8252
Accepted By: Cygnus Expositions Date Accepted: _____	Mail Checks To: Cygnus Expositions – MN
Acceptance Signature: _____	Box 684080, Milwaukee, WI 53268-4080



1. Fax this completed form to **952.894.8252**
2. You will know that it is live when the "**more info**" button appears next to your company name on the exhibitor list.
3. Virtual Booths remain on the website for no less than 60 days following the event.

**Virtual Booth includes:**

\* **BOLDED** company name & booth number listed in the Exhibitor List with a "**more info**" button linking to your web page that features:

- NEW!**
  - Your company **LOGO**
  - Your company Program Name followed by a 50 word description
  - Your company Booth Number
  - An expanded description (from 1 to 3 paragraphs)
  - New product/service announcement with **PHOTO**
  - A link to **your company website**
  - A list of 5 "Search Categories"
  - A list of up to 5 manufacturers you wish to promote
  - Contact information that can include address, phone, fax and email
  - An **ITINERARY** button that allows attendees to add your company to their event itinerary list

- \* Posting of **your press releases**
- \* New product info added to a special "**New Products**" page



Select Expo	Financial Summary						
<input type="checkbox"/> National Pavement Expo West '09 <input type="checkbox"/> National Pavement Expo '10	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;"><b>Virtual Booth</b></td> <td style="text-align: right;"><b>\$ 250</b></td> </tr> <tr> <td><input type="checkbox"/> <b>Video Option - \$250 additional</b></td> <td style="text-align: right;"><b>\$</b></td> </tr> <tr style="border-top: 1px solid black;"> <td style="text-align: right;"><b>TOTAL</b></td> <td style="text-align: right;"><b>\$</b></td> </tr> </table> <p style="text-align: center;">(must be paid in full before activation)</p>	<b>Virtual Booth</b>	<b>\$ 250</b>	<input type="checkbox"/> <b>Video Option - \$250 additional</b>	<b>\$</b>	<b>TOTAL</b>	<b>\$</b>
<b>Virtual Booth</b>	<b>\$ 250</b>						
<input type="checkbox"/> <b>Video Option - \$250 additional</b>	<b>\$</b>						
<b>TOTAL</b>	<b>\$</b>						
Applicant Information	Payment Method						
(Please Print or Type All Information)	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Check (Payable to: Cygnus Expositions)						
Company _____ Contact _____ Date _____ Phone _____ Ext. _____ Email _____ Authorized Signature _____	Credit Card # _____ Exp. Date: _____ Name On Card _____ Billing Address _____ Signature _____						
For Internal Office Use Only	<b>Fax Credit Card Payments to: 952.894.8252</b>  <b>Mail Checks to:</b> <b>Cygnus Expositions – MN</b> <b>Box 684080, Milwaukee, WI 53268-4080</b>						
Check # _____ Amount _____ Invoice # _____ Payment Date _____ Accepted by: Cygnus Expositions      Date Accepted _____ Acceptance Signature _____							

**Interested in other web presence opportunities? Call your account representative for all the details! 800.827.8009**



1. Fax this completed form to **952.894.8252**
2. You will know that it is live when the "**more info**" button appears next to your company name on the exhibitor list.
3. Virtual Booths remain on the website for no less than 60 days following the event.

**Featured Virtual Booth is limited to 4 companies and includes:**

- ❖ Top billing on the Exhibitor List and Search Results pages
- ❖ **BIGGER & BOLDER** company name & booth number listed in the Exhibitor List with a "**more info**" button linking to your web page that features:
  - Your company **LOGO** and Booth Number
  - Your company Program Name followed by a 50 word description
  - An expanded description (from 1 to 3 paragraphs)
  - New product/service announcement with **PHOTO**
  - A link to **your company website**
  - A list of 10 "Search Categories"
  - A list of up to 5 manufacturers you wish to promote
  - Contact information that can include address, phone, fax and email
  - An **ITINERARY** button that allows attendees to add your company to their event itinerary list
- ❖ Posting of **your press releases**
- ❖ New product info added to a special "**New Products**" page
- ❖ A 160x120 pixel banner ad for standard rotation



Select Expo	Financial Summary								
<input type="checkbox"/> National Pavement Expo West '09 <input type="checkbox"/> National Pavement Expo '10	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;"><b>Featured Virtual Booth</b></td> <td style="text-align: right;"><b>\$ 1,000</b></td> </tr> <tr> <td><input type="checkbox"/> <b>Video Option - \$250 additional</b></td> <td style="text-align: right;"><b>\$</b></td> </tr> <tr style="border-top: 1px solid black;"> <td style="text-align: right;"><b>TOTAL</b></td> <td style="text-align: right;"><b>\$</b></td> </tr> <tr> <td colspan="2" style="text-align: center;">(must be paid in full before activation)</td> </tr> </table>	<b>Featured Virtual Booth</b>	<b>\$ 1,000</b>	<input type="checkbox"/> <b>Video Option - \$250 additional</b>	<b>\$</b>	<b>TOTAL</b>	<b>\$</b>	(must be paid in full before activation)	
<b>Featured Virtual Booth</b>	<b>\$ 1,000</b>								
<input type="checkbox"/> <b>Video Option - \$250 additional</b>	<b>\$</b>								
<b>TOTAL</b>	<b>\$</b>								
(must be paid in full before activation)									
Applicant Information	Payment Method								
(Please Print or Type All Information)									
Company _____	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX								
Contact _____ Date _____	<input type="checkbox"/> Check (Payable to: Cygnus Expositions)								
Phone _____ Ext. _____	Credit Card # _____								
Email _____	Exp. Date: _____								
<b>Authorized Signature</b> _____	Name On Card _____								
	Billing Address _____								
For Internal Office Use Only	Signature _____								
Check # _____ Amount _____	<b>Fax Credit Card Payments to: 952.894.8252</b>								
Invoice # _____ Payment Date _____	<b>Mail Checks to:</b>								
Accepted by: Cygnus Expositions      Date Accepted _____	<b>Cygnus Expositions – MN</b>								
Acceptance Signature _____	<b>Box 684080, Milwaukee, WI 53268-4080</b>								

**Interested in other web presence opportunities? Call your account representative for all the details! 800.827.8009**

# Banner Ad Order Form

## Web Banner Ads

Ad Unit	Location	Dimensions	Rate
<input type="checkbox"/> Button	Right Column	160x60	\$250
<input type="checkbox"/> Tile	Right Column	160x120	\$500
<input type="checkbox"/> Horizontal	Page Bottom	468x60	\$750
<input type="checkbox"/> Skyscraper	Right Column	160x300	\$1,000

A basic banner ad provides random placement on all pages throughout the site, rotating with other customer ads. Included in your price is design service of a "Basic" banner ad consisting of your logo and a short tag line. You may, however, submit your own ad. Please see Material Guidelines and General Requirements for details.

### Corner Peel-Away Ad

This is an exclusive ad placed ONLY on the top right corner of the Home Page! You supply the artwork and we'll create the ad. Only ONE peel-away ad is available for each event. Contact your Account Rep for all the details.

### Design Enhancement Services

Whether you require the scanning of a logo or enhancement of your ad, Cygnus Expositions' design staff will work with you to create your ad. Rate is \$75/hour with a \$25 minimum. Contact your Account Rep for all the details.

### Exclusive Ad Placements

Want your ad to always appear on the Home Page, Exhibitor List or Registration page? Then Exclusive Ad Placement is for you. They are available on a limited basis and priority placement will be given in the order sold. Contact your Account Rep for all the details.

**NOTE** - Banner ads are sold on an event cycle basis. Once your ad is placed on the website it will remain up until the site is re-launched for the next year's event, or until you ask to have it taken down. Ads must be paid in full before they will be placed. Standard rotation ads will be randomly displayed throughout the site. Exclusive ads will ONLY appear on the page selected and placement will be determined at time of payment. Cygnus Expositions reserves the right to limit the number of ads on any one page.

Select Expo	Financial Summary
<input type="checkbox"/> National Pavement Expo West '09 <input type="checkbox"/> National Pavement Expo '10	<b>Ad Total</b> \$ _____  <b>Design Service</b> \$ _____  <b>TOTAL</b> \$ _____ (must be paid in full before activation)
Applicant Information	Payment Method
(Please Print or Type All Information) Company _____ Contact _____ Date _____ Phone _____ Ext. _____ Email _____ Authorized Signature _____	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Check (Payable to: Cygnus Expositions) Credit Card # _____ Exp. Date: _____ Name On Card _____ Billing Address _____ _____ Signature _____
For Internal Office Use Only	<b>Fax Credit Card Payments to: 952.894.8252</b>  <b>Mail Checks to:</b> <b>Cygnus Expositions – MN</b> <b>Box 684080, Milwaukee, WI 53268-4080</b>
Check # _____ Amount _____ Invoice # _____ Payment Date _____ Accepted by: Cygnus Expositions      Date Accepted _____ Acceptance Signature _____	

Interested in other web presence opportunities? Call your account representative for all the details! 800.827.8009

**GET NOTICED...**  
*set your company apart using a sponsorship opportunity!*

## SPONSORSHIP OPPORTUNITIES

- |   |  |   |
|---|--|---|
| <input checked="" type="checkbox"/>   | <b>Show Bags</b> <b>SOLD</b>               | <b>\$2,000</b>  |
| <p>Success at NPE WEST is "in the bag" when your company becomes the exclusive Show Bag sponsor. Imagine your company name on Show bags that will be distributed to every attendee, and inside each bag – your company's literature! This is one promotion that no one will miss!</p> |  |   |
| <input type="checkbox"/>  | <b>Coffee Breaks</b>                       | <b>\$500 each</b>   |
| <p>Refreshment sponsors receive exposure during conference breaks. Coffee break refreshments coordinated through show management. Only three available.</p>   |  |   |
| <input checked="" type="checkbox"/>   | <b>Network Night</b> <b>SOLD</b>           | <b>\$3,500 partial sponsorship / \$7,000 full sponsorship</b> |
| <p>Sponsor the cocktail reception on Friday evening that includes hors d'oeuvres and limited complimentary beverages. Exposure includes promotional material referencing the reception. Multiple sponsors welcome.</p>  |  |   |
| <input checked="" type="checkbox"/>   | <b>Lanyards</b> <b>SOLD</b>                | <b>\$1,500</b>  |
| <p>Provide attendee lanyards for show management to distribute in the registration area to attendees. Production and delivery are the responsibility of the sponsor company.</p>  |  |   |
| <input type="checkbox"/>  | <b>Badge Holder Insert</b>                 | <b>\$1,000</b>  |
| <p>Have your company logo conveniently displayed on all attendee badge holders. Production and delivery are the responsibility of the sponsor company.</p>  |  |   |
| <input type="checkbox"/>  | <b>Seminar &amp; Workshop Pens/Pencils</b> | <b>\$500</b>  |
| <p>Your company pen/pencil will be noticed by all seminar attendees during conference sessions and after the show. The sponsor provides the pen/pencils.</p>  |  |   |
| <input type="checkbox"/>  | <b>Aisle Banners</b>                       | <b>\$2,000</b>  |
| <p>Have your company's logo and message featured on a special banner attached on each numbered aisle banner on the exhibit floor.</p>   |  |   |
| <input type="checkbox"/>  | <b>Floor Graphics</b>                      | <b>\$500 (\$2500 for all six!)</b>                            |
| <p>Point Attendees in the direction of your booth with 4x4 floor graphics that feature your company's logo and message. Sponsor provides the artwork &amp; Show Management takes care of the rest. Six available.</p>   |  |   |
| <input type="checkbox"/>  | <b>Registration Confirmation</b>           | <b>\$750</b>  |
| <p>Reach valuable customers and prospects by including an advertisement (sometimes called a "bucksip") in the registration confirmation mailed to pre-registered attendees before the show. Artwork due Oct 26. Bucksip will be designed by Cygnus.</p>                               |  |   |

**Simply check off the sponsorship you want, complete the information below and fax to Amy Schwandt, Publisher, 952-894-8252 or call Amy at 800-547-7377 x 1667 for availability!  
 Or call your Sales Representative at 800-547-7377**

Contact Information	Payment Method
Company: _____	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX
Contact Name: _____	<input type="checkbox"/> Check (Payable to: Cygnus Expositions)
Phone: _____	Credit Card #: _____
E-Mail: _____	Exp. Date: _____
<b>Mail Checks to: Cygnus Expositions – MN Box 684080 Milwaukee, WI 53268-4080</b>	Name On Card: _____
	Billing Address: _____ _____
	Signature: _____

**Your sponsorship will also be promoted in on-site signage and in the official show guide!**

## PRE-EVENT MAILING LIST

### TAKE ADVANTAGE OF THIS **FREE** MARKETING OPPORTUNITY!

Industry research indicates that exhibitors who conduct a minimum of two pre-show marketing campaigns increase the effectiveness of their trade show presence by up to 65%. We encourage you to enhance your show presence by conducting a targeted promotional campaign using our list of pre-registered attendees.

#### TERMS

1. Cygnus Expositions will provide complimentary, one-time use of the NPE West list of pre-registered attendees, via a third-party mail house.
2. Cygnus Expositions will release the list to Bolger, Inc., at no charge, on October 26th, 2009.
3. The exhibitor will forward to Cygnus Expositions for approval a copy of the materials that are to be sent, along with this completed form. (Fax: 952.894.8252)
4. After Cygnus approves materials, the exhibitor will forward all mailing materials to:  
Bolger, Inc.  
Attn: Lisa Digatono/Cygnus Expos Mailing  
3301 Como Avenue SE  
Minneapolis, MN 55414  
Phone: (651)645-6311  
Email: ldigatono@bolgerinc.com
5. The exhibitor will be responsible for all expenses in relation to the coordination and execution of the mailing. A representative of Bolger, Inc. will contact you to arrange for payment.

#### EXHIBITOR CONTACT INFORMATION:

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Exhibitor agrees to the above mentioned terms of list use.**

Signature \_\_\_\_\_ Date: \_\_\_\_\_

**Please complete this form and fax to 952.894.8252.**

Please call Pat Burse at 800.827.8009 with any questions.

## POST-EVENT MAILING LIST

Send your message to thousands of industry professionals, even after the event is over!

### TERMS

1. Cygnus Expositions will provide one-time use of the NPE West attendee list to 2009 exhibitors for a fee of \$95, via a third-party mail house.
2. Cygnus Expositions will release the list to Bolger, Inc., two weeks after the event on December 21st, 2009.
3. The exhibitor will forward to Cygnus Expositions for approval a copy of the materials that are to be sent, along with this completed form. (Fax: 952.894.8252)
4. The exhibitor will forward mailing materials to:  
 Bolger, Inc.  
 Attn: Lisa Digatono/Cygnus Expos Mailing  
 3301 Como Avenue SE  
 Minneapolis, MN 55414  
 Phone: (651)645-6311  
 Email: ldigatono@bolgerinc.com
5. The exhibitor will be responsible for all expenses in relation to the coordination and execution of the mailing. A representative of Bolger, Inc. will contact you to arrange for payment.

### EXHIBITOR CONTACT INFORMATION:

Company Name: \_\_\_\_\_  
 Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

*Exhibitor agrees to the above mentioned terms of list use.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Method of Payment:	
<input type="checkbox"/> Credit Card:	Visa      MC      Amex <b>(circle one)</b> CC#: _____ Exp. Date: _____ Name on Card: _____ Authorized Signature: _____ <b>Fax Credit Card Payments to: 952.894.8252</b>
<input type="checkbox"/> Check (Payable to Cygnus Expositions)	
<input type="checkbox"/> Please Bill Me	

**NOTE: Payment must be received before mailing will be released.**

**Mail payment to:** Cygnus Expos - MN  
 Box 684080  
 Milwaukee, WI 53268-4080

**Please complete this form & fax to 952.894.8252**

Please call Pat Burse at 800.827.8009 with any questions.

## MEDIA CONTACT LIST

### CYGNUS BUSINESS MEDIA

#### Asphalt Contractor

Gregory Udelhofen, Editor  
1233 Janesville Ave.  
Fort Atkinson, WI 53538  
Phone: 608.583.4107  
Gregory.Udelhofen@cygnusb2b.com

#### Concrete Contractor

Rebecca Wasieleski, Editor  
1233 Janesville Ave.  
Fort Atkinson, WI 53538  
Phone: 920.568.8321  
Rebecca.Wasieleski@cygnusb2b.com

#### Construction Distribution

Rebecca Wasieleski, Editor  
1233 Janesville Ave.  
Fort Atkinson, WI 53538  
Phone: 800.547.7377  
Rebecca.wasieleski@cygnusb2b.com

#### Equipment Today

Becky Schultz, Editor  
1233 Janesville Ave.  
Fort Atkinson, WI 53538  
Phone: 920.563.1677  
Becky.Schultz@cygnuspub.com

#### Pavement Maintenance & Reconstruction

Allan Heydorn, Editor  
1233 Janesville Ave.  
Fort Atkinson, WI 53538  
Phone: 708.354.7039  
Allan.Heydorn@cygnuspub.com

#### Rental Product News

Jenny Lescohier, Editor  
1233 Janesville Ave.  
Fort Atkinson, WI 53538  
Phone: 920.563.1647  
[Jenny.Lescohier@cygnuspub.com](mailto:Jenny.Lescohier@cygnuspub.com)

#### Forconstructionpro.com

Sam Simon, Online Editor  
1233 Janesville Ave.  
Fort Atkinson, WI 53538  
Phone: 800.547.7377  
Sam.simon@cygnuspub.com

### LOCAL MEDIA

#### Las Vegas Business Press

1111 W. Bonanza Rd  
Las Vegas, NV 89125-0070  
Phone: 702.387.5298  
Fax: 702.871.3298

#### Las Vegas News Bureau

3107 Joe W. Brown Dr.  
Las Vegas, NV 89109  
Phone: 702.735.3611  
Fax: 702.735.6200

#### Las Vegas Review-Journal

1111 W. Bonanza Rd.  
Las Vegas, NV 89106  
Phone: 702.383.0211  
Fax: 702.383.4676

#### Las Vegas Sun

2275 Corporate Circle Dr.  
Henderson, NV 89104  
Phone: 702.358.3111  
Fax: 702.383.7264

#### Las Vegas Associated Press

300 S. 4<sup>th</sup> St. #180  
Las Vegas, NV 89101  
Phone: 702.382.7440

#### KLAS – Channel 8 – CBS

3228 Channel 8 Dr.  
Las Vegas, NV 89109  
Phone: 702.792.8888  
Fax: 702.792.2977

#### KTNV – Channel 13 – ABC

3355 Valley View Blvd.  
Las Vegas, NV 89102  
Phone: 702-876-1313  
Fax: 702-876.2237

#### KVBC – Channel 3 – NBC

1500 Foremaster Ln.  
Las Vegas, NV 89101  
Phone: 702.642.3333  
Fax: 702.657.3152

#### KVVU – Channel 5 – FOX

25 TV 5 Dr.  
Henderson, NV 89014  
Phone: 702.435.5555  
Fax: 702.451.4220

**Show Management**  
**Cygnus Expositions**  
**National Pavement Expo West**  
801 Cliff Road East, Suite 201  
Burnsville, MN 55337

**Show Director**  
For general questions or comments, please contact:  
Lynnette Sjoquist  
Phone: 952.808.3317  
Fax: 952.894.8252  
[Lynnette.sjoquist@cygnusexpos.com](mailto:Lynnette.sjoquist@cygnusexpos.com)

**Sales Manager**  
For general questions or comments, please contact:  
Amy Schwandt  
Phone: 800.547.7377 x 1667  
Fax: 952.894.8252  
[Amy.schwandt@cygnusb2b.com](mailto:Amy.schwandt@cygnusb2b.com)

**Marketing Representative**  
For questions or comments regarding marketing, please contact:  
Pat Burse  
Phone: 800.827.8009 x 4429  
Fax: 952.894.8252  
[Pat.burse@cygnusexpos.com](mailto:Pat.burse@cygnusexpos.com)

**Registration Coordinator**  
For questions or comments regarding registration, please contact:  
Leah Hendrickson  
Phone: 800.827.8009 x 3358  
[Leah.hendrickson@cygnusexpos.com](mailto:Leah.hendrickson@cygnusexpos.com)

**Operations Manager**  
For questions or comments regarding facility issues, move in / tear down, please contact:  
Dave Odden  
Phone: 800.827.8009 x 3313  
Fax: 952.894.8252  
[Dave.odden@cygnusexpos.com](mailto:Dave.odden@cygnusexpos.com)