

IT'S EVERYTHING YOU NEED TO REACH PAVEMENT CONTRACTORS.

IT'S THE **SMART
CHOICE.**



NPE gives you access to what matters most to your business – the eyes and ears of today's buyer. Directly connecting with a condensed group of customers and prospects in a trade show environment helps you save time and money by shortening the sales cycle – and ultimately gives you a competitive edge!

EXPERIENCE THE ADVANTAGE OF LIVE MARKETING

- Our conference is held in high regard by professionals from North America and beyond. You can't engage with this captivated audience anywhere else!
- With trade shows, branding development continues long after the event . . .64% of trade show attendees share information with 4 or more people!
- Go where the buyers are . . .90% of trade show attendees use exhibitions as the #1 source for purchasing information.
- Accelerate the sales process . . .exhibition leads cost 38% less to close than standard sales leads.

*these statistics from the Center for Exhibition Research demonstrate that trade shows are an important part of marketing your business!

BENEFIT FROM THE AGGRESSIVE PROMOTION

- Over 100,000 pieces of marketing collateral are produced and distributed.
- Targeted digital marketing campaigns keep the event message top-of-mind.
- Sponsored by industry leaders Pavement Maintenance & Reconstruction and Asphalt Contractor giving you access to an extensive subscriber base!
- Partnerships with primary trade organizations attract qualified attendees.

**NATIONAL
PAVEMENT
EXPO**

February 2–5, 2011, Nashville Convention Center

ATTENDEE PROFILE

MEET WITH INDUSTRY PROFESSIONALS

NPE 2010

Job Title	
Owner/President	45%
Consultant / Service / Sale Rep	14%
Engineer / Equipment Operator / Estimator	8%
Superintendent	4%
Foreman	8%
Manager (general, maintenance, plant, property)	14%
Other	7%

Business Category

Dealer/Distr of Products	5%
Government Agency	3%
Manufacturer/Rep of Pavement Prod	5%
Other	14%
Pavement Contractor	70%
Property Owner/Mgr	3%

Business Services

Asphalt Paving	37%
Concrete Paving	16%
Striping/Marking	41%
Sealcoating	41%
Hot or Cold Pour Crackfilling	36%
Concrete Repair/Joint Sealing	19%
Sweeping	16%
Asphalt Patch/Pothole Repair	38%
Traffic Control (Lighting, Signing, Safety)	9%
Earth Moving/Site Preparation	12%
Recycling and Reclaiming	7%
Snow/Ice Removal	19%

**SMART PAVING AND PAVEMENT
MAINTENANCE PROFESSIONALS CHOOSE NPE.
SHOULDN'T YOU?**

Reserve your exhibit space today.
Call your Cygnus representative or Amy Schwandt, Publisher, at 800.547.7377.