

# IT'S EVERYTHING YOU NEED TO REACH PAVEMENT CONTRACTORS.

IT'S THE **SMART  
CHOICE.**



NPE West 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 *West*

December 9-11, 2010, Las Vegas Convention Center

# ATTENDEE PROFILE

## MEET WITH INDUSTRY PROFESSIONALS

### NPE West 2009

Job Title	
Consultant / Service / Sale Rep	11%
Engineer / Equipment Operator / Estimator	6%
Foreman	11%
Manager (general, maintenace, plant, property)	17%
Other	13%
Owner/President	38%
Superintendent	4%

### Business Cateogry

Dealer, Distributor of Products/Equip	6%
Government Agency	6%
Mfg or Rep of Pavement Maint Products	6%
Other	15%
Pavement Contractor	64%
Property Owner/Mgr Paved Areas	2%

### Business Services

Asphalt Paving	43%
Concrete Paving	13%
Striping/Marking	35%
Sealcoating	34%
Hot or Cold Pour Crackfilling	21%
Concrete Repair/Joint Sealing	10%
Sweeping	14%
Asphalt Patch/Pothole Repair	20%
Traffic Control (Lighting, Signing, Safety)	11%
Earth Moving/Site Preparation	10%
Recycling and Reclaiming	5%
Snow/Ice Removal	11%

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

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