



# Make a Strong Impact & Gain Higher ROI with Targeted Sponsorships

World of Asphalt and AGG1 continue to grow exponentially, winning accolades throughout the industry by offering world-class educational programming and award-winning expositions.

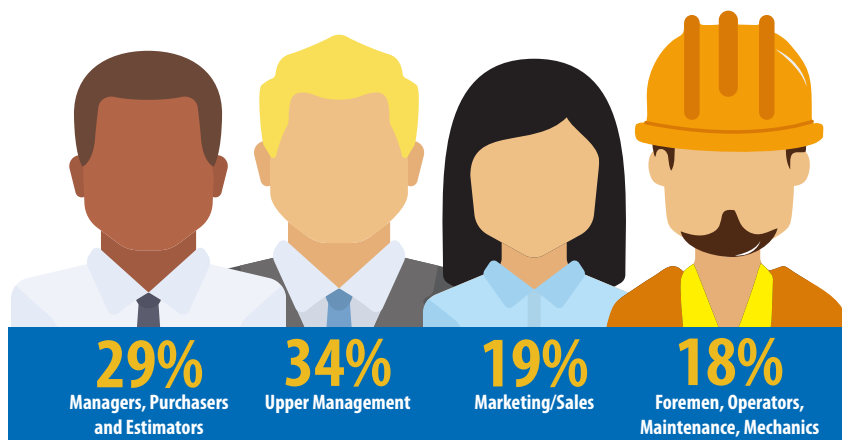


|      | <b>SQ FT</b> | <b>Attendees</b> |
|------|--------------|------------------|
| 2019 | 129,725      | 10,063           |
| 2018 | 118,000      | 7,839            |
| 2016 | 111,415      | 9,081            |
| 2015 | 92,665       | 7,839            |

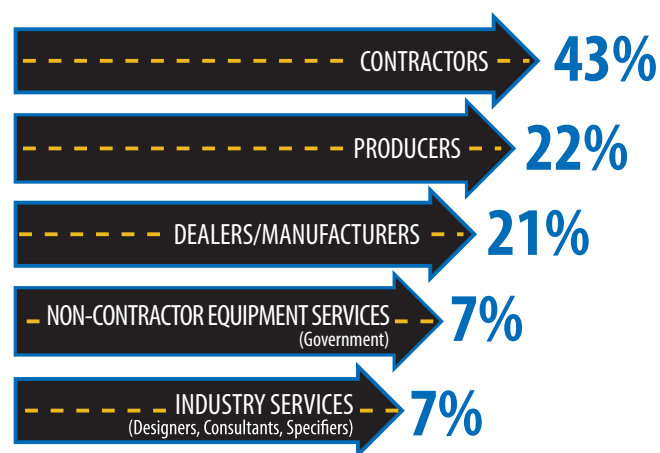
# Attendee Demographics

## Who Attends World of Asphalt & AGG1?

### By Job Title



### By Primary Business







# Statistics at the Shows

## World of Asphalt

Exhibitors that purchased one or more sponsorships at World of Asphalt 2019 were **59%** more likely to be very satisfied to extremely satisfied with the show.

**64%** believe their pre-show marketing efforts made an impact on the success of their show.

**79%** of exhibitors agreed the show was valuable to their business

**95%** of attendees rated World of Asphalt as Good to Excellent.

**6 in 10** attendees have a role in purchasing decisions.

**Over half** of all attendees plan to make a purchase as a result of attending.

## AGG1

**82%** of exhibitors were satisfied to extremely satisfied with their booth traffic.

**77%** of exhibitors were satisfied to extremely satisfied with their ROI.

**90%** of the exhibitors will return to exhibit at the 2021 trade show.





# Marketing Opportunities

## Sponsorships

Highlight your brand on a highly sought-after show service, event or item. Through a sponsorship, you could be the one representing our attendees' favorite experience at World of Asphalt and AGG1.

## Advertising

Looking to increase brand awareness? Want to drive more attendees to your booth? Trying to stand out among your competitors? Take advantage of an advertising opportunity such as mini billboards or a directory upgrade.

## Custom

Have an idea? Looking for an idea? Do your objectives require a combination of sponsorship and advertising opportunities? Our marketing options come with the flexibility to bundle packages and customize them to fit what's right for you.

**"The happy hour sponsorship is a great way to drive traffic to your exhibit space. It provides the opportunity to engage with customers over end of day refreshments that may not have visited your booth during the course of the event. This sponsorship was well worth the investment."** — Dennis Mauzy, Reliable Asphalt Products

## Advertising



### Column Wrap (Multiple Opportunities Available) - \$5,000

#### Build/Increase awareness, Branding

Extend your brand at the show with maximum impact on the large columns. Multiple opportunities available. Production included.



### Escalator Runner (Exclusive Opportunity) - \$3,000

#### Build/Increase awareness, Branding

Don't miss this unique way to capture the attention of attendees and remind them where your booth is located. Production included.



### Floor Clings ( 20 Available) - \$1,000

#### Build/Increase awareness, Branding

Purchase in multiple for impact, the 3' x 5' clings are placed outside of the exhibit halls and education areas. Production included.



### Mini Billboards - (Multiple Opportunities Available) - \$3,000

#### Build/Increase awareness, Branding

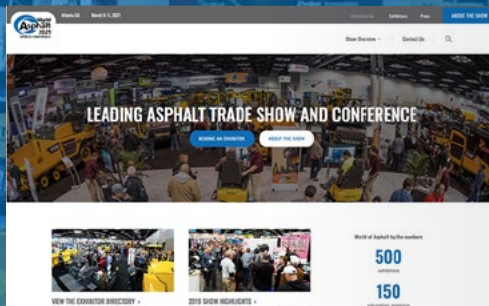
Highlight your brand and booth number in a bustling traffic area at the show. Approximately 4 ft. wide by 9 ft. tall, your mini-billboard will not be missed! Production included.





# Marketing Opportunities

## Advertising



### Digital Access Advertising - Ask for pricing

Connect with visitors of WorldofAsphalt.com and Agg1.org through the use of remarketing technology. We serve your targeted ads to our audience as they browse around the internet. Then, get comprehensive reporting on total impressions, total clicks and more. A fast way to grow your sales to the right audience, with measurable results and obtainable ROI calculations. Choose a plan for your budget.



### Digital Ad in Education Session Rooms (4 Available) - \$1,500 each

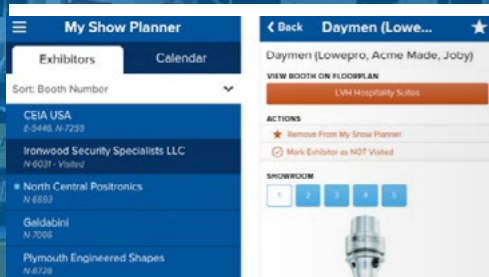
Education is one of the most utilized benefits of attending the show.

Let attendees know what you are offering in your exhibit space by placing your digital ad in the session rooms between breaks.



# Marketing Opportunities

## Advertising: Digital



**Mobile App Sponsor** - Ask for pricing  
Build/Increase awareness, Branding, Generate Leads  
Get immediate results and showcase your brand messaging on this critical

**SOLD**

**NEW**



MARCH 6-8, 2018  
HOUSTON, TX, USA

Confirmation

Confirmation ID: 1004

Thank you for confirming your housing for World of Asphalt 2018 being held March 6-8, 2018 in Houston, TX. Please review all hotel information below for accuracy.

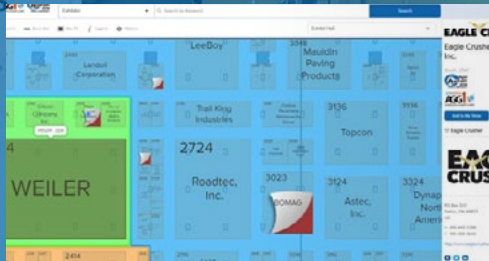
"Please print this confirmation of your housing arrangements and retain as your receipt. You will not receive a separate confirmation from the hotel."

attendees used for navigating the show, accessing education information,

**Housing Registration Ad** - \$2,000

**Inform Customers of Products**

Co-brand with the show, we'll include your advertisement on attendee confirmation e-mails for every hotel in the housing block.



**Directory Upgrades** - ask for pricing

**Build/Increase awareness, Branding**

This option allows for access to leads, plus the ability to add photos, videos and social media links.



# Marketing Opportunities

## Advertising: Online

### Introduce New Products, Networking, Build/Increase awareness, Branding, Leads

Capitalize on the show website by posting an ad campaign for one year on the home or interior pages:

Homepage Static (right) 250 x 220

Homepage Banner Ad (Bottom) 860 x 120

Level 2 - Interior Pages - 250 x 220

About the Show

Attendee Registration

(reserved for Registration Branding sponsor)

Attendee Hotel

Attendee FAQ

Exhibitor Registration

Exhibitor Hotel

Conferences/Education

Media Services

### Image Specifications

- Media accepted: GIF, JPEG, Animated GIF
- Maximum file size is 40K
- All banners must be sized at 72 DPI resolution

### Ad Placement & Sizes

- Homepage static ad placed in the right-rail and sized at 250 x 220.
- All Level 2 interior ads placed in the left-hand side of the page and sized at 250 x 220.

Atlanta, GA | March 9-11, 2021

Exhibitors | Press | ABOUT THE SHOW

Show Overview | Contact Us | Search

### LEADING ASPHALT TRADE SHOW AND CONFERENCE

BECOME AN EXHIBITOR | ABOUT THE SHOW

VIEW THE EXHIBITOR DIRECTORY >

See the full list of exhibitors including their website, products featured and helpful information.

2019 SHOW HIGHLIGHTS >

Check out the exhibits, technology and events featured at World of Asphalt 2019.

World of Asphalt by the numbers

**500**  
exhibitors

**150**  
education sessions



## Sponsorship



### **Lanyards** (Exclusive Opportunity) -\$10,000

#### **Build/Increase awareness, Branding**

Reach every attendee by having your logo placed in the show lanyards.  
Production included.



### **Show Hats** (Exclusive Opportunity) -\$3,000 licensing fee

#### **Build/Increase awareness, Branding, Leads**

The gift that keeps on giving. By partnering your brand with the show on the official hat, you will reach our exclusive audience during and after the show.  
Production not included.



### **Show Bags** (Exclusive Opportunity) -\$3,000 licensing fee

#### **Build/Increase awareness, Branding, Leads**

Great for conveniently storing literature and giveaways during the show, and they get tons of use after the show. Bags will be distributed in the registration area.  
Production cost included.

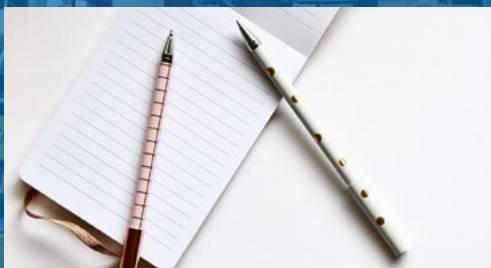


### **Education Notebooks** (Exclusive Opportunity) - \$10,000

#### **Build/Increase awareness, Branding**

Affiliate your brand with our first-class educational programming, exclusively available to program attendees. Approximately 2,000 notebooks will be produced. Production Included.

## Sponsorship



### **Pens** (Exclusive Opportunity) - \$8,000

#### **Build/Increase awareness, Branding**

Affiliate your brand with our first-class educational programming only available to registered attendees. Sponsor logo will be featured on approximately 2,000 pens. Production included.



### **Coffee Cart** (Exclusive Opportunity) - \$17,000

#### **Build/Increase awareness, Branding**

Provide attendees their morning boost with complimentary coffee each morning from two Coffee Cart locations. (Catering costs are included in production. Hours based on the education schedule at the show). The sponsor benefits from maximum branding by providing custom artwork for the back panel of the cart. Plus, the sponsor logo is included on coffee cups and napkins (included in production).

**NEW**



### **Food Court Sponsor** (Exclusive Opportunity) - \$8,000

#### **Build/Increase awareness, Branding**

Enjoy "naming rights" of the food area for the duration of the shows. We add the sponsor logo to signage. Let's get creative, bring your ideas to us!



## Sponsorship

### BADGE PICK-UP

Sponsored By:



#### Registration Branding Sponsorship - \$12,000

(Multiple Opportunities Available)

##### Build/Increase awareness, Branding, Leads

Partner your brand with the busy registration experience.

- [Exclusive] One company logo on Registration Buildout onsite as determined by show management and use approved by sponsor.
- [Exclusive] Right to provide branded accessories for temp personnel at an additional cost.
- Sponsor logo displayed in the footer of attendee confirmation letters, back of badges, as well as registration attendee ad displayed on registration website.
- Sponsor has right to add entertainment for additional cost, subject to show management approval. Meter board signage in registration area to note sponsorship.

**SOLD**

### ROCK & ROAD RECEPTION

WEDNESDAY, FEBRUARY 13TH  
4:00 pm to 5:00 pm

Presented By:



Complimentary Beer and Non-Alcoholic Drinks

#### Rock & Road Reception - \$3,500

(Multiple Opportunities Available)

##### Leads, Networking, Inform Customers of New Products

Beverage stations will be placed next to your booth to drive a captive audience. This one-hour event will be promoted before and during the show with the following inclusions for each sponsor:

- Beer station located next to booth
- Company logo on show website
- Recognition on signage onsite
- Option to provide company t-shirts for beverage station staff



# Marketing Opportunities

## Custom

NEW



### Registration Gift

- \$2,000 licensing fee

#### Build/Increase awareness, Branding

Is your company or one of your product lines celebrating a milestone anniversary or are you launching a new product? Send us your gifts and we'll distribute them in the registration area.

All exclusive sponsorship opportunities are subject to first-right-of-refusal of previous show sponsors.