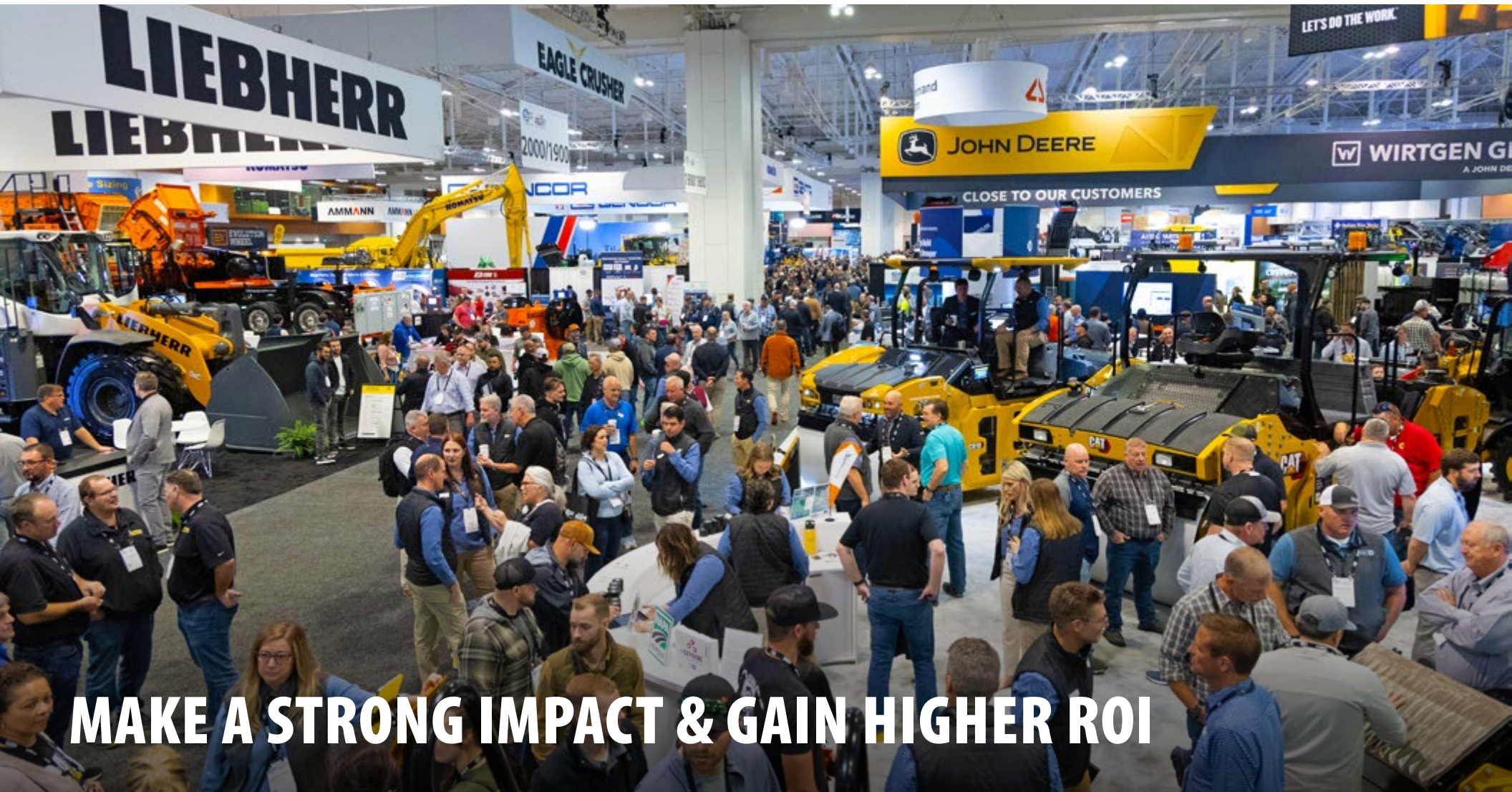


SPONSORSHIP OPPORTUNITIES



MARCH 25-27, 2025

AMERICA'S CENTER, ST. LOUIS MISSOURI

THE INDUSTRY'S FASTEST GROWING SHOW

The **World of Asphalt Show & Conference** and **AGG1 Aggregates Academy & Expo** are the largest asphalt and aggregates focused events where over 15,800 asphalt and aggregates professionals come together to take in the best in-class information on the latest equipment, products, services and technologies.

Attendance has grown 15% to 38% show over show since 2018. 2024 was a record-breaking show with over 15,800 registrants.



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SPONSORSHIP BENEFITS

Whether your goal is to increase brand exposure, create meaningful connections, or attract more leads, we offer a wide range of sponsorship opportunities that will make a strong impact and gain higher ROI. Put your brand front and center with sponsorship opportunities, advertising or a custom-built package.



BRANDING



NETWORKING



LEAD GENERATION



2025 SPONSORSHIP OPPORTUNITIES

BRANDING SPONSORSHIPS

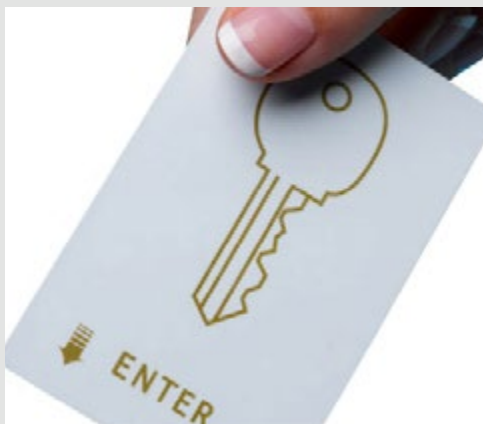
Want to drive brand awareness? Highlight your company's logo or imagery on show apparel, signage or important show services.



Lanyards

Exclusive **\$12,000**

Not only will your logo be present at registration, but it will be prominently seen throughout the duration of the show on official show lanyards.



Hotel Key Cards

Exclusive **\$12,500**

The key to integrating your brand with The World of Asphalt and AGG1 show is your logo on hotel keys that will be distributed at various host hotels in St. Louis.



Registration Branding

Exclusive **\$12,500**

Link your brand to attendee registration from the day it opens online through the show and beyond. Sponsor receives recognition through logo on signage at registration desk, registration badges, attendee confirmation letters, registration badge confirmation emails and hotel registration letters.



Show Bags

Exclusive **\$11,000**

Put your brand on 6,000 official show bags alongside the World of Asphalt and AGG1 logos.

BRANDING SPONSORSHIPS



Show Hat

Exclusive **\$3,000**

Your organization will be top of mind when you purchase the rights to include the official show logo alongside your featured brand.



Show T-Shirt

Exclusive **\$3,000**

Reach far beyond the walls of The World of Asphalt and AGG1 event when you purchase the rights to include the official show logo on your branded shirts — sure to be worn at job sites for years to come!

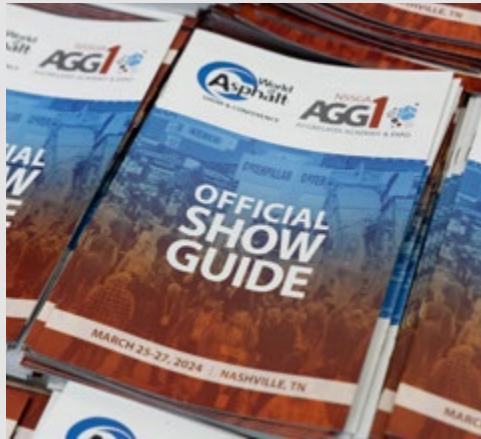


Show Water Bottle

Exclusive **\$3,000**

Quench attendee's thirst and reduce unnecessary waste when you purchase the rights to include the official show logo on your branded, reusable water bottles! Sponsorship includes multiple stations throughout the venue and branded signage.

BRANDING SPONSORSHIPS



Map Book Ad

Multiple Opportunities Available

\$3,000 - \$6,500 each

Make your presence known and drive attendees to your booth by placing an eye-catching full-page ad in the map book, which is distributed to thousands of attendees during the show.



Mini Billboards

Multiple Opportunities Available **\$3,000 each**

The impact of this signage is anything but mini! Purchase several throughout the show and your brand will always be top of mind.



Banners

Multiple Opportunities Available **\$2,000 - \$24,500 each**

With many locations throughout the show, a branded banner is an easy way to reach thousands of attendees.



Floor Clings

Multiple Opportunities Available **\$1,000 each**

Cover the conference center floors with branded 3' x 5' floor clings to keep your brand top of mind.

BRANDING SPONSORSHIPS



Column Wraps

Multiple Opportunities Available

\$3,000 - \$5,000 each

Catch the eye of attendees before they hit the show floor by branding a four-sided column wrap inside of the America's Center.



Staircase Wrap

Multiple Opportunities Available

\$7,500 each

Give your brand a "step up" with these eye-catching staircase wraps, available in multiple locations! Add-on option for adjoining elevator cling wraps are available.

DIGITAL SPONSORSHIPS

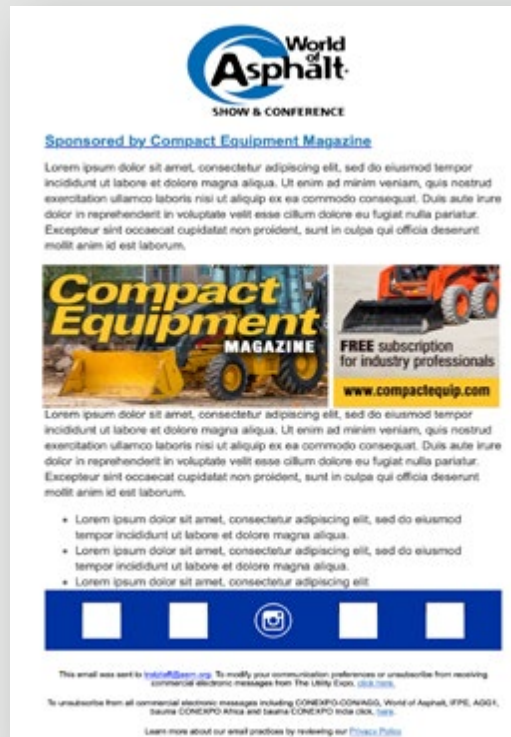
Expand your reach to attendees year-round via our website, e-blasts, mobile app, and online directory. Attendees will recognize your name before the show begins.



Mobile App Opportunities

Multiple Opportunities Available **Starting at \$2,000**

The World of Asphalt and AGG1 app provides attendees with critical show information and is a great place to showcase your company!

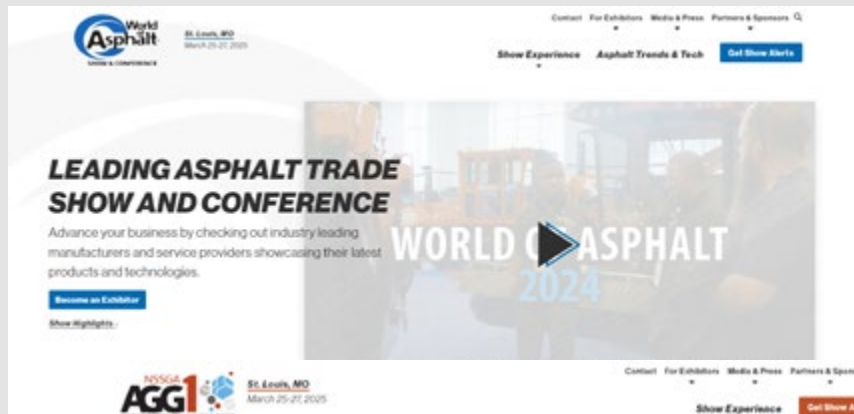


Registered Attendee Emails

Exclusive **\$2,500**

Reach every registered attendee by sponsoring one of the pre-show or post-show update emails. Sponsorship includes company name with link to company website and a banner ad linked to company website.

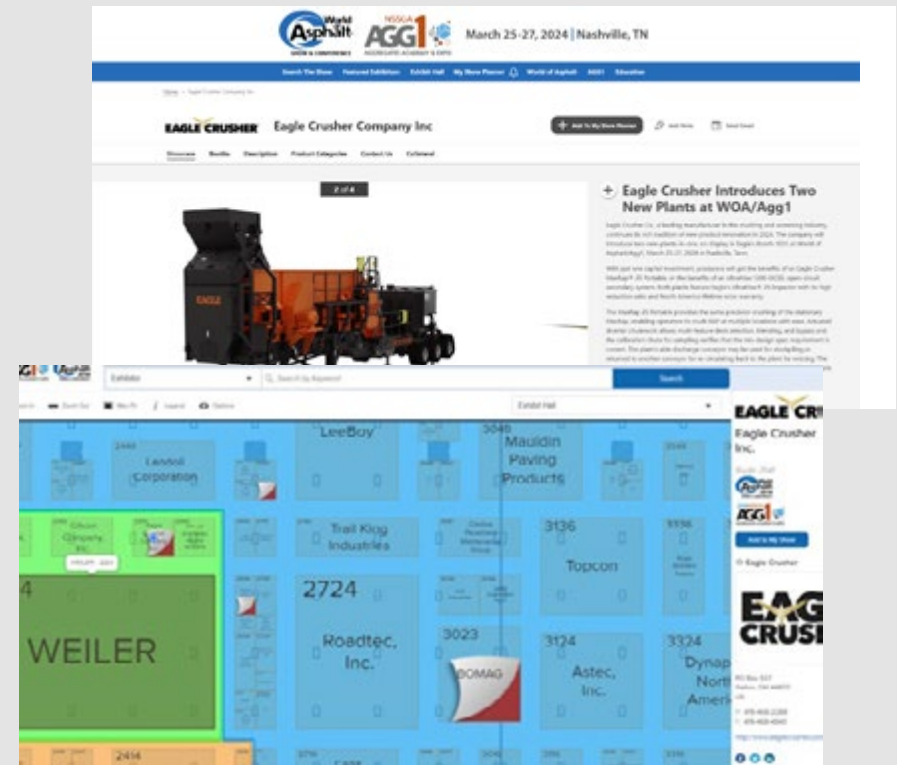
DIGITAL SPONSORSHIPS



World of Asphalt and AGG1 Website Ads

Multiple Opportunities Available **Inquire for Pricing**

If you think the event brings your company a lot of traffic, wait until you see the website! Place your message on worldofasphalt.com or agg1.org through March 2025.



Online Directory Upgrades

Inquire for Pricing

Choose from various directory listing packages and upgrades to access leads, plus the ability to add photos, videos, and social media links.

EXPERIENTIAL SPONSORSHIPS

Engage attendees and project your brand beyond your booth to create an emotional attachment to your brand. Provide unique experiences to connect with key audiences using the five human senses.



Kick-off Party Sponsor

Multiple Opportunities Available **\$7,500 each**

Sponsor the party you can't miss! Connect your brand with the official World of Asphalt and Raised on Blacktop 2025 kick-off party on Monday March 24, 2025. Attendees and exhibitors network and enjoy a fun evening to celebrate show opening.

Sponsorship includes:

- Logo included in various World of Asphalt promotions, including social media posts, attendee focused emails and show website.
- Logo included in social media promotions via Raised on Blacktop social channels
- Opportunity to provide and raffle off a giveaway at the event
- 100 branded koozies given away at the bar
- Branded cocktail napkins and cups given away at the bar

Coffee Station

Multiple Opportunities Available **\$13,000 each**

Provide attendees their morning boost with complementary coffee each morning. Sponsorship includes logo on coffee station build out, logo on beverage napkins and coffee cup sleeves and all needed supplies.



EXPERIENTIAL SPONSORSHIPS



Rock & Road Reception

Multiple Opportunities Available

Deluxe: \$8,500 each

Standard: \$5,000 each

Close out the day strong with a mobile bar in your booth! Network with attendees and offer complementary drinks during this one-hour event. Deluxe sponsors receive complementary beer, wine, soft drinks, and water. Standard sponsors receive complementary beer only. Both sponsorships include bartender, pre-show and onsite promotion, and recognition through company logo on signage and show website.

EXPERIENTIAL SPONSORSHIPS



AGG1 Academy Sponsor

Exclusive **\$5,000**

Become the official AGG1 education sponsor! AGG1 features in-depth industry-focused educational programming related to aggregate plant operations and production, safety and health, business and people management, and sustainability.

Sponsorship includes:

- 2,000, 5" x 7" branded notepads
- Opportunity for sponsor to provide branded pens or another giveaway item
- "Sponsored by" verbal and written recognition in all education sessions
- 15 second digital ad (video or static) in classrooms between breaks; looping with other content



People, Plants, and Paving (PPP) Education Sponsor

Exclusive **\$5,000**

Become the official World of Asphalt education sponsor! Attendees of the People, Plants, and Paving Conference make the most of their World of Asphalt experience by attending education sessions from leading experts about the latest in paving practices, plant management, safety, and technology.

Sponsorship includes:

- 2,000, 5" x 7" branded notepads
- Opportunity for sponsor to provide branded pens or another giveaway item
- "Sponsored by" verbal and written recognition in all education sessions
- 15 second digital ad (video or static) in classrooms between breaks; looping with other content

CONTACT US

Contact your Account Success Advisor for more information or to sign up for a sponsorship opportunity.



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