American Public Works Association Presents

The Show For Snow!

North American Snow Conference

We Have the Leads You Need!

2011 APWA North American Snow & Pacific Northwest Snowfighters Conference

April 10-13, 2011

Spokane Convention Center, Spokane Washington

Hosted by the APWA Washington Chapter & Pacific Northwest Snowfighters Association

www.apwa.net/snow

Exhibiting

The North American Snow Conference is heading to the Pacific Northwest !

Secure Your Space Now to Exhibit in the Premier Event for Snow and Ice Management.

The 51st annual North American Snow Conference will be held April 10-13, 2011 in Spokane, Washington. APWA is very excited to be joining forces with the Pacific Northwest Snowfighters (PNS) for a combined conference. Several years ago, the transportation agencies within the states of Washington, Oregon, Montana, Idaho and the province of British Columbia formed a committee to develop specifications for chemicals related to snow and ice control, and this committee evolved into the Pacific Northwest Snowfighters Association. PNS is renowned for their technical expertise, and their Qualified Product List has become an industry standard.

Join APWA & PNS at The Show for Snow!

The APWA Snow Conference - The Show for Snow brings together more than 1,000 public works professions from city, township, county and rural streets divisions and state departments of transportation as well as private sector organizations. APWA is excited to deliver an even better show by partnering with the Pacific Northwest Snowfighters for this joint conference. The Show for Snow combines four days of quality education and technical tours with three days of exhibits focusing on snow and ice control and winter operations. Please join us as we head to the Pacific Northwest!

9 Full Hours of NON-COMPETE Exhibit Time!

Huge Benefits to Exhibitors!

- Gain exposure to more than 1,000 public works professionals
- Network by attending educational and general sessions
- Conference logo to include on your mailings
- Preferred Customer Passes for free access to the exhibit floor
- Company Name and contact information listed on APWA's website
- Official Program & Showguide listing and product description
- Complimentary exhibitor representative registration
- Additional exposure available through sponsorship and advertising

Activities are planned on the exhibit floor to draw customers to your booth!

- Welcome Reception Sunday evening
- Lunch on Monday & Tuesday
- Coffee & Refreshment Breaks throughout the show
- Prize drawings
- Lots of non-compete time!

Exhibiting Continued...

Location & Dates:
April 10-13, 2011
Spokane Convention Center
Spokane Washington

Exhibit Space Rental Fee
One (1) 10' x 10'
Exhibit Space: $1095.00

Each additional 10' x 10'
Exhibit Space $1055.00

Fees listed above are in U.S. dollars. All payments to APWA must be in U.S. dollars.

Booth Size & Inclusions

- 8' drape backdrop and 3' siderails (Island booths will not have pipe and drape)
- One booth number identification sign
- Inclusion in the show guide portion of the on-site program, including a 25 word product and service description
- Web listing
- Unlimited complimentary exhibitor registrations
- Post show attendee/exhibitor roster (PDF format)
- Exhibitor conference logo to use on your website and marketing materials
- Link from www.apwa.net/snow to your website

Exhibitor Registration
You are an attendee too!
All exhibitor registrations are conference registrations. Ticketed events are not included but may be added for an additional fee. We feel the best way to get the most out of your exhibiting experience is to fully interact with attendees by attending education sessions. Each individual booth representative will need to register as an exhibitor. An email will be sent with registration instructions at a later date.

Exhibitor Registration includes:

- Entrance to exhibit floor
- Entrance to education sessions and general sessions
- Sunday Welcome Reception on the exhibit floor
- Monday & Tuesday Lunch on the exhibit floor (pre-registered reps only)
- Refreshment Breaks on the exhibit floor

Exhibit Rules & Regulations
Please read through all of the Exhibit Rules & Regulations, included in the contract section of this brochure. The Rules & Regulations constitute a part of, and are included in, every contract to exhibit.

Exhibitor Service Kit
The Exhibitor Service Kit will include order forms for additional services, carpet rental, furniture rental, electrical, etc. and forms to register your representatives. The Exhibitor Service Kit will be available online in late January 2011.

Exhibit Dates & Hours*
April 10, 2011
5:00 p.m. – 7:00 p.m.
April 11, 2011
9:00 a.m. – 3:30 p.m.
April 12, 2011
8:30 a.m. – 12:30 p.m.
*Hours subject to change

Exhibitor Move-in*
Friday, April 8, 2011
1:00 p.m. – 5:00 p.m.
Saturday, April 9, 2011
8:00 a.m. – 5:00 p.m.
Sunday, April 10, 2011
8:00 a.m. – 3:00 p.m.

*Heavy Equipment will move in on Friday and Saturday

Exhibitor Move-out
Tuesday, April 12, 2010
12:30 p.m. – 4:30 p.m.

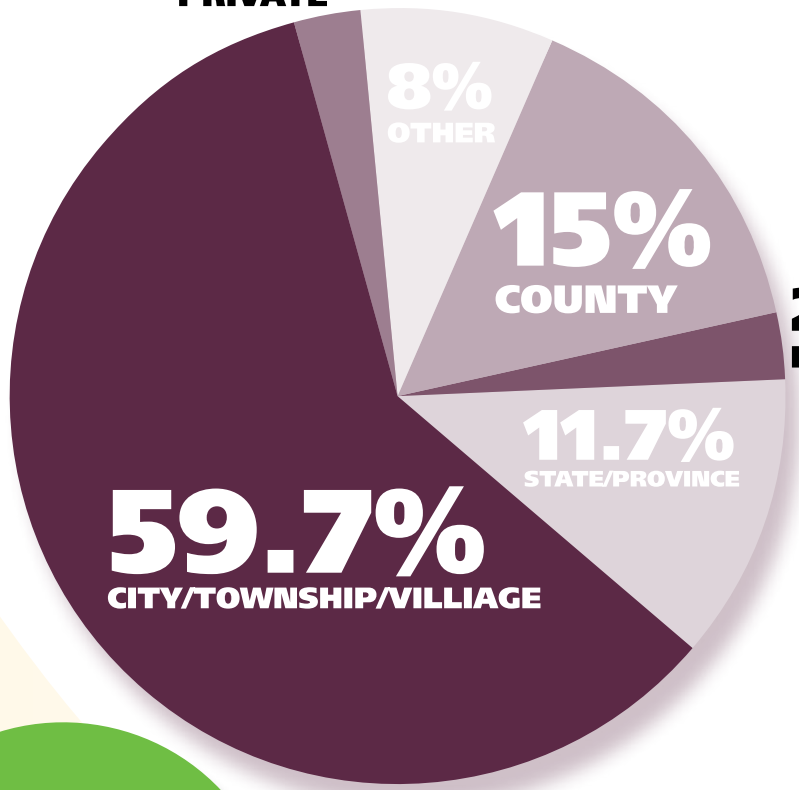
Attendees...

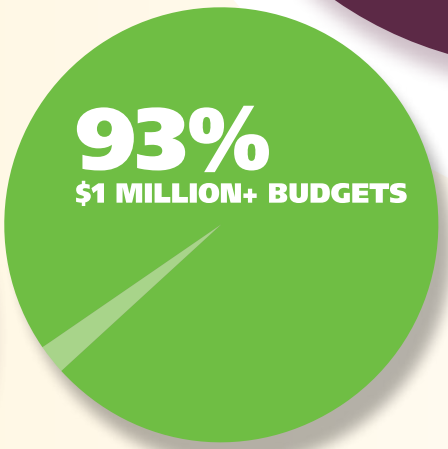
Almost half of the APWA Snow Conference attendees are from municipalities with a population of 100,000 or more. This insures you of quality leads - customers that use and rely on vendors like you.

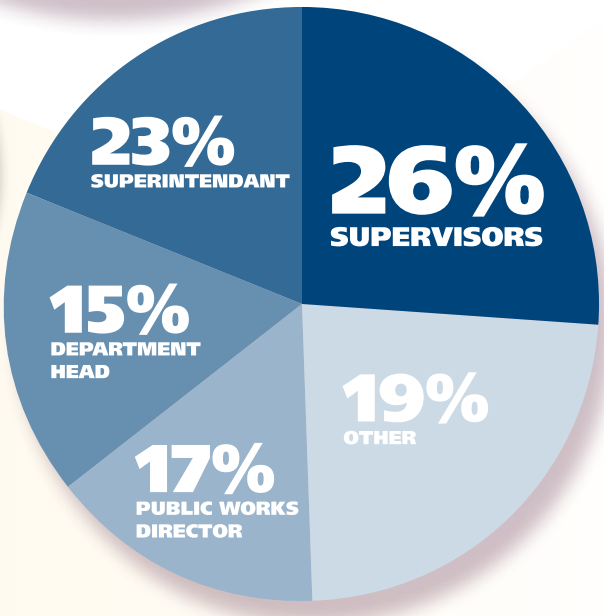
Our attendees come to the exhibits ready to purchase. They are looking for new ideas, new products and have the budget power and responsibility to back it up.

Being an exhibitor allows you to:

- Highlight your company's position as an industry leader
- Create and build relationships with public works professionals
- Showcase your products and services to top decision makers
- Share your knowledge and expertise with snow professionals







Statistics presented include survey results from the APWA Snow Conference only.

Promotion...

Targeted Direct Mail Campaign
More than 15,000 benefits-oriented marketing pieces will be sent to leading Public Works Officials, Fleet Specialists, Grounds Maintenance Supervisors and Transportation Managers.

Advertising
More than a dozen ads will be be placed in the marketing cycle for this show, including multi-page preview and registration sections in leading industry publications.

Public Relations
APWA supports a major PR effort that results in feature editorials in trade and business publications. Plus, we'll capture the local and regional media with concentrated efforts.

Web Marketing
Our website is the definitive resource for members of the public works community. Exhibitor listings, registration information and educational sessions will be posted on apwa.net. You can link directly to the 2011 APWA North American Snow Conference webpage with a logo for your website.

Samples from 2010 APWA Snow Conference.

Show Contacts...

Exhibit Space Sales
Diana Forbes
Meeting Planner / Exhibit Sales Manager
816-595-5242
dforbes@apwa.net

Sponsorships
Brian Van Norman
Director of Chapter Relations
816-595-5260
bvannorman@apwa.net

Meeting Management
Brenda Shaver
Manager of Meetings
816-595-5240
bshaver@apwa.net

Marketing
Jon Dilley
Manager of Marketing & Graphic Design
816-595-5251
jdilley@apwa.net

Education
Phyllis Muder
Continuing Education Project Manager
816-595-5211
pmuder@apwa.net

PNS Representative
Jay Wells
Washington DOT
360-705-7863
wellsj@wsdot.wa.gov

About APWA

Chartered in 1938, APWA is the largest organization of its kind with an international membership totaling more than 29,000 members. APWA serves its members by promoting professional excellence and public awareness through education, advocacy and the exchange of knowledge. APWA's programs, activities and initiatives propel the growth and education of the public works industry.

Your commitment as an exhibitor is an investment in the profitability of your company that brings returns for the entire industry.

APWA is headquartered in Kansas City, MO and has an office in Washington, DC as well as 64 chapters throughout North America.

Headquarters
2345 Grand Boulevard,
Suite 700
Kansas City, MO 64108-2641
Phone: 816-472-6100
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Washington Office
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Suite 750
Washington, DC 20005
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Fax: 202-408-9542

About PNS

The Pacific Northwest Snowfighters are renowned for their technical expertise and the Pacific Northwest Snowfighters (PNS) Qualified Product List has become the industry standard. Several years ago, the transportation agencies within the states of Washington, Oregon, Montana and Idaho and the province of British Columbia formed a committee to develop specifications for chemicals related to snow and ice control. This committee has evolved to become the Pacific Northwest Snowfighters (PNS) Association. The association is comprised of technical experts in the fields of chemistry, environment, maintenance operations and management, insurance law and claims, public affairs and purchasing. The association has been privileged to work with the foremost pioneers in deicing technology. The mission of the PNS is to provide specifications for the highest quality products balancing quality of environment with providing the safest possible transportation system and maximum mobility for the traveling public during snow and ice conditions, within reasonable budgetary, product performance and environmental constraints.

Past Exhibitors...

A&A Safety
Accu Steel, Inc.
AccuWeather, Inc.
Ace Pumps Corp.
ACE, Accent Controles Electroniques
ADDCO, Inc.
Advanced Storage Technology
Advantage Tactile Systems
AEBI North America, Inc.
Aervoe-Pacific
Ag Enterprise Supply Inc.
Air-Flo Mfg.
AJP Corporation
Alamo Industrial
All Ohio Equipment, Inc.
ALLDATA
Alliance Wireless Technologies, Inc.
Allison Transmissions
ALM Corporation
AM-DYN-IC Fluid Power, Inc.
America West Environmental Supply
American City & County
American Equipment Corporation
American Highway Products
American Road Machinery, Inc.
American Rock Salt Co., LLC
AmeriTrak Fleet Solutions
ARCM Corp
Arrow Safety Device Co.
Ascorel USA
Asphalt Maintenance & Construction
Asset Auctions LLC
Asset Insight Technologies
Athey Products Corp.
Avalanche Snowplows/Ledex Industries
Baesystems - TeleNostics™
Bailiff Enterprises, Inc.
Banjo Corp
Bare Ground Systems
Beau Roc
Bender Engineering
Better Roads Magazine
Bibby Ste. Croix
Black Cat Blades Ltd.
Blades Tow Right Inc.
Blizzard Blade
Blizzard Corp.
Bobcat Company
Bonnell Industries, Inc.
Bosch Rexroth Canada
Boschung America
Boss Snowplow
Brand Hydraulics
Bridgestone Rubber Track
Brine Solutions
ESCO Corp/Bucyrus Blades / Pacal Blades
Bulk Storage Inc.
C.U.E., Inc.
Callender and Dornbos, Inc.
Calum, Inc.
Campbell Scientific Inc.
Canadian Highway Equipment Safety Sales
Canimex
Cantec Systems
Cargill Deicing Technology
CartéGraph
Cascadia International LLC
Case Tyler Application Equipment
Caterpillar Inc.
Central Detroit Diesel - Allison
Central Parts Warehouse
Central Salt
Centri Air Precleaners
Certified Power, Inc.
CFA Software
Chemical Containers Inc.
Chemi-Trol Chemical Co.
Cirus Controls LLC
Cityverse.com / Canyon Digital Solutions
Clark Truck Equipment
ClearSpan Fabric Structures
Coastal Environmental Systems
Collective Data
Columbia Rubber Mills
Communication Direct, Inc.
CompassCom Software
Contractors Hot Line
Control Products, Inc.
Convergent Group
Convey It, Inc.
Cougar Industries, Inc.
Cover-All Building Systems
Craig Mfg. Ltd.
Cretex Specialty Products
Cryotech Deicing Technology
CSR Stormceptor
Cubex-Epoke
Curtis Snow Plow
Dakota Sno Blade, Inc.
Datacom Wireless Corp
Deery American Corp
Degelman Ind., Inc.
DEL Hydraulics
DewEze Mfg.
Diamond Mowers
DICKEY-john Corporation
Discount Hydraulic Hose
Dome Corporation of North America
Dome Technology
Occidental Chemical Corporation (purchased Dow)
Doyle Equipment Mfg. Co.
DPW Technologies, LLC
DTN/Meteorlogix
Dultmeier Sales
Dustbusters Inc.
Earth Friendly Chemical Products
East Jordan Iron Works
Eclipse, Innovative Facilities Solutions
EDM Inc. / AEBI North America
Elkin Manufacturing Inc.
Energy Absorption Systems Inc.
Enera, Inc.
Ennis Paint, Inc.
Enterprise Information Solutions, Inc.
EnviroTech / Redmond / Minnesota Corn Processors
Epoke, Inc.
ESRI
Eureka Chemical Company
EZ Liner
EZ Street Co.
Fabco Automotive
Falcon RME
Falls Snow Plows
Federal Highway Administration
Federal Signal
Fiberglass Innovations
Fisher Engineering
Fleet One
FleetPoint
Flexaile, Inc.
Flexible Pavements of OH/Asphalt Pavement Alliance
Flexxaire Manufacturing
Flink Co.
Florig Equipment Co., Inc.
Fonderie Ouellet, Inc.
Force America
Fuelman
Fuelmaster/Syn-Tech Systems, Inc.
Gaston Contant, Inc.
Gateway Industrial Products
Gee Asphalt Systems, Inc.
General Chemical Industrial Products, Inc.
Genuine Parts Company
Geomelt USA, L.L.C.
Glacial Technologies
Gledhill Road Machinery Co.
Glendridge Inc.
Golight, Inc.
Good Roads, Inc.
Government Engineering Journal
Grain Processing Corp. / Horizon Prod
Greenheat Technologies
Greenville Technologies
Grey Island Systems, Inc.
Groeneveld
Grounds Maintenance Magazine
GVM, Inc. / Snow Equipment Sales, Inc.
Halliday Technologies, Inc.
Hanley Wood
Harper Industries
Hayward Flow Control Systems
Heater Meals
Henderson Manufacturing
Henke Mfg. Corp
Hertz Equipment Rental
Highway Equipment Company
High Sierra Electronics, Inc.
Hinspergers Poly Ind.
Holder of North America
Holt Technologies
Howard Technology Solutions
Hypro Corporation
Icechek Instruments Otd.
Illinois Department of Transportation - T2 Center
Imperial Supplies, LLC
Indiana LTAP
Indiana Public Works.com Magazine
Innovative Municipal US Inc.
Insta-Chain, Inc.
Institute of Information Technology
Integrated Paving Concepts, Inc.
Intelligent Devices, Inc.
Interclean Equipment, Inc.
International Chain & Cable
International Road Dynamics Inc.
International Road Technologies (IRT)
International Salt Co.
International Truck & Engine Corp.
Intuitive Controls / All Traffic Solutions
ISCO Industries/Snap Tite
ISL, industrial Systems, LTD.
ITEM/Astucia
J. Thomas Distributors
J.A. Larue Inc.
JEO Consulting Group, Inc.
John Deere Construction & Forestry
Junex Solnat, Inc.
K.E. Rose Co.
Kaffenbarger Truck Equipment Company
Kalitec
Kennametal, Inc.
Kentucky League of Cities
KIMCO USA, Inc.
KM International
Kodiak Northwest, Inc.
Kois Brothers
Komatsu America
KU Transportation Center
KZCO (KZ Valve)
L-3 Communications, Simulation Technology Solutions, (GE Driver Development)
LaGasse Iron Works, Inc.
Lakeside Industries
Lampadaires Feralux, Inc.
Lanescan Safety Products
Larochelle Equipment, Inc.
LaserLine Mfg.
Ledex
Liquid Surge Technologies

Past Exhibitors Continued...

LiteSys - Intelicom, Inc.
Loadrite
Location Technologies, Inc.
Logan County Asphalt Co.
Loup Electronics
LTAP - Local Technical Assistance Program
Lumec, Inc.
M. Driveshaft/HD
M.S. Foster
Machinability LTD.
MacLean Engineering & Marketing Co.
Magic Salt / Minor & Co. Inc.
Magnesium Interface
Mailhot Industries
MB Companies, Inc.
McClain Galion, Inc.
Meridian Environmental Technology Inc.
Meyer Products
Michael Todd & Co., Inc.
Michel Gohier Ltd
Michigan Dept. of Transportation
Michigan Truck Spring of Saginaw
Mid-Mountain Machinery Inc.
Midwest Lube
MN DOT
Mogavero Machinery/Buckeye Positioning
Monroe Truck Equipment, Inc.
Morton Salt Company
Mountain Products & Equipment Co., Inc.
MPT
Muir Omni Graphics
Muncie Power Products
Municipal Connections
Municipal Suppliers Magazine
Natural Light Fabric Structures
Natural Solutions Corp.
Navistar
Neal's Truck Parts
Neenah Foundry Co.
NIPSTA
Nissan Diesel America, Inc.
NMC
Nordik Blades
Norstar Industries
North American Salt Co.
Northend Truck Equipment, Inc.
NSC Minerals, Inc./Pinnacle Minerals, Inc.
NSG Ice-Control Products/NSG Transportation, Inc.
Nu-Metrics
Odin Systems International
Oertel Architects, Ltd.
Omni Pinnacle, LLC
Onomat Canada, Inc.
Onspot of North America, Inc.
Orbital Sciences
Oshkosh Truck Corporation
Ossian
P&G Keene
PACE, Inc.
Pacer Pumps
PalFleet Truck Equipment Co.
Park Plastic Products
Parker Hanmifin
Parker Hannifin Corp
Parsons
PAT America/DBA Hirschmann Electronics
Pavement Technology
Paving Maintenance Supply, Inc.
PBL Enterprises, Inc.
PENGWYN
Perma-Patch
Perma-Rail International, Inc.
Petersen Mfg. Co.
Pfreundt North America
PHT Inc.
Pleiger Plastics Co.
PNS Cast Iron Ltd.
Pollution Control Services
Ponce Control Systems
Prairie Hydraulic Equipment Ltd.
Prescision Industries Guelph Ltd.
PRINOTH LTD.
Professional Traffic Graphics, Inc.
Progressive AE
Pro-Tech Manufacturing & Distribution
Protech Mfg., Inc.
PSR Group Ltd.
Pulsetech Products Corp
QPR, A Division of Lafarge
Reed Systems
Reliable High Performance Products
Reno A&E
Rhomar Industries
Riveer Co.
Road Equipment Links
Road Grip Systems
Road Solutions, Inc.
Road Vision Technologies
Roads & Bridges Magazine
Roadwise Inc.
Root Spring Scraper Company
Roto-Dig
Route Smart Technologies
RPM Tech, Inc.
Rubber-Cal, Inc.
Rueter's
Safety Net
Safety Trailers Inc.
Salt Institute
Salt-Away Products Inc.
Scale-Tec Ltd.
Schaefer Systems International Inc
Scharber & Sons
Scherer Truck Equipment
Schmidt North America
Scienco / Fast
Scotwood Industries, Inc.
Sears Ecological Applications Co. LLC
Sharpe Soft
Sherwin Industries, Inc.
Sicard A Division of SMI Snowblast, Inc.
Sidewalks Plus Inc.
Sidewing North America
Signaflex, Inc.
Sioux City Foundry
Smith Industrial Rubber & Plastics
Sanp Tite / ISCO
SNI Solutions Inc.
SnoGator Snow Buckets
SnoTech, Inc.
Snow Dragon
Snow Removal Systems
Sno-Way International, Inc.
SnowBear Ltd.
Snyder Ind. Inc.
Sound Off
Southeastern Equipment Co., Inc.
Special Asphalt Products
Sprague Controls
Spray Control Systems - The Minimizer
Sprayer Solutions
Sprayer Specialties, Inc.
Spraying Systems Co.
Sprung Instant Structures, Inc.
St. Regis Culvert, Inc.
Stands Alone LLC
Steel Eagle
Sterling Trucks
Stertil-Koni
Stewart & Stevenson Power, Inc.
Strawser, Inc.
Stucchi USA
SubSurface Instruments
Superior Engineered Elastomers
Superior Signals, Inc.
Sure Foot Corporation
Surface Systems, Inc. (SSI)
Sweeney Brothers Tractor
Swenson Spreader LLC
SwiftReach Networks Inc.
SynTech Products Corporation
Team-Eagle Ltd.
Team Storm/Metal Plessis
Tech-Mix
Telegeotrak Technologies
Tenco Machinery Ltd.
Terry Industries
TETRA Technologies, Inc.
Tex-Net, Inc.
TFR Enterprises Inc.
The Toro Company
The Truck Parts Store
The Wilkinson Corp
Thermaproducts
ThomTech Design, Inc.
Tiger Calcium Services Inc.
Timbren Industries, Inc.
Titan Machinery
Tovar Snow Professionals
Tracker Software Corp
Trackless Vehicles Ltd.
Traffic Safety Products
Traffic Technology 2000
TraffTech, Inc.
Trail Creek, Inc.
Trecan Combustion Ltd.
Trout Associates
Truck Equipment, Inc.
Truck-Lite
Trynex Intl / RHINC
Turbo Technologies, Inc.
Unimog North America
Unique Paving Materials, Inc.
United Rental
United Rotary Brush
Univar USA, Inc.
Universal Fabric Structures Inc.
Urethane Solutions LLC
Vaisala, Inc.
Valk Mfg. Co.
Valley Blades Ltd.
Valley Sterling / Valley Ford Trucks
VariTech Industries, Inc.
Ver-Mac Inc.
Viking-Cives Group
Vista Training, Inc.
Volvo
Vortex Insurance Agency LLC
W.N. Miller Inc.
Wausau Everest
Weather Command
Weather or Not
Weather Safety Solutions
Webasto Product North America
Western Tire Chains
Wheeler Lumber, LLC
Whelen Engineering Company
Wildcat Manufacturing, Inc.
Winter Cities 2004 Alaska
Winter Equipment Co., Inc.
Wissmiller & Evans Road Equipment Inc.
World Weatherwatch
Work Safe USA, Inc.
XYNYTH Manufacturing