



SNOW & ICE SYMPOSIUM

Exhibitor Prospectus

Grand Rapids, MI
June 17–20, 2025

DeVos Place Convention Center
303 Monroe Ave NW | Grand Rapids, MI 49503



SIMA
28TH
ANNUAL

SNOW & ICE SYMPOSIUM

DON'T MISS OUT ON THE BEST SHOW IN SNOW!

Snow & Ice Symposium attendees want the best, most innovative equipment, services and technology to help them build effective and efficient businesses.

Who should exhibit?

More than 1,300 attendees travel to our show each year seeking the best, most innovative equipment, services and technology:

- **Snow removal tools**
Plows, pushers, accessories
Shovels and snowblowers
Sidewalk machines
Snow melters
- **Ice management tools**
Spreaders and sprayers
Brine makers
Liquid and granular materials
Storage equipment
- **Trucks and equipment**
Work trucks
Heavy and compact machines
Accessories and attachments
- **Software solutions**
- **Weather tools**
- **Insurance and risk services**
- **Consulting services**

For a complete list of current exhibitors, visit show.sima.org/tradeshow.

Key Dates and Locations

28th Annual Snow & Ice Symposium
June 17–20, 2025

DeVos Place Convention Center
303 Monroe Ave NW
Grand Rapids, MI 49503

Dedicated Show Hours

NEW FOR 2025! Wednesday, June 18 | 6:30–8:00 p.m.
Thursday, June 19 | 11:45 a.m.–5:15 p.m.
Friday, June 20 | 9:00 a.m.–Noon

Move In

Exhibitors will be given a custom move-in time
between Monday, June 16 and Wednesday, June 18.

The move-in schedule will be based on booth size
and location on the show floor—final schedule
will be sent out in early 2025.

Move Out

Friday, June 20 | Noon–10:00 p.m.





EXHIBIT BOOTH INFORMATION

Booth Space Features

- Complimentary furnishings* includes one of the following options:
 - one 6' table, two side chairs, and wastebasket
 - one highboy table, one high chair, and wastebasket
- Draped 8' back and 3' side walls and 7" x 44" sign with your company name and booth number (in-line booths only)
- Onsite material handling INCLUDED!
- Lead retrieval app license
- 10 complimentary trade show only registrations for booth staff, plus discounted full registration fees
- Free **VIP trade show passes** to share with key customers
- Enhanced exhibitor profile on the [show site](#) and the SIMA show app.
- Exhibitor marketing toolkit
- Post-show attendee list
- All exhibitors receive free access to:
 - Opening and closing keynotes
 - Welcome reception and Thursday night party
 - SIMA after-hours networking events
 - June 28 closing event**

Reserve Your Booth

Member Rate	Non-member Rate
\$2,475 per 10x10 (300 sq. ft. and under)	\$2,975 per 10x10 (300 sq. ft. and under)
\$2,025 per 10x10 (400 sq. ft. and over)	\$2,525 per 10x10 (400 sq. ft. and over)

[Click now to find and secure your space!](#)

Payment Details

- A \$1,000 deposit is required to secure booth space
- 50% payment is due at time of booking/invoice receipt
- Full amount is due by **February 1, 2025**
- Booth reservations after February 1, 2025 are due in full at time of contract

Cancellation / Refund

SIMA reserves the right to release/cancel exhibit space if down payment isn't received within 15 days of invoice receipt OR full payment on a contract has not been received by February 1, 2025, or within 15 days of invoice, whichever comes last. Written notice of space cancellation must be submitted to SIMA based on a sliding scale for a partial refund of the monies paid (see Terms and Conditions for more). No refunds will be made for cancellations after March 1.

**DEDICATED
EXHIBIT
HALL HOURS**

**LOUNGE AREAS
FOR 1-ON-1
CONVERSATIONS**

**SIMA
ALE
TRAIL**

**RAPID-FIRE
EDUCATION
SESSIONS**

**AFTER-HOURS
NETWORKING
EVENTS**



YOUR TARGET AUDIENCE WILL BE IN GRAND RAPIDS!



92%

**ATTENDEES FROM PAST
SHOWS WHO FOUND
PRODUCTS/SERVICES
THEY WOULD BE
INTERESTED IN BUYING**

81%

**TRADE SHOW ATTENDEES
WHO ARE OWNERS OR
OPERATIONS MANAGERS
INVOLVED IN BUYING
DECISIONS**

64%

**ATTENDEES THAT
SPEND TWO OR
MORE HOURS AT
THE TRADE SHOW**



1,300

AVERAGE ATTENDANCE

235+

**MEMBER COMPANIES
WITHIN A SHORT
DRIVE TO GRAND RAPIDS**

EXPAND YOUR BRAND

Increase your exposure and make the most out of your Symposium experience.

Paid Opportunities

To request a full marketing proposal (booth, sponsorships, etc.) or for information on custom pricing, email kerri@sima.org.

Snow Business

Advertise in the only print publication that focuses on snow year round. Published 6x a year and with a readership of over 25,000. For your subscription, [click here](#).

Daily Video Recaps

SIMA will send three video recaps to attendees (W/Th/F). The exclusive sponsor will be prominently recognized with their logo at the top of each email including a banner ad.

Symposium eNews

SIMA will send five pre-show marketing emails to the larger *Snow Business* distribution list. Companies can sponsor these communications (two sponsors per email) to amplify their brand in advance of the show.

Free Opportunities

Exhibitor Directory Listings

Add your company profile/description to the show app exhibitor directory.

Symposium Xtra Product Showcase

All exhibitors and sponsors receive a 50-word product feature in the Symposium Xtra Show Guide delivered to all attendees.



Join SIMA

SIMA supplier members receive special benefits that allow them to reach a wider audience, such as offering special purchasing incentives to members and receiving the membership mailing list throughout the year for their own marketing campaigns.



SHINE BRIGHT

Sponsorship opportunities are available across multiple price points. Elevate your exposure by investing your marketing dollars in sponsorships including physical items, receptions, education sessions, special events and more. Be sure to be seen at the Best Show in Snow!



Contact Kerri Joseph to schedule a sponsorship consultation.
kerri@sima.org | 614.557.3948



MAKE THE MOST OF YOUR INVESTMENT

Pre-show

1. Complete your exhibitor profile. Can't find your link? Email exhibits@sima.org.
2. Invite your best customers with a **FREE VIP Trade Show Only Pass**.
3. Plan a pre-event marketing blitz with a **show-branded social campaign**. Plus, request your free membership mailing list by emailing kerri@sima.org.
4. Request a free lead retrieval license by emailing heather@sima.org.

At the Show

5. Engage, engage, engage! Sitting at your booth looking at your phone is the best way to miss a potential customer. Don't forget to scan attendees' badges using your lead retrieval app!
6. Connect with attendees at SIMA after hours events, welcome reception, Thursday night party, keynotes and closing event*.

Post-show

7. Take the post-show survey to receive the attendee list for a final marketing push.
8. Start building relationships with attendees you met at the show!

*Extra fee for closing event.

Who Doesn't Love to Save Money?

Set yourself apart with a sweet deal for SIMA members and show attendees.

SHOW SPECIAL

Show-only incentives are a great way to entice attendees to visit your booth. Be sure to add it to your exhibitor profile and the SIMA Show app.

SIMA DEALS

Supplier members can also offer longer-term SIMA Deals and incentives specifically for SIMA snow professionals. Sign up [here](#).

NOT A MEMBER?

We can fix that, email kerri@sima.org.



**CHECK
OUT THE
EXHIBITOR
RESOURCE
CENTER**

sima.org/resourcecenter