



**SNOW & ICE
SYMPOSIUM**

EXHIBITOR PROSPECTUS

HARTFORD, CT

★★ JUNE 13-16, 2023 ★★

Connecticut Convention Center
100 Columbus Blvd
Hartford, CT 06103



COME ONE, COME ALL TO THE BEST SHOW IN SNOW!

The Snow & Ice Symposium helps snow and ice management professionals forge relationships, expand their knowledge and connect with innovative suppliers to ignite their passion for snow.

Connect with key buyers to showcase your products and services, build relationships and support the snow and ice management industry's continuing quest for professionalism, safety and efficiency.



WHO SHOULD EXHIBIT?

The Snow & Ice Symposium trade show is the largest exhibition focused solely on commercial snow and ice management. More than 1,100 attendees attend each year, seeking the best, most innovative equipment, services and technology:

- Plows, Pushers and Accessories
- V-Box, Tailgate and Walk-Behind Spreaders
- Sidewalk Equipment
- Loaders, Skid Steers, Tractors and Attachments (brooms, blowers, etc.)
- UTVs
- Brine Makers
- Liquid Spray Systems
- Deicing Materials
- Shovels
- Snowblowers
- Software
- Weather Services
- Consulting Services
- Snow Melters
- Salt/Liquids Storage
- Insurance & Risk Management Specialists
- Trucks
- Cutting Edges / Plow Shoes
- Safety PPE

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



KEY DATES & LOCATION



26th Annual Snow & Ice Symposium
June 13-16, 2023



Connecticut Convention Center
100 Columbus Blvd
Hartford, CT 06103



DEDICATED SHOW HOURS

Thursday, June 15

11:30 am - 5:30 pm

Friday, June 16

9:45 am - 12:45 pm

MOVE IN

Tuesday, June 13

8:00 am - Noon (booths over 400 sq.ft.)

Noon - 5:00 pm (all exhibitors)

Wednesday, June 14

8:00 - 5:00 pm (all exhibitors)

Thursday, June 15

8:00 - 10:00 am (finishing touches for all exhibitors)

MOVE OUT

Friday, June 16

12:45 - 8:00 pm (all exhibitors)

EXHIBIT BOOTH INFORMATION

BOOTH SPACE FEATURES

- Complimentary furnishings* include 1 6-ft table, 2 side chairs, 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 for use on a personal device
- 10 complimentary trade show only registrations for booth staff + discounted full registration fees
- Free VIP trade show passes to share with key customers
- Enhanced Exhibitor Profile on sima.org/tradeshow + the event app
- Access to food and networking events in the exhibit hall
- Exhibitor Marketing Toolkit to promote your attendance
- Post-show attendee list

**Note: Additional furnishings, carpet, electric and internet may be purchased through the show decorator or venue.*

DON'T FORGET!

All exhibitors receive free access to the opening and closing keynotes; welcome reception + Thursday spectacular; SIMA After Hours networking events; and can purchase tickets to the June 16 closing event

WHAT'S HAPPENING ON THE SHOW FLOOR?

- 9 dedicated exhibit hall hours
- Rapid-fire education sessions in the Sideshow lounge spaces
- SIMA Ale Trail
- Lunch vouchers for all attendees on Thursday
- Available lounge spaces throughout the show floor for sit-down conversations
- Attendee gamification

RESERVE YOUR BOOTH

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

To find and secure your space, [click here](#)

To request a full marketing proposal (booth, sponsorships, etc.), [connect with Kerri](#)

PAYMENT DEADLINES

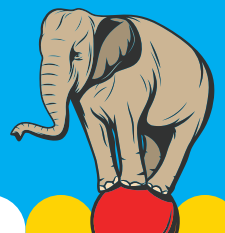
- 50% payment is due at time of booking/invoice receipt
- Full amount is due by **March 31, 2023**
- Booth reservations after March 31 are due in full at time of contract

CANCELLATION & REFUND POLICY

SIMA reserves the right to cancel exhibit space if full payment on a contract has not been received by March 31, 2023, or within 15 days of invoice, whichever comes last. Written notice of space cancellation must be submitted to SIMA prior to April 19, 2023 for a partial refund of the monies paid. *No refunds will be made for cancellations after April 19.*

WHY EXHIBIT?

- It's the largest trade show in North America for commercial snow and ice management. Attendees are actively seeking new products and equipment that will improve efficiency and safe snow operations.
- Showcase your products and services to key buyers and decision-makers to maximize your marketing dollars and ROI.
- Build relationships with engaged snow and ice professionals and gain valuable feedback on the products and services they need to be successful.
- Position your company as a subject matter expert.
- Your competitors will be there!



★ ★ ★ YOUR TARGET AUDIENCE WILL BE IN HARTFORD ★ ★ ★



★ AVERAGE ATTENDANCE ★
1,100
snow and ice professionals

81%
of attendees spend 2 or more hours on the trade show floor

64%
of trade show attendees are owners or operations managers involved in buying decisions

PURCHASING POWER



92%

Attendees from past shows who found products and services they would be interested in purchasing from an exhibitor

In 2021 snow & ice professionals said they plan to purchase the following types of equipment:

PLOWS 50%

SHOVELS/HAND TOOLS 46%

SPREADERS 41%

PUSHERS 36%

HEAVY EQUIPMENT 34%



NEARLY 350 MEMBER COMPANIES ARE WITHIN A SHORT DRIVE TO HARTFORD.

EXPAND YOUR BRAND

Increase your exposure and make the most out of your Symposium experience.
Take advantage of these exclusive show-only opportunities:



PAID OPPORTUNITIES

Contact **Kerri Joseph** for information and custom pricing.

Symposium Xtra Show Guide

Advertise in the Symposium Xtra Show Guide that is delivered to every attendee.

Show Daily Video Recaps

SIMA will send three daily video recaps to attendees (Wed-Fri). The exclusive sponsor will be prominently recognized with their logo at the top of each email and will receive a banner ad within each email.

Symposium Enews Emails

Leading up to the event, SIMA will send five pre-show marketing emails highlighting specific areas of focus to the larger *Snow Business* distribution list. Companies can sponsor these communications (2 sponsors per email) to amplify their brand in advance of the show.

FREE OPPORTUNITIES

Exhibitor Directory Listings

Add your free listing to the Exhibitor Directory that will be featured in the Show App

SIMA Deals

SIMA Supplier Members can offer a show-specific SIMA Deal to incentivize purchases

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

Becoming a SIMA Supplier Member opens additional avenues to reach a wider audience. Offer SIMA Deals, get a free Supplier Directory listing and more.



TAKE CENTER STAGE



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



Contact Kerri Joseph to schedule a sponsorship consultation at kerri@sima.org or call (262) 236-9971.

MAKE THE MOST OF YOUR INVESTMENT!

Check out these tips for amplifying your message to attendees:

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. Let your customers know you're exhibiting with a customized [social media image](#) and [flyer](#). Plan a pre-show marketing blitz to SIMA members. Request your free membership distribution list by emailing Kerri@sima.org.
4. Request a free [lead retrieval license](#) to use at the show.

AT THE SHOW

5. Sitting behind your booth and playing Wordle is a sure-fire way to discourage attendees from visiting your booth. Smile, stand up straight, introduce yourself, and show you're there to help. Don't forget to scan attendees' badges using your lead retrieval app!
6. Connect with attendees at SIMA After Hours events, Welcome Reception, Thursday Spectacular, Keynotes and Closing Event (extra fee).

POST SHOW

7. Take the post-show survey to receive the attendee list for a final marketing push.
8. Don't hit snooze. Whether you used lead retrieval or went old school with business cards, follow up with your new SIMA besties and start building relationships!

WHO DOESN'T LOVE TO SAVE MONEY?

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

OFFER A SHOW SPECIAL

Show-only incentives are a great way to entice attendees to visit your booth. It's a short-term offer that can generate long-term benefit. Make sure to add it to your exhibitor profile.

REWARD SIMA MEMBERS

Supplier members can also offer longer-term SIMA Deals and incentives specifically for SIMA snow professionals. Not a member? We can fix that. Email Kerri@sima.org.