



**SNOW & ICE
SYMPOSIUM**

**STEEL
CITY**

EXHIBITOR PROSPECTUS

**PITTSBURGH, PA
JUNE 25-28, 2024**

**DAVID L. LAWRENCE CONVENTION CENTER
1000 Fort Duquesne Blvd | Pittsburgh, PA 15222**





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 LOCATION

27th Annual Snow & Ice Symposium
June 25–28, 2024

David L. Lawrence Convention Center
1000 Fort Duquesne Blvd.
Pittsburgh, PA 15222

DEDICATED SHOW HOURS

Thursday | June 27

11:30 a.m.–5:30 p.m.

Friday | June 28

9:45 a.m.–12:45 p.m.

MOVE IN

Tuesday | June 25

8:00 a.m.–5:00 p.m. (*Island booths only*)

Wednesday | June 26

8:00 a.m.–5:00 p.m. (*Inline booths only*)

Thursday | June 27

8:00–10:00 a.m. (*Final touches for all exhibitors*)

MOVE OUT

Friday | June 28

12:45–8:00 p.m. (*all exhibitors*)

EXHIBIT BOOTH INFORMATION

BOOTH SPACE FEATURES

- Complimentary furnishings* includes one 6' table, two 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
- 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***

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

** Extra fee for 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)

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

PAYMENT DEADLINES

- 50% payment is due at time of booking/invoice receipt
- Full amount is due by **March 31, 2024**
- 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 has not been received by March 31, 2024 or within 15 days of invoice, whichever comes last. Written notice of space cancellation must be submitted to SIMA prior to April 19, 2024 for a partial refund of the monies paid. No refunds will be made for cancellations after April 19, 2024.

"IRON-CLAD" TRADE SHOW HIGHLIGHTS

**DEDICATED
EXHIBIT
HALL HOURS**

**RAPID-FIRE
EDUCATION
SESSIONS**

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

**SIMA ALE
TRAIL**

**ATTENDEE
GAMIFICATION**

YOUR TARGET AUDIENCE WILL BE IN PITTSBURGH



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

445+

MEMBER COMPANIES
WITHIN A SHORT
DRIVE TO PITTSBURGH

1,300

AVERAGE
ATTENDANCE



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 listing in 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.

SIMA®
MEMBER

"STEEL" THE SPOTLIGHT

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@simaprof.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@simaprof.org.
4. Request a free lead retrieval license by emailing heather@simaprof.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. It's a short-term offer that can generate long-term benefits. Make sure to add it to your exhibitor profile.

SIMA DEALS

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@simaprof.org.

CHECK OUT THE EXHIBITOR RESOURCE CENTER

