

THE PREMIER EVENT IN SNOW AND ICE MANAGEMENT

NORTH AMERICAN SNOW CONFERENCE 2027

DES MOINES, IOWA

APRIL 18–21

SHOW FOR SNOW

#SHOW4SNOW

Attendees view the exhibit program as a valuable element of their educational experience. With over 75% of attendees spending more than four hours of face-to-face time with exhibitors, you'll have a chance to influence purchasing decisions, build important relationships, and expand the reach of your brand directly from your booth. If your focus relates to snow and ice management, this is the can't-miss event on your calendar!

TAKE TIME THIS SPRING TO INTERACT WITH MORE THAN 1,500 POTENTIAL LEADS.

- Approximately 96% of the attendees hail from local, state or federal/government agencies. — 96%
- 92% of attendees leave the conference with specific plans to follow up with exhibitors. — 92%
- Over 81% of the attendees have either direct purchasing power or directly influence purchases within their agencies. — 81%
- Over 75% of the attendees are spending four or more hours of face-to-face time on the exhibit floor. — 75%
- 51% of attendees come from within a 500-mile radius of the host city. — 51%

Based on survey questions

EXHIBIT SPACE RENTAL FEE

$1,800 per 100 square feet

Booths are unfurnished. Carpet or professional flooring is required.
Fees listed above are in US dollars.
All payments to APWA must be in US dollars.

2027 EXHIBIT DATES AND HOURS

Hours subject to change.

SUNDAY, APRIL 18 | 3:00–6:00 p.m.
Welcome Reception in Exhibit Hall

MONDAY, APRIL 19 | 9:00 a.m.–3:30 p.m.
Lunch in Exhibit Hall

TUESDAY, APRIL 20 | 9:00 a.m.–1:00 p.m.
Lunch in Exhibit Hall

HEAVY EQUIPMENT MOVE-IN

FRIDAY, APRIL 16 | 8:00 a.m.–3:00 p.m.
Heavy equipment will move in only on Friday, April 16.

EXHIBITOR MOVE-IN

SATURDAY, APRIL 17 | 8:00 a.m.–4:30 p.m.
SUNDAY, APRIL 18 | 8:00 a.m.–12:00 p.m.
(Hand carry only)

EXHIBITOR MOVE-OUT

TUESDAY, APRIL 20 | 1:00–4:30 p.m.

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IOWA EVENTS CENTER
apwa.org/snow

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EXHIBITOR REGISTRATION

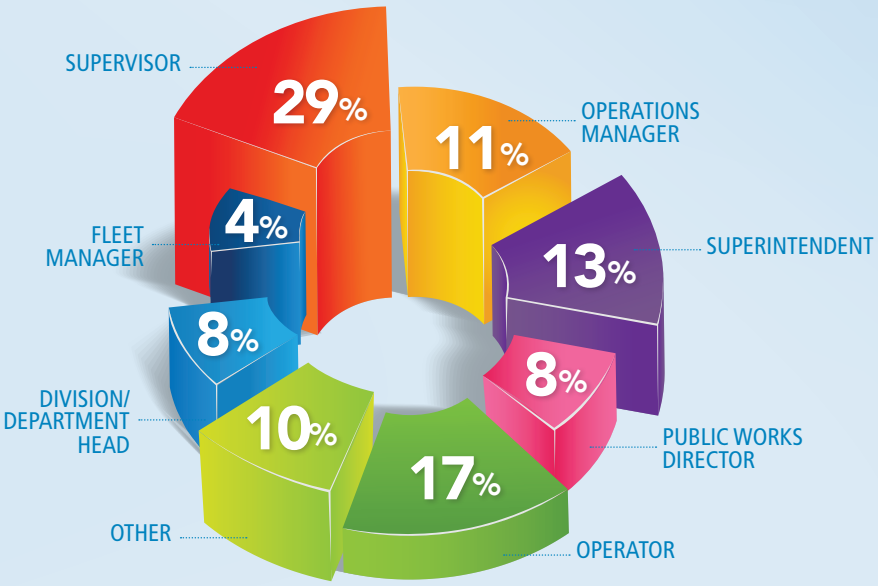
You're an attendee, too!

All exhibitor registrations are conference registrations as well. Ticketed events are not included but may be added for an additional fee. 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.

Complimentary Exhibitor Registration includes:

- Entrance to exhibit hall
- Entrance to education sessions and general sessions
- Sunday Welcome Reception in the exhibit hall
- Monday and Tuesday Lunch in the exhibit hall
- 13 hours of noncompete exhibit time

ATTENDEE JOB TITLES/ RESPONSIBILITIES



BUSINESS CLASSIFICATION



PURCHASING POWER

Over 76% of attendees are involved in purchasing decisions with estimated budgets of:



SHOW FOR SNOW

RESERVE YOUR EXHIBIT SPACE NOW!

https://snow27.smallworldlabs.com/boothreservation

Contact: Lysa Byous, Sr. Meeting Planner/Exhibit Manager | **Phone:** (816) 595-5243
Email: lbyous@apwa.org | **apwa.org/snow**