


# DRIVEN TO SERVE

## 2027 HIGHWAY CONFERENCE & ROAD SHOW

## SPONSOR & EXHIBITOR PROSPECTUS

Tuesday, March 2 – Thursday, March 4 • The Lansing Center, Lansing



# Join us in 2027 when CRA's Highway Conference & Road Show returns to the Lansing Center in Lansing, MI.

## Be there!
As road work ramps up following the 2025 Road Funding Package, decisions are being made about how best to get projects done.

## Engage face-to-face!
Greet customers and prospects at your booths in the Exhibit Hall.

## Expand your lead list!
Increase lead generation which results in more business revenue.

## Get connected!
Find out what's new in local transportation infrastructure from the year's largest gathering of decision makers.

## Promote!
Get in front of road engineers, managing directors, finance/HR directors, superintendents and commissioners.

## Learn!
Attend conference sessions to increase your knowledge. Hear what the counties are learning.

## Enjoy!
Meeting up with your peers at this fun, once-a-year event! Biggest show in the Midwest!

CRA™ County Road Association OF MICHIGAN

# THE ROAD SHOW

## Don't miss out on exhibiting at Michigan's largest transportation-infrastructure trade show!

CRA's Road Show is Michigan's premier transportation industry event!

There's only one opportunity to join over 100 vendors in getting in front of 1,000+ transportation officials!




All exhibitors and sponsors must be Associate Members. Complete the CRA Associate Member application at micountyroads.org/associate-members/join-now.

**Questions?**
Contact Melissa Plotnick, Event and Development Manager, at mplotnick@micountyroads.org or 517.482.1189.



# ATTENDEES HAVE BUYING POWER

**2 OUT OF 3**

attendees have the power to make purchasing decisions.

# $1.85 B

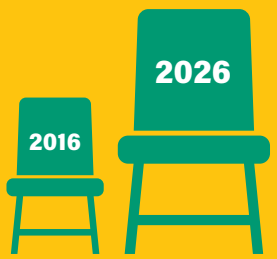
Michigan's county road agencies are entering a new era of investment. With **$1.85 B** in new transportation revenue, local road budgets are growing, projects are expanding and agencies are ready to partner with companies that can help them deliver results.

**92%**

of counties participated in 2026

**Attendance at the Highway Conference & Road Show has grown big-time!**

**2026 was our biggest show yet!**




Register at **MICOUNTYROADS.ORG/ROADSHOW**

## 2027 ROAD SHOW

Tues., March 2
2:30-6:30 p.m.
Weds., March 3
9 a.m.-12 p.m.

## 2027 ROADS+SM SILENT AUCTION

Tues., March 2
2:30-6:30 p.m.
Weds., March 3
9-11:30 a.m.

## CONFERENCE PROGRAM & LEGISLATIVE RECEPTION

Weds., March 3
8 a.m.-8 p.m.

## THURSDAY BREAKFAST, ANNUAL BUSINESS MEETING & AWARDS

Thur., March 4
7:30-10 a.m.










## HEAVY EQUIPMENT WANTED!

The Road Show has more room than ever for your heavy equipment display.

## EXHIBITORS:

Sign up at **MICOUNTYROADS.ORG/ROADSHOW**

# THE ROAD SHOW RETURNS




View the 2027 Road Show floorplan and sign up at:

**MICOUNTYROADS.ORG/ROADSHOW**




## DON'T BE WAIT-LISTED!

## NUMEROUS NETWORKING OPPORTUNITIES!




## OVER 1,000 ATTENDEES

County Road Association OF MICHIGAN

# SPONSORSHIPS

## MARQUEE SPONSORSHIP $5,850

SOLD

*Marquee Sponsorship includes (limited to 1):*

- 3 booths + 2 full conference registrations
- Bright, 8'x4' "Welcome" sign at Road Show entrance
- Premium booth location at entrance
- Recognition on program materials, event signage
- Recognition on event registration page, social media

## SIGNATURE SPONSORSHIP $5,200

*All Signature Sponsorships include:*

- 2 booths + 2 full conference registrations
- Recognition in on-site materials, event signage
- Recognition on event registration page, social media

**CHARGING LOUNGE** *(limited to 1)*

- Keep attendees powered up with a branded charging area during the conference.

**KEYNOTE SPEAKER** *(limited to 1; must receive approval from keynote speaker to secure sponsorship)*

- VIP seating for 2 with keynote speaker and CRA leaders.
- Company logo on screens adjacent to stage.

**ROUNDABOUT** *(limited to 1)*

SOLD

- Premium booth location adjacent to Roundabout Stage.

**Road Show Lounge** *(limited to 2)*

SOLD

- Invite attendees to your comfortable lounge area.
- Hosted refreshments during Road Show networking.

**ATTENDEE TOTE BAG** *(limited to 3)*

- Watch your logo travel throughout the conference on attendee tote bags.

**NAME BADGE SPONSOR** *(limited to 1)*

SOLD

- Exclusive sponsor logo on name badge of all attendees.

## DIAMOND SPONSORSHIP $3,000

*All Diamond Sponsorships include:*

- 1 booth + 2 full conference registrations
- Recognition on program materials, event signage
- Recognition on event registration page, social media

**SOUVENIR** *(limited to 2)*

- Send attendees home with a memorable conference souvenir.

**COFFEE PIT STOP** *(limited to 1)*

SOLD

- Go beyond cream and sugar with specialty coffee and flavor options in your booth during the Road Show.

**SIGNAGE** *(limited to 7)*

- Put your company logo on prominent conference directional/event signage.

**REGISTRATION** *(limited to 3)*

- Be one of the first brands attendees see with recognition at on-site registration.

**HOSTED BEER SERVICE** *(limited to 3)*

- Be(er) near the action with hosted keg service during Tuesday's President's Reception.

**WINE TASTING** *(limited to 2)*

- It's wine o'clock somewhere - make it your booth during Tuesday's President's Reception.

*Sponsorship packages and included benefits are not customizable.*

*Booth selection will be coordinated by CRA, with instructions provided approximately 2-3 weeks prior to the event.*

## QUESTIONS?

Contact CRA's Event Manager,
**Melissa Plotnick.**

517.482.1189

mplotnick@micountyroads.org

County Road Association OF MICHIGAN

# SPONSORSHIPS

## PLATINUM SPONSORSHIP $2,200

*All Platinum Sponsorships include:*

- 1 booth + 1 full conference registration
- Recognition on program materials, event signage
- Recognition on event registration page, social media

### LEGISLATIVE RECEPTION

- Connect your brand with attendees during this legislative networking opportunity.

### FUEL-UP BREAKFAST

- Start attendees' Wednesday strong with branded recognition during breakfast.

### SWEETS & TREATS *(limited to 2)*

- Sweeten everyone's Wednesday morning with baked goodies and other desserts in your booth.

### PRESIDENT'S RECEPTION

- Additional branded presence during CRA's signature Tuesday evening networking event.

### WATER STATION

- Keep the conversations flowing with a steady stream of $H_2O$!

## GOLD SPONSORSHIPS $1,500

*All Gold Sponsorships include:*

- 2 full conference registrations
- Recognition on program materials, event signage
- Recognition on event registration page, social media

### ONSITE PROGRAM GUIDE

- Guide attendees through Conference and Road Show with special recognition on program.

### LANYARD *(limited to 2)*

- Land your logo around each attendee.

### BAR ON THE CORNER

- Cheers to great connections! Sponsor the main bar during the Tuesday President's Reception, a popular gathering spot for attendees.

### HIT THE BREAKS

- Fuel attendees during conference breaks.

### WIFI

- Keep attendees connected with recognition tied to conference WiFi.

### PAVING THE WAY

- Join CRA in celebrating the people and accomplishments paving the way for Michigan's county road industry during Thursday's Member & IMPRESS Awards and Annual Business Meeting.






County Road Association
OF MICHIGAN

# 2027
# HIGHWAY CONFERENCE & ROAD SHOW

Reserve your space today!

**MICOUNTYROADS.ORG/ROADSHOW**

## Questions?

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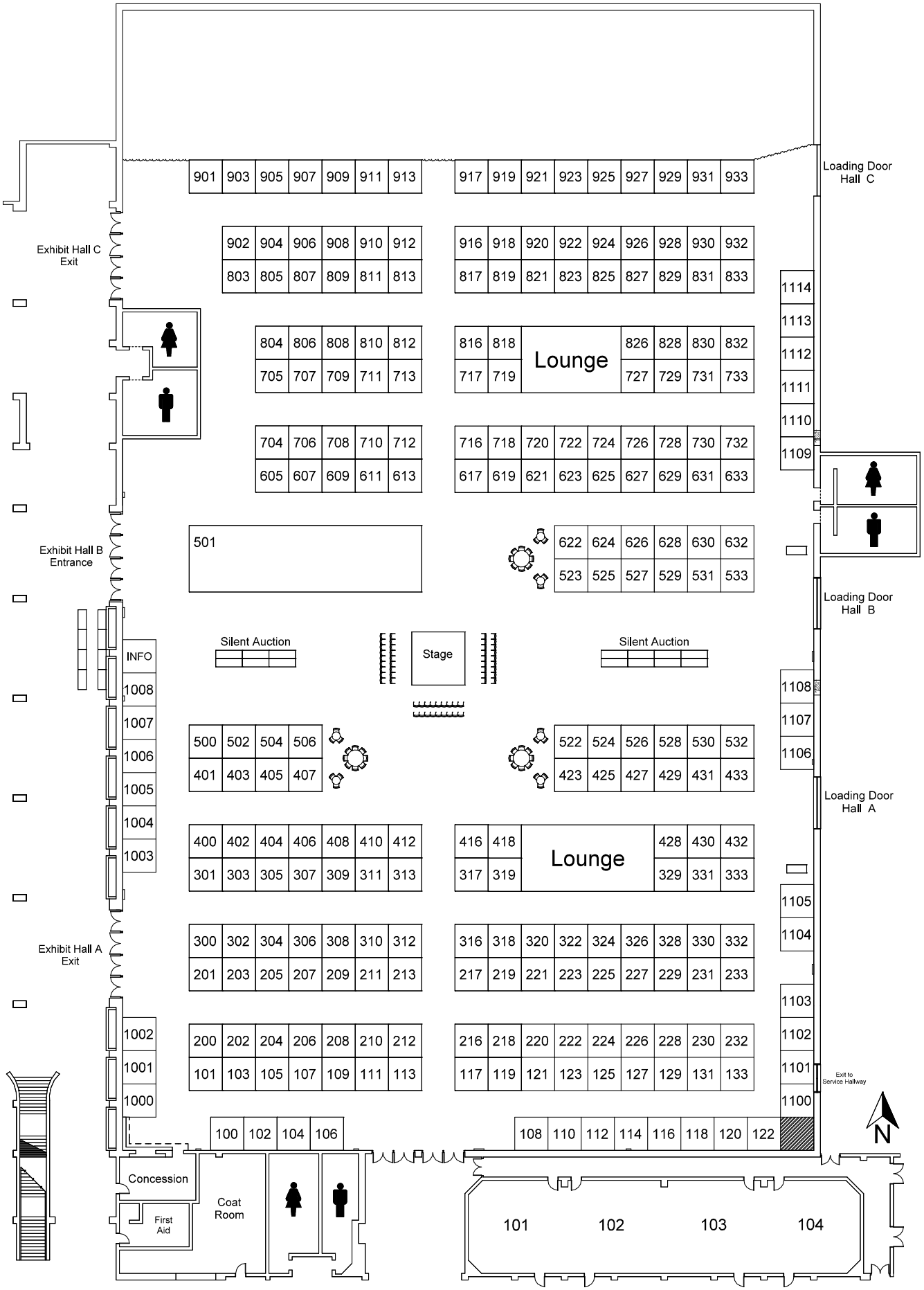
101 S. WASHINGTON SQUARE, STE. 200 | LANSING, MI 48933 | 517.482.1189
MICOUNTYROADS.ORG | INFO@MICOUNTYROADS.ORG

# County Road Association

March 2-3, 2027 • Lansing Center - Halls A-C




(252) 10'x10' Exhibitor Booths

Michigan Ave. Concourse East

kjohnson 11/23/2026
Road Commissions 2027 A