2019 HIGHWAY CONFERENCE AND ROAD SHOW

Sponsor and Exhibitor Prospectus

March 12-14, 2019
Lansing Center
Lansing, MI

HIT THE ROAD WITH US...
Join us in 2019 when CRA’s Highway Conference and Road Show returns to the Lansing Center in Lansing, MI.

- **Engage face-to-face.** Greet clients and prospects at your booth in the Exhibit Hall.
- **Expand your lead list.** Increase lead generation which results in more business revenue.
- **Get connected.** Find out what’s happening in the local transportation infrastructure industry from colleagues and clients.
- **Promote.** Take advantage of our promotional reach to put your company in front of our extensive membership including engineers, managing directors, foreman, superintendents and more from Michigan’s county road agencies. Plus, guests from the Michigan Department of Transportation (MDOT) and other industry associations and government entities.
- **Learn.** Attend the conference sessions to increase your knowledge base or hear what your clients are learning.
- **Enjoy.** Appreciate the well-organized exhibit experience, extended trade show hours and roundabout.

All exhibitors and sponsors must be an Associate Members of CRA, in good standing.

Not a member? Complete the application at micountyroads.org/Doing-Business/Associate-Membership.

Questions on Associate Membership? Contact Alexandra Contreras, CMP, CRA Event Planning/Administrative Specialist at 517.482.1189.

CRA looks forward to seeing you at the show!

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**The CRA Highway Conference and Road Show serves professionals in:**
- Engineering and Environment
- Communications
- Finance and Human Resources
- Board Management
- Legislation
- Heavy Equipment
- Vendor Services

**Attendees include:**
- Managing Directors
- Operations Directors
- Engineers
- Finance and Human Resource Directors
- Legislators
- Superintendents
- Foremen
- Office Clerks
- MDOT Officials
- Township Officials
- County Officials
- Vendors: 100+ (from all over the country and Canada).
ATTENDEES HAVE BUYING POWER

THE ROAD SHOW IS BIGGER AND BETTER!

Introducing updates to the CRA Road Show!

The 2019 Road Show has an expanded floor plan! There are more opportunities than ever to secure high-traffic locations, sponsor attendee lounges, or entice visitors with a food or beverage sponsorship throughout the hall.

97% of counties participate

2 OUT OF 3 attendees have the power to make purchasing decisions.

Michigan county road agencies have money to spend. County road agencies have received more than $1 billion in new road funding over the last two years. County road agencies will continue to receive more funding in the next three years.

Attendance at the Highway Conference and Road Show has increased more than 40% in the last two years.

Sign up now to avoid the waitlist!
Register at micountyroads.org/Events/Road-Show
2019 ROAD SHOW
Tuesday, March 12
2:30 p.m. – 6:30 p.m.
Wednesday, March 13
9 a.m. – 2 p.m.

CONFERENCE PROGRAM
Wednesday, March 13
8 a.m. – 4:30 p.m.

THURSDAY BREAKFAST AND ANNUAL BUSINESS MEETING
Thursday, March 14
8:30 a.m. - noon

EXHIBIT SPACE PRICING
$575 for a 10’ x 10’ Booth Space
Three or more booths $525 each
Choose a sponsorship opportunity that includes a boothspace for added value.

Exhibitor registration closes on Friday, February 1, 2019.

HEAVY EQUIPMENT WANTED!
The Road Show has more room than ever for your heavy equipment to be displayed.

Sign up at micountyroads.org/Events/Road-Show
DON'T BE WAITLISTED!

OVER 1,000 ATTENDEES NUMEROUS NETWORKING OPPORTUNITIES!

2019 HIGHWAY CONFERENCE AND ROAD SHOW

SIGN UP ONLINE!

View the updated 2019 Road Show floorplan and sign up at:

micountyroads.org/Events/Road-Show
SPONSORSHIPS

Registration closes Friday, February 1, 2019!

MARQUEE SPONSORSHIP

MARQUEE SPONSORSHIP (Limited to one) $4,000
- Signature sponsor of the Road Show will receive marquee signage at show entrance;
- Premium booth location at show entrance;
- Recognition in on-site materials and signs at the event;
- Recognition on CRA’s website; and
- Two booths and four conference registrations.

SIGNATURE SPONSORSHIPS

KEYNOTE LUNCHEON SPEAKER (Limited to one) $3,500
- Company logo on screens adjacent to the stage;
- Seating at the VIP table with the keynote speaker;
- Special acknowledgment in the on-site program and at event;
- Two representatives of sponsoring company may attend luncheon at no charge;
- Recognition in on-site materials and signs at the event;
- Recognition on CRA’s website; and
- Two booth and three conference registrations.

ROUNDABOUT (Limited to one) $3,000
- Premium booth location adjacent to roundabout;
- 30 minute educational presentation time slot;
- Recognition in on-site materials and signs at the event;
- Recognition on CRA’s website; and
- Two booths and three conference registrations.

ROAD SHOW LOUNGE (Limited to two) $3,000
- Hosting rights to a comfortable Road Show Lounge throughout the show;
- One keg of beer and server during the Tuesday evening President’s Reception & Location on Wednesday morning;
- Recognition in on-site materials and signs at the event;
- Recognition on CRA’s website; and
- Three conference registrations.

DIAMOND SPONSORSHIPS

KICK-OFF BREAKFAST $2,000
- Company logo adjacent to screens adjacent to the stage;
- Recognition in on-site program and at event;
- Two representatives of sponsoring company may attend the breakfast at no charge;
- Recognition in on-site materials and signs at the event;
- Recognition on CRA’s website; and
- One booth and two conference registrations.

SHUTTLE $2,000
- Sponsorship of shuttle service provided throughout the conference;
- Recognition on shuttle schedule signage at hotels & Lansing Center;
- Recognition in on-site materials and signs at the event;
- Recognition on CRA’s website; and
- One booth and two conference registrations.

THURSDAY BREAKFAST $2,000
- Company logo on screens adjacent to the stage;
- Special acknowledgment in Annual Business Meeting program and at event;
- Two representatives of sponsoring company may attend the breakfast at no charge;
- Recognition in on-site materials and signs at the event;
- Recognition on CRA’s website; and
- One booth and two conference registrations.

PLATINUM SPONSORSHIPS

REGISTRATION (Limited to two) $1,500
- Company logo on front of 2 of 4 registration counters;
- Recognition in on-site program;
- Recognition on CRA’s website; and
- One booth and one conference registration.

SIGN PRINTING $1,500
- Company logo on event signage;
- Recognition in on-site materials;
- Recognition on CRA’s website; and
- One booth and one conference registration.

Sign up at micountyroads.org/Events/Road-Show
## 2019 Highway Conference and Road Show

### 2019 Highway Conference and Road Show

**PLATINUM SPONSORSHIPS**

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| President’s Reception | $1,500 | - Company logo on screens located in reception area;  
- Recognition on-site program and at event;  
- Representatives of sponsoring company may attend reception at no charge;  
- Recognition on CRA’s website; and  
- One booth and one conference registration. |

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| Legislative Reception | $1,500 | - Company logo prominently listed on event signage at entrance;  
- Special acknowledgement in on-site program and at event;  
- Representatives of sponsoring company may attend reception at no charge;  
- Recognition on CRA’s website; and  
- One booth and one conference registration. |

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| Attendee Tote Bags (Limited to two) | $1,500 | - Company logo will appear on attendee tote bag;  
- Recognition on-site materials and signs at the event;  
- Recognition on CRA’s website; and  
- One booth and one conference registration. |

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| Hosted Beer Service (Limited to two) | $1,500 | - Hosted keg during the Road Show on Tuesday;  
- Recognition on-site materials and signs at the event;  
- Recognition on CRA’s website; and  
- One booth and one conference registration. |

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| Wine Tasting (Limited to two) | $1,500 | - Wine tasting and service at Road Show on Tuesday;  
- Recognition on-site materials and signs at the event;  
- Recognition on CRA’s website; and  
- One booth and one conference registration. |

### GOLD SPONSORSHIPS

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| On-Site Program | $1,000 | - Special acknowledgement in on-site program;  
- Recognition on-site materials and signs at the event;  
- Recognition on CRA’s website; and  
- One booth. |

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| Lanyard (Limited to two) | $1,000 | - Company logo will appear on lanyards;  
- Recognition on-site materials and signs at the event;  
- Recognition on CRA’s website; and  
- One booth. |

### SILVER SPONSORSHIPS

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| Recharge Room | $1,000 | - Special acknowledgement on Recharge Room signage;  
- Opportunity to place literature on tables in recharge room;  
- Recognition on-site materials and signs at the event;  
- Recognition on CRA’s website; and  
- One booth. |

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| Hosted Bar (Limited to three) | $1,000 | - Hosted bar during the Road Show President’s Reception on Tuesday;  
- Recognition on-site materials and signs at the event;  
- Recognition on CRA’s website; and  
- One booth. |

### REFRESHMENT BREAKS

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| Refreshment Breaks | $800 | - Signs will be displayed during refreshment breaks with your company logo;  
- Recognition on-site materials and signs at the event;  
- Recognition on CRA’s website; and  
- One conference registration. |

### SOUVENIR

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| Souvenir | $800 | - Company logo appears on conference souvenir;  
- Recognition on-site materials and signs at the event;  
- Recognition on CRA’s website; and  
- One conference registration. |

### WIRELESS INTERNET

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| Wireless Internet | $800 | - Company logo on wifi information table tents throughout the Radisson and Lansing Center;  
- Highlighted space on the on-site brochure;  
- Recognition on-site materials and signs at the event;  
- Recognition on CRA’s website; and  
- One conference registration. |

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**Door Prize DONATIONS Needed**

Prizes will be drawn throughout the Road Show and as an attendance prize at the end of the conference.

**Silent Auction Items Needed**

A silent auction will be held during the Road Show to benefit Roads+™ CRA’s political advocacy arm. Road Show attendees will visit vendors’ booths to make bids. To learn more or donate an item, contact Cindie Dulaney, cdulaney@micountyroads.org; 517.482.1189.

**Custom Sponsorships**

Not seeing what you’re looking for? Call event coordinator, Alexandra Contreras, CMP at 517.482.1189, to discuss a customized sponsorship package to meet your company’s needs.
RESERVE YOUR SPACE TODAY!
micountyroads.org/Events/Road-Show

Questions? Contact Alexandra Contreras, CMP at 517.482.1189 or acontreras@micountyroads.org.