2020 HIGHWAY CONFERENCE AND ROAD SHOW

Sponsor and Exhibitor Prospectus

March 10-12, 2020
The Lansing Center
Lansing, MI

HIT THE ROAD WITH US...
AT THE
2020 ROAD SHOW

Join us in 2020 when CRA’s Highway Conference and Road Show returns to the Lansing Center in Lansing, MI.

- Engage face-to-face. Greet customers 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 and hear what your customers are learning.
- Enjoy. Appreciate the well-organized exhibit experience and roundabout.

All exhibitors and sponsors must be Associate Members of CRA. To join, complete the Associate Member application at micountyroads.org/Doing-Business/Associate-Membership.

Questions on Associate Membership? Contact Shelby Eva, CRA Event Planning/Administrative Coordinator at 517.482.1189.

CRA looks forward to seeing you at the show!

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

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

THE ROAD SHOW IS BIGGER AND BETTER!

Introducing updates to the CRA Road Show!

The 2020 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 through 2021 and beyond.

Attendance at the Highway Conference and Road Show has more than doubled in three years!

Sign up now to avoid the waitlist!
Register at micountyroads.org/RoadShow
SCENES FROM THE ROAD SHOW

2020 ROAD SHOW
Tuesday, March 10
2:30 – 6:30 p.m.
Wednesday, March 11
9 a.m. – Noon

CONFERENCE PROGRAM
Wednesday, March 11
8 a.m. – 6:30 p.m.

THURSDAY BREAKFAST
AND ANNUAL BUSINESS
MEETING
Thursday, March 12
8:30 - 11 a.m.

EXHIBIT SPACE PRICING
$595 for a 10x10 booth space.
Three or more booths $550 each.
Choose a sponsorship opportunity that includes a booth space for added value.

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

Sign up at micountyroads.org/RoadShow
2020 HIGHWAY CONFERENCE AND ROAD SHOW

DON'T BE WAITLISTED!
OVER 1,000 ATTENDEES
NUMEROUS NETWORKING OPPORTUNITIES!

2020 HIGHWAY CONFERENCE AND ROAD SHOW
SIGN UP ONLINE!

View the 2020 Road Show floorplan and sign up at:
micountyroads.org/RoadShow
Early sponsorship registration ends Monday, February 3, 2020!

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 social media; 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 social media; and
- Two booths and three conference registrations.

ROUNDABOUT (Limited to one) ..................... $3,500
- 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 social media; and
- Two booths and three conference registrations.

ROAD SHOW LOUNGE (Limited to two) .......... $3,500
- Hosting rights to a comfortable Road Show Lounge throughout the show.
- One keg of beer and server during the Tuesday evening President’s Reception and coffee on Wednesday morning;
- Recognition in on-site materials and signs at the event;
- Recognition on CRA’s website and social media; and
- Three conference registrations.

DIAMOND SPONSORSHIPS

KICK-OFF BREAKFAST ........................................... $2,000
- Company logo included in title slides;
- Recognition in on-site program;
- Two representatives may attend the breakfast;
- Recognition on CRA’s website and social media; and
- One booth and two conference registrations.

SHUTTLE ....................................................... $2,000
- Sponsorship of shuttle service provided throughout the conference;
- Recognition on shuttle schedule signage;
- Recognition in on-site materials;
- Recognition on CRA’s website and social media; and
- One booth and two conference registrations.

THURSDAY BREAKFAST ............................... $2,000
- Company logo included in title slides;
- Special acknowledgment in Annual Business Meeting program;
- Two representatives may attend the breakfast;
- Recognition in on-site materials and signs at the event;
- Recognition on CRA’s website and social media; 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 social media; and
- One booth.

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

BREAKOUT SESSION (Limited to eight) ............. $1,500
- Special recognition at selected breakout session;
- Recognition in on-site materials;
- Recognition on CRA’s website and social media; and
- One booth.

RESERVE YOUR SPACE TODAY!
micountyroads.org/RoadShow

SOLD OUT
PRESIDENT’S RECEPTION .................................................. $1,500
- Company logo on screens located in reception area;
- Recognition in on-site program;
- Representatives may attend reception;
- Recognition on CRA’s website and social media; and
- One booth.

LEGISLATIVE RECEPTION ........................................ $1,500
- Company logo prominently listed on event signage at entrance;
- Recognition in on-site program and at event;
- Representatives may attend reception;
- Recognition on CRA’s website and social media; and
- One booth.

ATTENDEE TOTE BAGS (Limited to three) ............... $1,500
- Company logo will appear on attendee tote bag;
- Recognition in on-site materials;
- Recognition on CRA’s website and social media; and
- One booth.

HOSTED BEER SERVICE (Limited to two) ................ $1,500
- Hosted keg and service at the President’s Reception;
- Recognition in on-site materials;
- Recognition on CRA’s website and social media; and
- One booth.

WINE TASTING (Limited to two) ............................ $1,500
- Wine tasting and service at President’s Reception;
- Recognition in on-site materials;
- Recognition on CRA’s website and social media; and
- One booth.

GOLD SPONSORSHIPS
ON-SITE PROGRAM ....................................................... $1,000
- Special acknowledgement in on-site program;
- Recognition in on-site materials and signs at the event;
- Recognition on CRA’s website and social media; and
- Two conference registrations.

LANYARD (Limited to two) ................................. $1,000
- Company logo will appear on lanyards;
- Recognition in on-site materials and signs at the event;
- Recognition on CRA’s website and social media; and
- Two conference registrations.

RECHARGE ROOM ................................................... $1,000
- Special acknowledgement on Recharge Room signage;
- Opportunity to place literature on tables in recharge room;
- Recognition in on-site materials and signs at the event;
- Recognition on CRA’s website and social media; and
- Two conference registrations.

HOSTED BAR ............................................................ $1,000
- Hosted Bar during the Road Show;
- Recognition in on-site materials and signs at the event;
- Recognition on CRA’s website; and
- Two conference registrations.

SILVER SPONSORSHIPS
REFRESHMENT BREAKS ......................................... $800
- Company logo on refreshment break signage;
- Recognition in on-site materials and signs at the event; and
- Recognition on CRA’s website; and
- One conference registration.

SOUVENIR ............................................................... $800
- Company logo on conference souvenir;
- Recognition in on-site materials and signs at the event;
- Recognition on CRA’s website and social media; and
- One conference registration.

WIRELESS INTERNET ............................................... $800
- Company logo on wifi information table tents;
- Recognition in on-site materials and signs at the event;
- Recognition on CRA’s website and social media; and
- One conference registration.

NEW THIS YEAR!
FLOOR LOGO DECALS ............................... CALL FOR DETAILS
- OPT 1: Aisle logo decal on Road Show floor
- OPT 2: Logo decal outside ballroom grand entrance
- OPT 3: Directional logo decals throughout conference

Door Prize DONATIONS Needed
Prizes will be drawn throughout the Road Show.

Silent Auction Items Needed
A silent auction will be held during the Road Show to benefit Roads+™
CRA’s political advocacy arm. 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, Shelby
Eva, at 517.482.1189, to discuss a customized sponsorship package to
meet your company’s needs.
RESERVE YOUR SPACE TODAY!
micountyroads.org/RoadShow

Questions? Contact Shelby Eva at 517.482.1189 or seva@micountyroads.org.