



NORTH AMERICAN
SNOW 2025
CONFERENCE
GRAND RAPIDS, MI
APRIL 6-9

THE PREMIER EVENT IN SNOW & ICE MANAGEMENT

#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 1500 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 83% of the attendees are spending four or more hours of face-to-face time on the exhibit floor.

83%

51% of attendees come from within a 500 mile radius of the host city.

51%

Based on 2024 survey questions

EXHIBIT SPACE RENTAL FEE

\$1,600 per 100 square feet

Booths are unfurnished. Carpet or professional flooring is required.

Fees listed above are in U.S. dollars.

All payments to APWA must be in U.S. dollars.

2025 EXHIBIT DATES & HOURS

Hours subject to change.

SUNDAY, APRIL 6 | 2:00 – 6:30 P.M.

Welcome Reception in Exhibit Hall

MONDAY, APRIL 7 | 9:00 A.M. – 3:30 P.M.

Coffee Break and Lunch in Exhibit Hall

TUESDAY, APRIL 8 | 9:00 A.M. – 1:00 P.M.

Coffee Break and Lunch in Exhibit Hall

HEAVY EQUIPMENT MOVE-IN

FRIDAY, APRIL 4 | 8:00 A.M. – 3:00 P.M.

Heavy equipment will only move in Friday, April 4

EXHIBITOR MOVE-IN

SATURDAY, APRIL 5 | 8:00 A.M. – 4:30 P.M.

SUNDAY, APRIL 6 | 8:00 A.M. – 12:00 P.M.

(Hand carry only)

EXHIBITOR MOVE-OUT

TUESDAY, APRIL 8 | 1:00 – 4:30 P.M.

SHOW FOR SNOW



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DEVOS PLACE
CONVENTION CENTER

www.apwa.org/snow

EXHIBITOR REGISTRATION

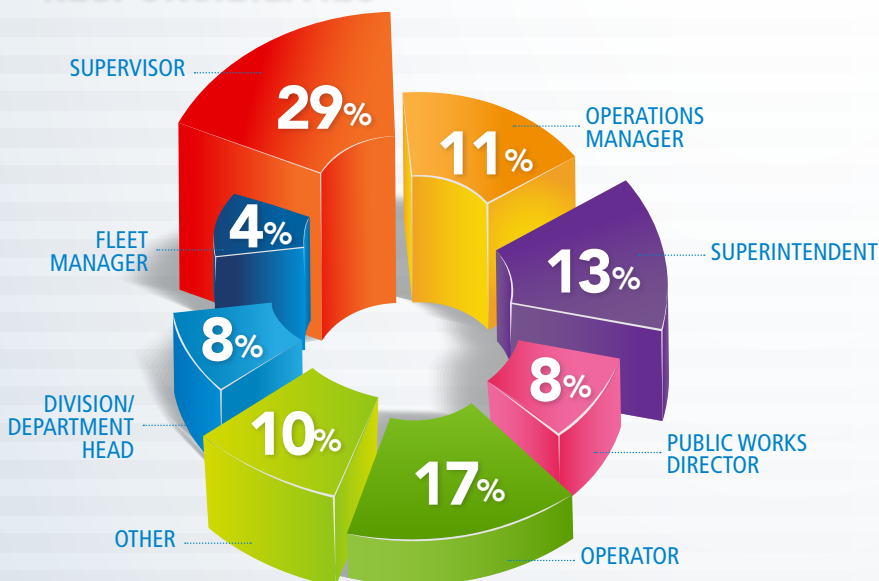
You're an attendee too!

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.

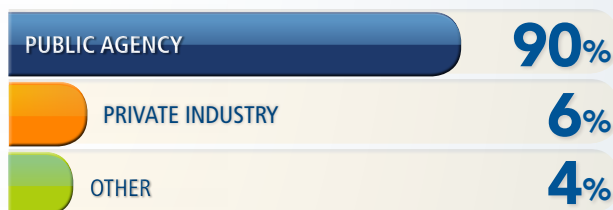
Complimentary Exhibitor Registration includes:

- Entrance to exhibit hall
- Entrance to education sessions and general sessions
- Sunday Welcome Reception in the exhibit hall
- Monday & Tuesday Lunch in the exhibit hall
- Refreshment breaks in the exhibit hall
- 15 hours of exhibit time (8 hours non-compete)

ATTENDEE JOB TITLES/ RESPONSIBILITIES



BUSINESS CLASSIFICATION



PURCHASING POWER

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



RESERVE YOUR EXHIBIT SPACE NOW!

Contact: Lysa Byous, Meeting Planner/Exhibit Manager | Phone: 816-595-5243

Email: lbyous@apwa.org | www.apwa.org/snow