



NORTH AMERICAN
SNOW 2026
 CONFERENCE
CLEVELAND, OHIO
 APRIL 26-29

THE PREMIER EVENT IN SNOW & ICE MANAGEMENT

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!



#SHOW4SNOW

EXHIBIT SPACE RENTAL FEE

\$1,700 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.

TAKE TIME THIS SPRING TO SHAKE HANDS WITH MORE THAN 1200 POTENTIAL LEADS.

2026 EXHIBIT DATES & HOURS

Hours subject to change.

SUNDAY, APRIL 26 | 3:00-6:00 P.M.

Welcome Reception in Exhibit Hall

MONDAY, APRIL 27 | 9:00 A.M.-3:30 P.M.

Break and Lunch in Exhibit Hall

TUESDAY, APRIL 28 | 9:00 A.M.-1:00 P.M.

Break and Lunch in Exhibit Hall

HEAVY EQUIPMENT MOVE-IN

FRIDAY, APRIL 24 | 8:00 A.M.-3:00 P.M.

Heavy equipment only will move in Friday, April 24

EXHIBITOR MOVE-IN

SATURDAY, APRIL 25 | 8:00 A.M.-4:30 P.M.

SUNDAY, APRIL 26 | 8:00 A.M.-NOON

EXHIBITOR MOVE-OUT

TUESDAY, APRIL 28 | 1:00-4:30 P.M.

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 2024 survey questions



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**HUNTINGTON CONVENTION
 CENTER OF CLEVELAND**

apwa.org/snow

EXHIBITOR REGISTRATION

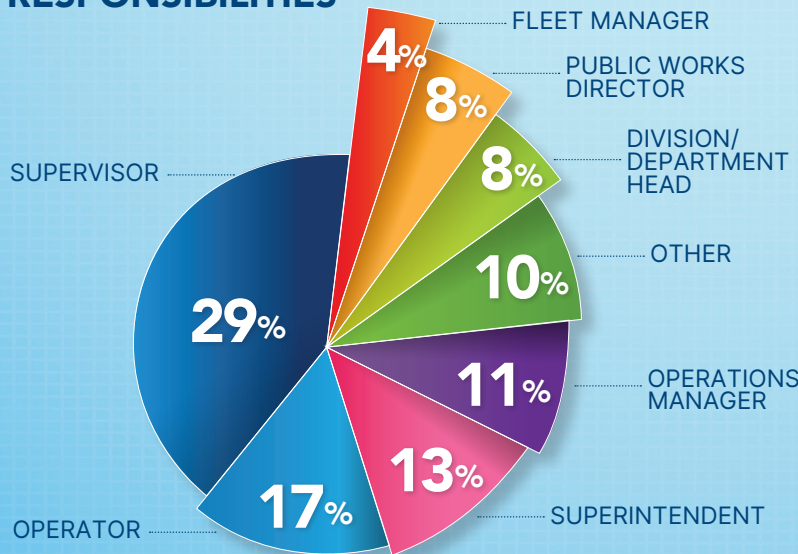
You're an attendee too!

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
- 13 hours of non-compete exhibit time

ATTENDEE JOB TITLES/ RESPONSIBILITIES



BUSINESS CLASSIFICATION



PURCHASING POWER

Over 72% of attendees are involved in purchasing decisions with estimated budgets of:



SHOW
 FOR
 SNOW

CALL NOW TO RESERVE YOUR EXHIBIT SPACE!

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

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