

32ND ANNUAL NEW YORK STATE HIGHWAY & PUBLIC WORKS EXPO



OCTOBER 28, 2026 Exhibitor Registration Pack

The 32nd Annual New York State Highway & Public Works Expo is scheduled for October 28, 2026, at The Exposition Center, New York State Fairgrounds in Syracuse, N.Y.

Every year, exhibitors from across the state and the nation converge in Syracuse to engage with municipal budget decision-makers, including highway superintendents, public works commissioners, board members, engineers and municipal contractors.

We provide complimentary admission tickets to professionals in village, city, town, county, and state highway and public works roles throughout New York State. The Expo coincides with the peak of the annual budget decision-making process in municipalities across the state, presenting an excellent opportunity to showcase your offerings, establish new connections, introduce new products, and strengthen

relationships with existing municipal customers.

Superintendent's Profile and Product-Service Directory magazine, published by Profile Publications, has been dedicated to serving highway and public works officials in New York State since 1978. The NYS Highway & Public Works Expo stands as the sole highway and public works-focused show in New York State, drawing superintendents and a municipal audience from various municipalities, including cities, villages, towns, counties, the state DOT and Thruway Authority. This event provides a unique environment to meet superintendents and other municipal budget decision-makers in person, addressing their specific needs and interests.

Regardless of the type of highway or public works-related equipment, products or services your company offers,

the Expo provides the most cost-effective way to engage with municipal customers and prospects in person. The event also offers numerous networking opportunities, allowing you to connect with top suppliers to the highway and public works market. Many of these suppliers engage in "business to business" transactions among fellow exhibitors, making the Expo a prime opportunity to meet them face-to-face.

Our booth and floor space exhibit prices are highly affordable, making the New York State Highway & Public Works Expo the most cost-effective means of gaining person-to-person exposure in this market.

Act now to elevate your product awareness, enhance name recognition and boost sales throughout New York State's entire highway & public works market!

Produced by PROFILE PUBLICATIONS

Superintendent's Profile & Product – Service Directory

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NYS HIGHWAY & PUBLIC WORKS EXPO

THE EXPOSITION CENTER • NYS FAIRGROUNDS • EMPIRE EXPO CENTER • SYRACUSE, NY

Two Ways to Exhibit and What It Costs...

Exhibiting is surprisingly affordable! We set our prices at an exceptionally low rate to attract a diverse array of vendors, meeting the expectations of superintendents who attend the expo each year. Rest assured, there is no more economical and efficient way to showcase your equipment, trucks, products and services directly to highway and public works superintendents and municipal employees from cities, towns, villages, counties, the DOT and Thruway Authority spanning across the entire state!

For dealers representing manufacturers, consider leveraging your “co-op advertising dollars,” by collaborating with one or more manufacturers to share the cost of our exhibiting rates — it’s a “can’t miss sales opportunity!”

10-ft. x 10-ft. DISPLAY BOOTHS include:

- A 2-ft. x 8-ft. table, covered & skirted
- Two folding chairs
- A 7-in. x 44-in. sign with your company name
- Exhibitor name badges
- 110 electrical hook-up (Requires your extension cord)
- 8-ft. high back drape
- 3-ft. high side drapes
- Waste basket

\$670

10' x 20' Floor Display Space \$1365

20' x 20' Floor Display Space \$1820

40' x 20' Floor Display Space \$2250

40' x 30' Floor Display Space \$2845

40' x 40' Floor Display Space \$2960

40' x 50' Floor Display Space \$3180

No Outside Space Available This Year

Floor displays include:

- Two 2-ft. x 8-ft. covered tables with skirts
- Four folding chairs
- A one-line sign with your company's name
- Exhibitor name badges
- 110 electrical hook-up (requires your extension cord)
- Waste basket



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WHO ATTENDS?

City, village, town, county and state highway superintendents, public works commissioners, DOT officials, their crews, maintenance personnel, municipal board members and municipal contractors

WHEN IS IT?

**Wednesday,
October 28, 2026**

- Set-up is Tuesday, October 27, 2026
- Exhibit teardown Wednesday, October 28, by 8 p.m.

WHERE IS IT?

Centrally located in the "hub" of New York State in The Exposition Center Building at the New York State Fairgrounds, just a few miles west of Syracuse, off Route 690.

WHY EXHIBIT?

The N.Y.S. Highway & Public Works Expo is the only municipally-focused show in the state to draw such a broad audience, including highway superintendents, public works commissioners, DOT officials, municipal board members and contractors — all under one roof. At the Expo, you'll meet all these potential customers face-to-face.

- PLENTY OF FREE ON SITE PARKING

- FREE FORKLIFT SERVICE FOR EXHIBITORS AT MOVE IN & MOVE OUT

- FREE ADMISSION FOR ALL ATTENDEES

- FREE EXHIBITOR'S NAME BADGES

- NO "HIDDEN CHARGES"

- LARGE DOORS FOR EQUIPMENT, TRUCKS, AND LARGE DISPLAY ITEMS

- DRAW ATTENDEES TO YOUR BOOTH WITH THE MATCH TICKET DOOR PRIZES

- SYMMETRICAL DISPLAYS PROMOTE "TRAFFIC" FLOW

- FREE STEAM CLEANER USE AT MOVE IN

- EASY HIGHWAY ACCESS FROM ALL POINTS THROUGHOUT NEW YORK STATE

- SPONSORSHIP OPPORTUNITIES AVAILABLE FOR DOOR PRIZE.



SET-UP - SHOW TIMES

SET UP DAY - Tuesday, October 27, 2026 from 8 a.m. to 5 p.m. Indoor display equipment, trucks and forklifted items must be parked and in place by 5 p.m. on set-up day. Small carry-in items may be brought in anytime throughout the day or at 7 a.m. on the day of the show as long as they are in place before the doors open for attendees at 8 a.m.

THE DAY OF THE EXPO - Wednesday, October 28, 2026. Doors open to exhibitors at 7 a.m. for final touches on displays and Profile Publications will provide free coffee and donuts. Doors open at 8 a.m. to attendees. All exhibits must be staffed during Expo hours, 8 a.m. to 3 p.m. Doors will close at 3 p.m.

TEAR DOWN - Wednesday October 28, 2026. ONLY exhibitors may dismantle their displays. All exhibits must be removed by 8 p.m.



2026

Our 31st Year!

NYS HIGHWAY & PUBLIC WORKS

EXPO

PRODUCED BY SUPERINTENDENT'S PROFILE

"Where Buyers Meet Suppliers"



The Largest Annual, Municipally Focused Expo in New York State! Meet Town, City, Village, County, State & Other Highway & Public Works Pros... All Under One Roof...



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Exhibitor's Responsibilities

1. Full payment is due with contract for 10x10 booths, a 50% deposit is due with your contract for floor displays. All information on the space reservation contract must be completed online, and it must be submitted with deposit payment. (Make a copy for your records). Any balances owed after initial deposits are made must be paid in full no later than **September 18th, 2026**. Checks should be made payable to **PROFILE PUBLICATIONS**. Reservation acknowledgments will be emailed upon receipt of completed contract and deposit payment. A supply of promotional posters and tickets for your staff to hand out will be mailed in August.

2. **INSURANCE** - Exhibitor agrees to carry insurance covering itself from all damages, real or personal, throughout the entire two-day event, which includes set-up, Expo, and tear-down days. Exhibitor agrees to purchase a general liability policy with a face value of no less than \$1,000,000.00, naming Profile Publications, 361 Shoemaker Road, Mohawk, NY 13407 as additionally insured for the duration of the days mentioned above. A copy of such policy shall be provided to Profile Publications on or before the day final payment for exhibit space is made. A copy of such policy can be emailed to debyh@cegltd.com or aguilfoyle@cegltd.com. Management is in no way responsible for exhibitor's employees or property. Management will carry a general liability policy to cover exhibit visitors, exhibitors, and their agents. Exhibitor agrees to hold management harmless for any loss, cost, damage or expense resulting from any and all suits brought against exhibitor for any reason.

3. ALL STEEL GROUSER TRACKED equipment must be planked in and out to avoid any damage to the concrete floor. Ignition keys should be removed from machines, batteries disconnected, fuel caps secured in place, and hydraulic cylinders properly braced if they are extended.

4. All Space is assigned on a "first come, best served basis." Please be sure to register early for best selection and to ensure availability of space.

5. SHOW MANAGEMENT RESERVES THE RIGHT to alter display setups to ensure the overall effective and fair use of space in the best interest of all exhibitors concerned.

6. Note the "SETUP - SHOW TIMES & TEAR DOWN" section in this pack. All tear-down must be complete, and the building vacated by 8 p.m. on **Wednesday, October 28, 2026, at the latest**. Exhibits must be cleared on the show floor, but you can arrange pick up the next day for equipment in the staging area.

7. ALL INFORMATION CONTAINED IN THIS LIST OF EXHIBITOR RESPONSIBILITIES must be thoroughly understood by the party signing the Space Reservation Contract. Full compliance with all exhibitor responsibilities will be strictly enforced to ensure a smooth expo.

8. CANCELLATIONS MUST BE MADE IN WRITING no later than September 1, 2026. Written cancellations received by that date will be entitled to a refund of monies paid, less a 25% cancellation fee. Cancellations made after September 1, 2026, will not be entitled to any refund.

9. Profile Publications reserves the right to use the names and or photographs of all exhibitors submitting a space reservation contract in promotional and editorial coverage of the Expo.

10. FORKLIFT SERVICE, electrical service, pressure washing equipment, food and beverage and other services provided for the smooth operation of the expo are subcontracted. PROFILE PUBLICATIONS IS NOT RESPONSIBLE for the potential non-performance of subcontracted employees or vendors.

11. ALL ARRANGEMENTS FOR SHIPMENTS of exhibitor materials to and from the Expo are the sole responsibility of the exhibitor as are any receiving and storage costs at the Exposition Center. Arrangements can be made by calling the Empire Expo Center at 315/487-7711.

12. ARRANGEMENTS FOR SPECIAL DECORATING NEEDS such as carpeting, lights, additional tables, etc., can be made by calling the contracted decorator: Northeast Decorating at 315/471-9989. Payment for additional decorating items requested by exhibitors will be made directly to the decorating firm by the exhibitor.

**2026
EXHIBITOR
REGISTRATION
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