

SIMA
25TH
ANNUAL

SNOW & ICE SYMPOSIUM

EXHIBITOR PROSPECTUS

Milwaukee, WI

June 21-24, 2022





SIMA[®]
25TH
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SNOW & ICE SYMPOSIUM

The Snow & Ice Symposium helps snow and ice management professionals forge relationships, expand their knowledge and connect with innovative suppliers to ignite their passion for snow.

Connect with key buyers to showcase your products and services, build relationships and support the snow and ice management industry's continuing quest for professionalism, safety and efficiency.

WHO SHOULD EXHIBIT?

The Snow & Ice Symposium trade show is the largest exhibition focused solely on commercial snow and ice management. More than 1,100 attendees attend each year, seeking the best, most innovative equipment, services and technology:

- Plows, Pushers and Accessories
- V-Box, Tailgate and Walk-Behind Spreaders
- Sidewalk Equipment
- Loaders, Skid Steers, Tractors and Attachments (brooms, blowers, etc.)
- UTVs
- Brine Makers
- Liquid Spray Systems
- Deicing Materials
- Shovels
- Snowblowers
- Software
- Weather Services
- Consulting Services
- Snow Melters
- Salt/Liquids Storage
- Insurance & Risk Management Specialists
- Trucks
- Cutting Edges / Plow Shoes
- Safety PPE

For a complete list of current exhibitors, visit sima.org/tradeshow

KEY DATES & LOCATION

25th Annual Snow & Ice Symposium
June 21-24
Wisconsin Center
400 W. Wisconsin Avenue
Milwaukee, WI • 53203

DEDICATED SHOW HOURS

Thursday, June 23

11:45 am - 5 pm

Friday, June 24

9:45 am - 12:45 pm

MOVE IN

Tuesday, June 21

8:00 am - Noon (booths over 400 sq.ft.)

Noon - 5:00 pm (all exhibitors)

Wednesday, June 22

8:00 - 5:00 pm (all exhibitors)

Thursday, June 23

8:00 - 11:00 am (finishing touches for all exhibitors)

MOVE OUT

Friday, June 24

12:45 - 8:00 pm (all exhibitors)

EXHIBIT BOOTH INFORMATION

BOOTH SPACE FEATURES

- Complimentary furnishings* include 1 6-ft table, 2 side chairs, wastebasket
- Draped 8' back and 3' side walls and 7" X 44" sign with your company name and booth number (in-line booths only)
- Onsite material handling INCLUDED!
- Lead retrieval app license for use on a personal device
- 10 complimentary trade-show only registrations for booth staff + discounted full registration fees
- Free VIP trade show passes to share with key customers
- Enhanced Exhibitor Profile on sima.org/tradeshow + the event app
- Access to food and networking events in the exhibit hall
- Exhibitor Marketing Toolkit to promote your attendance
- Post-show attendee list

**Note: Additional furnishings, carpet, electric and internet may be purchased through the show decorator or venue.*

RESERVE YOUR BOOTH

Member Rate	Non-member Rate
\$2,250 per 10x10 (300 sq.ft. & under)	\$2,650 per 10x10 (300 sq.ft. & under)
\$1,850 per 10x10 (400 sq.ft. & over)	\$2,250 per 10x10 (400 sq.ft. & over)

To find and secure your space, [click here](#)


To request a full marketing proposal (booth, sponsorships, etc), [connect with Kerri](#)

PAYMENT DEADLINES

- 50% payment is due at time of booking/invoice receipt
- Full amount is due by **April 1, 2022**
- Booth reservations after April 1 are due in full at time of contract

CANCELLATION & REFUND POLICY

SIMA reserves the right to cancel exhibit space if full payment on a contract has not been received by April 1, 2022, or within 15 days of invoice, whichever comes last. Written notice of space cancellation must be submitted to SIMA prior to April 20, 2022 for a partial refund of the monies paid. *No refunds will be made for cancellations after April 20.*

 **NEW THIS YEAR!** All exhibitors receive free access to the opening and closing keynotes; welcome and anniversary celebrations; SIMA After Hours networking events; and can purchase tickets to the June 24 closing event

WHAT'S HAPPENING ON THE SHOW FLOOR?

- 8 dedicated exhibit hall hours
- Classroom style learning in the Tech Talk Lounge
- SIMA Ale Trail
- Lunch vouchers for all attendees on Thursday
- Available lounge spaces throughout the show floor for sit-down conversations
- Attendee gamification

WHY EXHIBIT?

- It's the largest trade show in North America for commercial snow and ice management. Attendees are actively seeking new products and equipment that will improve efficiency and safe snow operations.
- Showcase your products and services to key buyers and decision-makers to maximize your marketing dollars and ROI.
- Build relationships with engaged snow and ice professionals and gain valuable feedback on the products and services they need to be successful.
- Position your company as a subject matter expert.
- Your competitors will be there!

YOUR TARGET AUDIENCE WILL BE IN MKE



AVERAGE
ATTENDANCE

1,100

snow and ice
professionals

81%

of attendees
spend 2 or more
hours on the
trade show floor

64%

of trade show
attendees are
owners or operations
managers involved
in buying decisions

PURCHASING POWER

92%

Attendees from past shows
who found products and
services they would be
interested in purchasing
from an exhibitor

In 2021 snow & ice professionals said they plan
to purchase the following types of equipment:

PLOWS 50%

SHOVELS/HAND TOOLS 46%

SPREADERS 41%

PUSHERS 36%

HEAVY EQUIPMENT 34%



NEARLY 750 MEMBER
COMPANIES ARE WITHIN A
SHORT DRIVE TO MILWAUKEE.

EXPAND YOUR BRAND

Increase your exposure and make the most out of your Symposium experience.
Take advantage of these exclusive show-only opportunities:

PAID OPPORTUNITIES

Contact **Kerri Joseph** for information and custom pricing.

Symposium Xtra Show Guide

Advertise in the Symposium Xtra Show Guide that is delivered to every attendee.

Host a Tech Talk

Position your company as subject matter expert by hosting a 25-minute classroom-style session in the Tech Talk Lounge during trade show hours.

Show Daily Video Recaps

SIMA will send three daily video recaps to attendees (Wed-Fri). The exclusive sponsor will be prominently recognized with their logo at the top of each email and will receive a banner ad within each email.

Symposium Enews Emails

Leading up to the event, SIMA will send five pre-marketing emails highlighting specific areas of focus to the larger *Snow Business* distribution list. Companies can sponsor these communications (2 sponsors per email) to amplify their brand in advance of the show.

FREE OPPORTUNITIES

Exhibitor Directory Listings

Add your free listing to the Exhibitor Directory that will be featured in the Show App

SIMA Deals

SIMA Supplier Members can offer a show-specific SIMA Deal to incentivize purchases

Symposium Xtra Product Showcase

All exhibitors and sponsors receive a 50-word product feature in the Symposium Xtra Show Guide delivered to all attendees



JOIN SIMA

Becoming a SIMA Supplier Member opens additional avenues to reach a wider audience. Offer SIMA Deals, get a free Supplier Directory listing and more.



TAKE IT TO THE NEXT LEVEL

Sponsorship opportunities across multiple price points are available. Elevate your exposure by investing your marketing dollars in sponsorships including physical items, networking receptions, education sessions, special events and more. The Best Show in Snow is turning 25 in '22. Be front and center for the celebration!



Contact Kerri Joseph to schedule a sponsorship consultation at kerri@sima.org or call (262) 236-9971.