



# EXHIBITOR SPONSORSHIPS & ADVERTISING OPPORTUNITIES

**MARCH 20-21, 2024**  
NYS Fairgrounds • Syracuse, New York • Wednesday 9am-4pm • Thursday 8am-3pm

Produced by the Trade Show Division of Lee Newspapers, Inc. • Publishers of Hard Hat News • P.O. Box 121, 6113 State Hwy. 5; Palatine Bridge, NY 13428  
Show Manager: Ken Maring • 1-800-218-5586 or 518-673-3237 • Fax 518-673-3245

**SHOW BAG SPONSORSHIP \$800 3 Spots Available**

Show management will order the bags and are looking for 4 different sponsors to be screen printed (all lettering/ logos will be white on a black drawstring backpack style bag). Four spots available at \$800.00 each; limit 1 per company. Art work space is 3.5" square. We can design for you or you can submit art work. Bags to be distributed at the show entrance.

**LANYARD SPONSORSHIP \$1,000**

Sponsor supplies 4,000 lanyards. Publicity in all show related advertising. Your company logo on the rockroadrecycle website.

**MEALS SPONSORSHIP \$500** Great visibility, plus mention in all print, digital and social media ads for the show.

**WRIST BAND SPONSORSHIP** All attendees of the Hard Hat Expo will be given a wristband to be sure they have registered.

Your company name and logo will appear on the wristband.

**\$500 DAILY SPONSOR**  **WEDNESDAY**  **THURSDAY**

### RODEO SPONSORSHIPS

**PLATINUM \$1,000**

Publicity on all rodeo related brochures, posters and advertising also on hardhatexpo.com and rockroadrecycle.com. \$500 toward prize money to top ten contestants.

**GOLD \$750**

Publicity on all rodeo related brochures, posters and advertising also on hardhatexpo.com and rockroadrecycle.com. \$375 toward prize money to top ten contestants.

**SILVER \$500**

Publicity on all rodeo related brochures, posters and advertising also on hardhatexpo.com and rockroadrecycle.com. \$250 toward prize money to top ten contestants.

**TROPHY SPONSOR \$500**

Publicity on all rodeo related brochures, posters and advertising on hardhatexpo.com and rockroadrecycle.com. Your company name listed as the trophy sponsor on all trophies / plaques. We order and deliver. Deadline is February 9, 2024

**SCOREBOARD SPONSORSHIP \$400**

**EXPO MAILER**  B/W one sided \$150  B/W two sided \$195  4 Color one sided \$275  4 Color two sided \$350

**OUTSIDE BANNER \$150.00**

2'x6' Four color banner with your company logo and information along the walkway to the entrance of the Hard Hat Expo. Banner is included in cost..

**SHOW PROGRAM**  4 Color Full Page \$350  4 Color Half Page \$200

### Country Folks Construction Equipment Marketplace issues 15,000 NY Farmers + 5,600 NY Contractors

01/29/24 deadline 01/24/24

02/26/24 deadline 02/21/24

Full page color \$2,037.00  Junior page color \$1,547.00  Half Page color \$1,155.00  Quarter page \$690.00

**RockRoadRecycle E-newsletter 580 x 120 banner ad linked to the site of your choosing: \$200.00 per week**

TOTAL COST \$ \_\_\_\_\_

Exhibiting Co. \_\_\_\_\_ Person in Charge of Display \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

CREDIT CARD NUMBER: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Security Code: \_\_\_\_\_ Amount to Charge: \$ \_\_\_\_\_

Please completely fill out, SIGN AND RETURN THE WHITE COPY to our office, RETAIN THE YELLOW COPY for your files