



EXHIBITOR SPONSORSHIPS & ADVERTISING OPPORTUNITIES

MARCH 18-19, 2026

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 • www.leetradeshow.com • e-mail kmaring@leepub.com

SHOW BAG SPONSORSHIP - EXCLUSIVE \$800

- 1. Sponsor supplies 4,000 bags inserted with 2 of their promo pieces. Bags to be distributed at the show entrance.
- 2. Publicity in all show related advertising.
- 3. Your company logo on the rockroadrecycle website.

LANYARD SPONSORSHIP \$1,000

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

LUNCH SPONSORSHIPS - \$300 EACH

- 1. Have handouts from your company on the lunch tables.
- 2. Your company logo on the rockroadrecycle website.
- 3. Publicity in all exhibitor related materials.
- 4. Your company logo naming you a sponsor rotated on the scoreboard during the show.

MAP 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** **\$750 EXCLUSIVE SPONSOR** SPONSOR BOTH DAYS

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, 2026

SCOREBOARD SPONSORSHIPS \$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

01/29/26 deadline 01/22/26 • 02/26/26 deadline 02/19/26

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