

# 2025

37<sup>th</sup> Year



# HARD HAT EXPO

## MARCH 19 & 20

NYS Fairgrounds • Syracuse, NY

Wednesday 9-4 • Thursday 8-3



Show Manager: Ken Maring • 518-673-0103 • 518-221-4124 • [kmaring@leepub.com](mailto:kmaring@leepub.com)

Sales Manager: Matt Stanley • 518-673-0124 • 315-292-2306 • [mstanley@leepub.com](mailto:mstanley@leepub.com)

**For More Information Call**  
**800-218-5586**  
**[www.hardhatexpo.com](http://www.hardhatexpo.com)**

Hard Hat Expo is Produced by the Trade Show Division of Lee Newspapers, Inc.  
Producers of [rockroadrecycle.com](http://rockroadrecycle.com) • P.O. Box 121, 6113 St Hwy. 5, Palatine Bridge, NY 13428



# MARCH 19-20, 2025

Wed. 9-4 • Thurs. 8-3 • Syracuse, NY

*The Largest Construction Show East of the Mississippi!*

THE HARD HAT EXPO IS AN ANNUAL CONSTRUCTION FOCUSED TWO-DAY TRADE SHOW LOCATED AT THE NYS FAIRGROUNDS IN SYRACUSE. In addition to heavy construction, public works, underground utilities, excavation/earthmoving and demolition, the show also focuses on road & highway maintenance including snow & ice management, landscaping/hardscaping, paving, corporate grounds maintenance, aggregate production, recycling, transportation and land clearing/logging.

**SINCE  
1987**

Organized by Lee Trade Shows, an independent trade show company that produces six annual regional trade shows.

**Today, the Hard Hat Expo is one of the largest and most respected trade shows in the construction industry.**

**It continues to attract thousands of attendees each year and remains an important open forum for construction professionals to purchase equipment & services and stay up-to-date with the latest trends and technologies.**

**The show location provides easy access to and from I-90 and is heavily promoted in print, digital, radio and through industry associations. Equipment dealerships throughout the region display posters and offer admission tickets in promotion of the event.**

**[www.hardhatexpo.com](http://www.hardhatexpo.com)**

The Hard Hat Expo delivers an annual comprehensive showcase of the latest equipment & services in the construction industry so if YOUR company offers products & services for this industry THIS is the show to exhibit at!

### *Exhibitor Testimonials*

"I've been attending and exhibiting at the Hard Hat Expo since the very first one back in the 80's. Its a great show for the start of the construction season.

Meeting customers and friends with a possibility of helping people and doing some business. Looking forward to next year."

*Rory O'Brien, Tora Crushing*

"I wanted to thank you for inviting our company to the Hard Hat Expo in Syracuse New York. I have never exhibited at your event and so I was concerned about the amount of traffic that we might see. I must say we had very good traffic for the two days which has given us leads that may turn into some new deals that we are still working on closing."

*Galen Edris, Structural Metal Fabricators Inc*

"The Hard Hat Expo was a great low-pressure environment to conduct demonstrations of product" and also remarked they ended up with nine sales commitments over the course of the two-day event.

*Tyler Arsenault, Boondocker Equipment - Boss Snowplows*

"I've seen more interested prospects in the first two hours of the Hard Hat show than other construction trade shows in this region we have exhibited at." *Dave Schroth, Owner, Automatic Lube Systems, Inc.*



For more information on this show contact

Show Manager, Ken Maring at 1-800-218-5586 • 518-221-4124

Sales Manager, Matt Stanley at 518-673-0124 • 315-292-2306 • [mstanley@leepub.com](mailto:mstanley@leepub.com)



# Exhibitor Information

March 19-20, 2025 • Wed. 9-4, Thurs. 8-3 • New York State Fairgrounds • 581 State Fair Boulevard, Syracuse, NY 13209

## SHOW LOCATION:

New York State Fairgrounds  
581 State Fair Boulevard, Syracuse, NY 13209  
Phone: 315-487-7711 • Fax: 315-487-9260

## 10X10 BOOTHS INCLUDE:

- 8' Backdrop
- 30" Side Curtains
- (1) 7" x 44" Block Sign\*
- (2) Side Chairs
- (1) 6' Draped Table
- (1) Wastebasket

*\* PLEASE NOTE: that sign up after FEBRUARY 25, 2025 may cause inability to produce this sign*

## FLOOR AREAS INCLUDE:

- (1) 7" x 44" Block Sign\*
- (2) Side Chairs
- (1) 6' Draped Table
- (1) Wastebasket

*\* PLEASE NOTE: that sign up after FEBRUARY 25, 2025 may cause inability to produce this sign*

## DECORATOR: **ALL SHIPMENTS MUST GO THROUGH THE DECORATOR TO INSURE ACCURACY**

Great Lakes Events  
100 Bickford Street, Rochester, NY 14606  
Phone: 585-458-2200 • Fax: 585-458-5087 • [www.greatlakesevents.com](http://www.greatlakesevents.com)

Any shipments sent directly to the show site are not the responsibility of this company.

**All tracked vehicles must be planked from the time they leave their trailer to their exhibit area, inside and outside. Failure to do so will result in the exhibitor being responsible for any damage that may occur to the facility.**

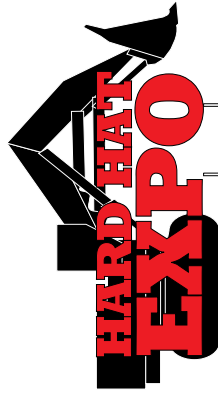
EXHIBIT HALL IS NOT CARPETED

**POWER WASHING SERVICE & FORK TRUCK SERVICE ARE AVAILABLE AT NO ADDITIONAL CHARGE. 110 & 208 ELECTRIC IS AVAILABLE FOR AN ADDITIONAL CHARGE. LEAD CORDS ARE NEEDED.**

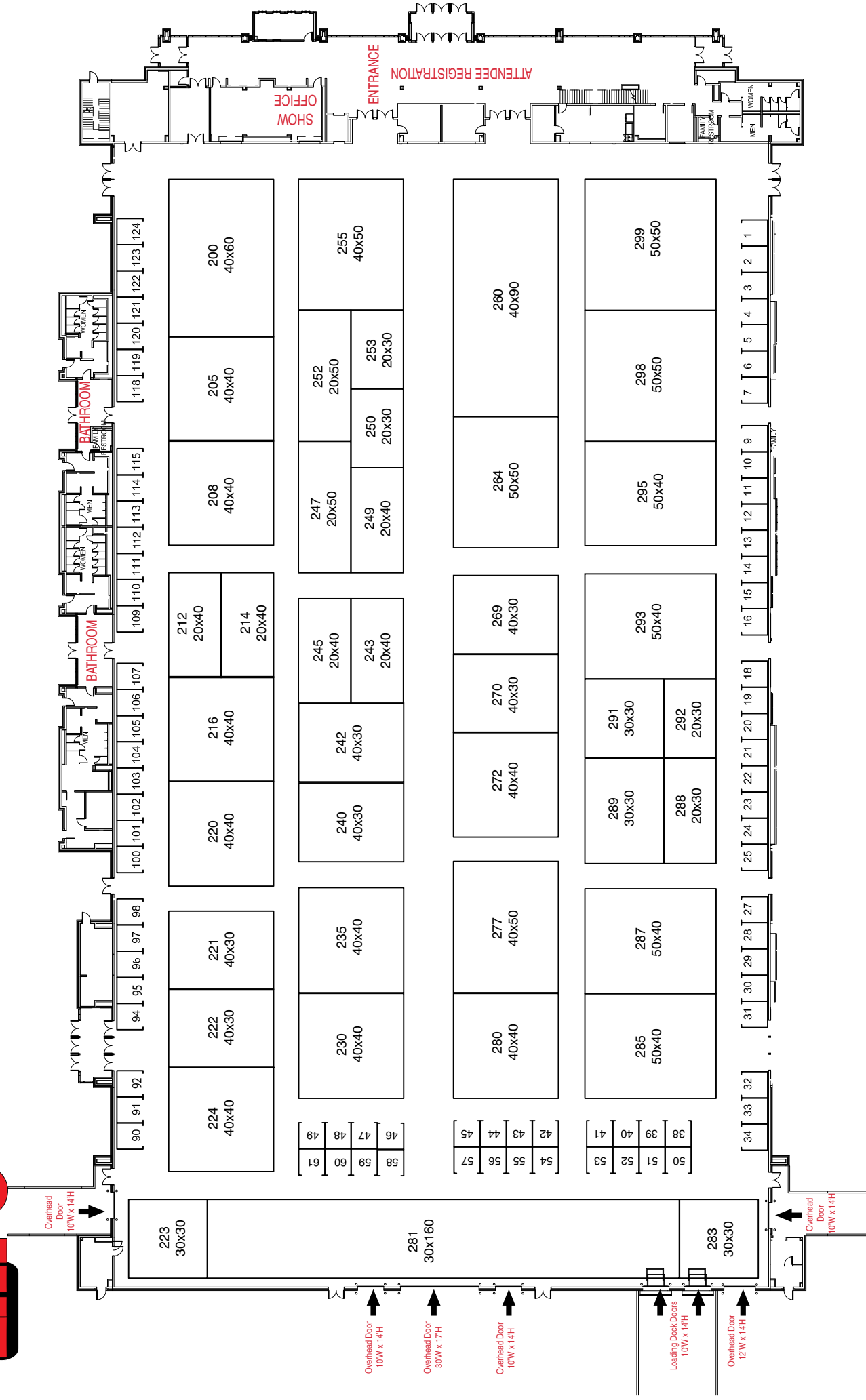
## Questions...

KEN MARING • [kmaring@leepub.com](mailto:kmaring@leepub.com) • 800-218-5586 • 518-221-4124  
MISSY PEDRO • [mpedro@leepub.com](mailto:mpedro@leepub.com) • 800-218-5586

**[www.hardhatexpo.com](http://www.hardhatexpo.com)**



# MARCH 19-20, 2025 • Wednesday 9-4 & Thursday 8-3





# Scoreboard Sponsorship

Sponsorships are only available to exhibitors

March 19-20, 2025 • Wed. 9-4, Thurs. 8-3 • New York State Fairgrounds • 581 State Fair Boulevard, Syracuse, NY 13209



Please complete this form if you would like to have your logo displayed on the scoreboard in rotation during the Hard Hat Expo.

☐ **Logo in rotation on scoreboard Both Days of Show - \$400.00**

• High resolution logo in png or jpeg format required

Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

On Site Contact: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax#: \_\_\_\_\_

PAYMENT: Check (Payable to Lee Trade Shows) / Credit Card (VISA, MasterCard, American Express)

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

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





# Outside Banner Sponsorship

Sponsorships are only available to exhibitors

March 19-20, 2025 • Wed. 9-4, Thurs. 8-3 • New York State Fairgrounds • 581 State Fair Boulevard, Syracuse, NY 13209



Please complete this form if you would like to display a 2' x 6' 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.

**Limited Availability. You must be an exhibitor of the 2025 Hard Hat Expo.**

Number of Banners to be hung: \_\_\_\_\_ @ \$150.00 = \$ \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

On Site Contact: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax#: \_\_\_\_\_

PAYMENT: Check (Payable to Lee Trade Shows) / Credit Card (VISA, MasterCard, American Express)

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

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



# Skid Steer Rodeo Equipment Sponsorship

Sponsorships are only available to exhibitors

March 19-20, 2025 • Wed. 9-4, Thurs. 8-3 • New York State Fairgrounds • 581 State Fair Boulevard, Syracuse, NY 13209

To participate in this sponsorship you must be an exhibitor with a minimum floor area of 20x30 in the Hard Hat Expo.

The Skid Steer Rodeo will be held on Wednesday.

1. Dealers supply a machine and \$100 toward prize money. No timer is needed.
2. Dealer can supply as many machines as they like (\$100 toward prize money per machine).
3. The event will run from 9am-1pm with sign up at rodeo site and drive immediately after sign up.
4. The choice of machine will be determined by drawing at time of contestant sign up.
5. Rules will be clearly stated and one timer who will be judge for all.
6. Machine throttles will not be preset but penalties will be strict.

## Machine #1

Make \_\_\_\_\_ Model \_\_\_\_\_  
Type of control: ☐ Foot ☐ Hand

## Machine #2

Make \_\_\_\_\_ Model \_\_\_\_\_  
Type of control: ☐ Foot ☐ Hand

## Machine #3

Make \_\_\_\_\_ Model \_\_\_\_\_  
Type of control: ☐ Foot ☐ Hand

**\$100 x** \_\_\_\_\_ **Number of Machines = \$** \_\_\_\_\_

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

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

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

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

email: \_\_\_\_\_ web site: \_\_\_\_\_

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

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

Hard Hat Expo • Produced by Lee Newspapers, Inc • 6113 State Hwy 5 • Palatine Bridge, NY

**Call Ken @ 800-218-5586 for More Information**



# Wi-Fi Request Form

March 19-20, 2025 • Wed. 9-4, Thurs. 8-3 • New York State Fairgrounds • 581 State Fair Boulevard, Syracuse, NY 13209

2025 HARD HAT EXPO - Exposition Building

All information is required to be submitted to Hard Hat Expo two weeks prior to event.

Company Name: \_\_\_\_\_

Booth Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Service includes both days of the show.

Wi-Fi per setup \_\_\_\_\_ \$60.00 / **On-Site \$75 depending on availability**

Hardwire of Number \_\_\_\_\_ \$85.00 / **Not available on-site**

Hardwire for Distribution \_\_\_\_\_ \$210.00 / **Not available on-site**

Total Request \_\_\_\_\_

**ALL ORDERS MUST INCLUDE PAYMENT IN FULL**

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

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

**If you have any questions call  
800-218-5586 • Ask for Ken or Missy**

Produced by the Trade Show Division of Lee Newspapers, Inc, P.O. Box 121, 6113 State Hwy. 5, Palatine Bridge, NY 13428

Show Manager: Ken Maring 1-800-218-5586 or 518-673-0103 • Fax 518-673-3245

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



**Dear Exhibitor,**

Below you will see a sample of the ACORD Certificate of Liability Insurance form, which is one of the requirements of being an exhibitor in this show. This certificate can be obtained through your insurance company. Please have them fax it to us at **518-673-3245** or mail it to: **Lee Trade Shows, P.O. Box 121, Palatine Bridge, NY 13428**. Be sure to specify which Trade Show the insurance form represents. (i.e.: Hard Hat Expo, Keystone Farm Show, Virginia Farm Show, The Empire State Producers Expo, etc.)

If you have any further questions, please feel free to call us at **800-218-5586**.

Thank you!

All property of the exhibitor shall be deemed to remain under his custody and control at all times including transit to or from, and within the confines of the exhibition areas, subject to the Rules and Regulations of the exhibit. Exhibitors are advised to carry floater insurance to cover exhibit material against damage or loss. Exhibitors agree to carry general liability insurance of at least \$1,000,000 per Occurrence, \$2,000,000 General Aggregate, and \$2,000,000 Products and Completed Operations Aggregate. Exhibitor will name "Lee Newspapers, Inc." as an Additional Insured under their General Liability Insurance. Exhibitors will carry Workers Compensation Insurance in accordance with state law covering activities at the exhibition. A Certificate of Insurance showing these requirements are met shall be provided to Show Management prior to booth set up and will provide 30 days written notice of cancellation for any reason. Show Management will carry public liability insurance for injury to exhibition visitors, exhibitors, and their agents and employees. Exhibitor's employees are not covered by this when on space rented by exhibitor and management is not responsible for the safety of exhibitor's property or for loss to or damage from theft, fire, accident, vandalism or other causes.

ACORD		CERTIFICATE OF LIABILITY INSURANCE		OP ID: KK	
				DATE (MM/DD/YYYY)	
				12/20/2012	
THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.					
IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).					
PRODUCER Consolidated Underwriting Allii 37715 Pembroke Livonia, MI 48152 Denise M. McHenry, CIC, AAI, LIC		Phone: 734-402-2430 Fax:		CONTACT NAME: PHONE (A/C, No, Ext): E-MAIL ADDRESS: PRODUCER CUSTOMER ID #: JUBIL-2	
INSURED		INSURER(S) AFFORDING COVERAGE		NAIC #	
Your Information		INSURER A: Hanover Insurance Co.			
		INSURER B: Citizens Insurance Company			
		INSURER C: Allmerica Financial Benefit			
		INSURER D:			
		INSURER E:			
		INSURER F:			
COVERAGES		CERTIFICATE NUMBER:		REVISION NUMBER:	
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.					
INSR LTR	TYPE OF INSURANCE	ADD'L SUBR POLY NO.	POLICY NUMBER	POLICY PERIOD FROM TO	LIMITS
A	GENERAL LIABILITY X COMMERCIAL GENERAL LIABILITY CLAIMS-MADE X OCCUR	X	OHB7939388	04/07/2012 04/07/2013	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/PROP AGG \$ 2,000,000
C	GEN'L AGGREGATE LIMIT \$ POLICY JE				
C	AUTOMOBILE LIABILITY ANY AUTO ALL OWNED AUTOS X SCHEDULED AUTOS X HIRED AUTOS X NON-OWNED AUTOS		AWB8981937	01/13/2012 01/13/2013	COMBINED SINGLE LIMIT (Per accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$ \$
A	X UMBRELLA LIAB X OCCUR EXCESS LIAB CLAIMS-MADE DEDUCTIBLE \$ RETENTION \$		OHB7939388	04/07/2012 04/07/2013	EACH OCCURRENCE \$ 4,000,000 AGGREGATE \$ 4,000,000 \$ \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) Y/N N I vs. describe under DESCRIPTION OF OPERATIONS below		W7B7939308	04/07/2012 04/07/2013	X W/C STATUTORY LIMITS OTHER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101. Additional Remarks Schedule, if more space is required)					
RE: Hard Hat Expo					
CERTIFICATE HOLDER			CANCELLATION		
Trade Show Division Lee Publications 6113 State Highway 5 Palatine Bridge, NY 13428			SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE Denise M. McHenry, CIC, AAI, LIC		

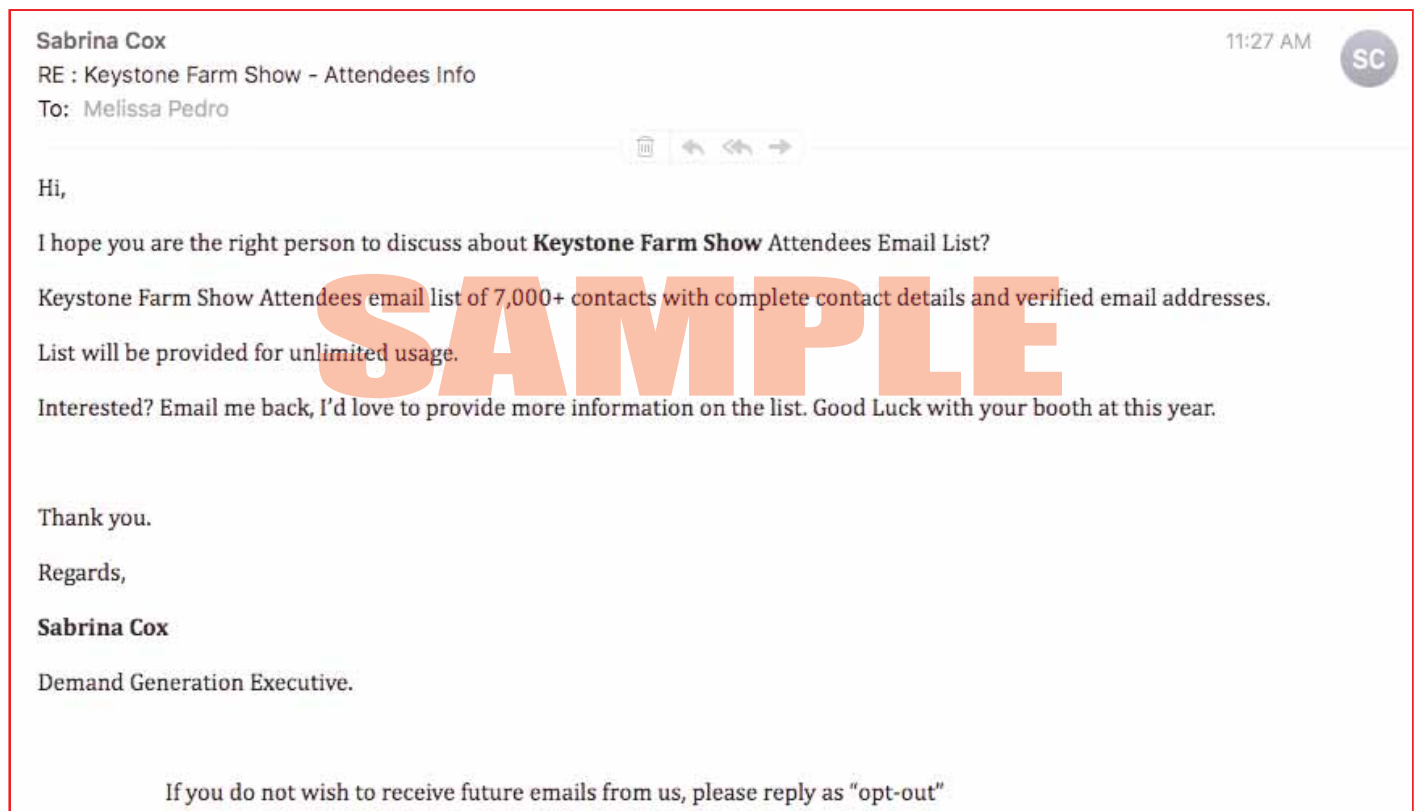


P.O. Box 121, Palatine Bridge, NY 13428 • Ph. (518) 673-3237 • Fax: (518) 673-3245

• • **Warning to Our Customers** • •

In past years there have been numerous emails from companies other than ours trying to sell the attendee list, hotel reservations or advertising to some of our shows. This email, or ones similar, DO NOT come from us and are usually a scam.

This is a sample of what one of the emails looks like .





# EXHIBITOR CONTRACT

## MARCH 19-20, 2025

NYS Fairgrounds, Expo Building • Syracuse, New York  
Wednesday 9am-4pm • Thursday 8am-3pm

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Show Manager: Ken Maring • 1-800-218-5586 or 518-673-3237 • Fax 518-673-3245 • [www.leetradeshow.com](http://www.leetradeshow.com) • e-mail [kmaring@leepub.com](mailto:kmaring@leepub.com)

### Prices Good Through November 1, 2024

#### 10' x 10' BOOTHS

1 Booth- \$820. Ea. 2 or More Booths- \$800. Ea.

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_

3rd Choice \_\_\_\_\_ Total # of Bths: \_\_\_\_\_

Total Due: \_\_\_\_\_ x 25% Deposit= \_\_\_\_\_

Balance Due: \_\_\_\_\_

### Prices Good Through November 1, 2024

#### FLOOR DISPLAYS

400 - 899 Square Feet = \$4.25 / Sq. Ft.

900 - 1999 Square Feet = \$3.90 / Sq. Ft.

2000 - up Square Feet = \$3.50 / Sq. Ft.

(w) \_\_\_\_\_ x (l) \_\_\_\_\_ = \_\_\_\_\_ sq. ft.

Total Due: \_\_\_\_\_ x 25% Deposit= \_\_\_\_\_

Balance Due: \_\_\_\_\_ Area Requested: \_\_\_\_\_

### Prices Good Through November 1, 2024

#### OUTSIDE SPACE AVAILABLE: Limited Quantities

\$1.00 per Sq. Ft. / Minimum purchase required: 30 x 40

#### Size of Outside Space Desired:

\_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ sq. ft.

Sq. Ft. \_\_\_\_\_ x 1.00 = Total Due: \_\_\_\_\_

Total Due: \_\_\_\_\_ x 25% Deposit= \_\_\_\_\_

Balance Due: \_\_\_\_\_ Area Requested: \_\_\_\_\_

### Prices from November 2, 2024

#### 10' x 10' BOOTHS

1 Booth-\$950. Ea. 2 or More Booths- \$920 Ea.

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_

3rd Choice \_\_\_\_\_ Total # of Bths: \_\_\_\_\_

Total Due: \_\_\_\_\_ x 50% Deposit= \_\_\_\_\_

Balance Due: \_\_\_\_\_

### Prices from November 2, 2024

#### FLOOR DISPLAYS

400 - 899 Square Feet = \$4.75 / Sq. Ft.

900 - 1999 Square Feet = \$4.35 / Sq. Ft.

2000 - up Square Feet = \$4.00 / Sq. Ft.

(w) \_\_\_\_\_ x (l) \_\_\_\_\_ = \_\_\_\_\_ sq. ft.

Total Due: \_\_\_\_\_ x 50% Deposit= \_\_\_\_\_

Balance Due: \_\_\_\_\_ Area Requested: \_\_\_\_\_

### Prices from November 2, 2024

#### OUTSIDE SPACE AVAILABLE: Limited Quantities

\$1.00 per Sq. Ft. / Minimum purchase required: 30 x 40

#### Size of Outside Space Desired:

\_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ sq. ft.

Sq. Ft. \_\_\_\_\_ x 1.00 = Total Due: \_\_\_\_\_

Total Due: \_\_\_\_\_ x 50% Deposit= \_\_\_\_\_

Balance Due: \_\_\_\_\_ Area Requested: \_\_\_\_\_

## ELECTRIC

☐ Regular 110 Outlet

# of outlets \_\_\_\_\_ x \$50 = \$ \_\_\_\_\_

☐ 208V Electric Single Phase

# of outlets \_\_\_\_\_ x \$150 = \$ \_\_\_\_\_

We agree to occupy and pay for the above exhibit space. **We understand that the contract is not valid without the required deposit.**

**PAYMENT SCHEDULE: 25% Deposit is due with contract, 25% Due November 1, 2024, Balance Due February 1, 2025.**

Make all checks payable to "Trade Show Div./Lee Newspapers, Inc." For your convenience we also accept Mastercard, Visa, American Express and Discover.

Charge will show on statement as "Lee Newspapers". Call 1-800-218-5586 to pay deposit or full balance by charge card. **No Exhibit will be allowed to set up unless paid in full.**

To be an exhibitor at the Hard Hat Expo you must be a customer in good standing of Lee Newspapers, Inc. Customers that do advertising plus trade show business with Lee Newspapers Inc get preferential treatment for booth locations at our shows.

**10 x 10 wall booths will include an 8' backdrop, 30" side curtains, one 7" x 44" block sign, 2 side chairs, one 6' draped table and wastebasket.**

**Floor Areas will include one 7" x 44" block sign, 2 side chairs, one 6' draped table, and a wastebasket.**

**PLEASE READ THE REVERSE SIDE OF THIS CONTRACT BEFORE SIGNING** \*Proof of Insurance must be provided to show management (see No. 10)

In signing this agreement, we agree to conform with the terms, conditions, and covenants contained in this application and contract for exhibit space. We will conform with the General Information, Rules & Regulations shown on the reverse side of this application. We agree to meet all deadlines and abide by policies set by the show management.

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

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

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

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

Email \*\* Where show information should go: \_\_\_\_\_

website: \_\_\_\_\_

For Publicity Purposes, please give us a list of the product names, services etc. that you will be exhibiting in the above exhibit space. (ex: Prudential Insurance, John Deere Tractors, or Bobcat Skid Steers etc.): \_\_\_\_\_

All efforts will be made to accommodate your request for exhibit location, however the show management reserves the right to arrange the show in the overall best interest of the show.

If we need to change your desired location for any reason, we will notify you immediately.

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

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



# EXHIBITOR SPONSORSHIPS & ADVERTISING OPPORTUNITIES

**MARCH 19-20, 2025**  
**NYS Fairgrounds • Syracuse, New York • Wednesday 9am-4pm • Thursday 8am-3pm**

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Show Manager: Ken Maring • 1-800-218-5586 or 518-673-3237 • Fax 518-673-3245 • [www.leetradeshow.com](http://www.leetradeshow.com) • e-mail [kmaring@leepub.com](mailto: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 - 4 AVAILABLE \$750 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](http://hardhatexpo.com) and [rockroadrecycle.com](http://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](http://hardhatexpo.com) and [rockroadrecycle.com](http://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](http://hardhatexpo.com) and [rockroadrecycle.com](http://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](http://hardhatexpo.com) and [rockroadrecycle.com](http://rockroadrecycle.com). Your company name listed as the trophy sponsor on all trophies / plaques. We order and deliver. Deadline is February 9, 2025

☐ **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

01/29/25 deadline 01/22/25 • 02/26/25 deadline 02/19/25

☐ 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



# General Information, Rules and Regulations

## 1. MANAGEMENT

This show is owned and managed by Lee Newspapers, Inc, Palatine Bridge, N.Y. The word 'management' used herein shall mean the sponsors acting through their officers or the Exhibit manager.

## 2. RULES

Each prospective exhibitor is required to sign the official application contract for space in the exhibition. By doing so, he subscribes to the General Information, Rules and Regulations which are a part of the application and contract and to comply insofar as the same may be applicable to the use and occupancy of space by said prospective exhibitor.

## 3. APPLICATION

Application for exhibit space must be on the forms provided and must be accompanied by the required deposit made payable to Lee Newspapers, Inc. See front for full details.

## 4. ASSIGNMENT OF SPACE

Space assignment will be made by management in keeping with exhibitor's preferences insofar as it is possible. In case of duplicate requests, the earliest application to arrive shall receive preference. In case of further duplication, other factors to be considered by management will include the size of the space, customers in good standing with Lee Newspapers, Inc, nature of the equipment, height, weight, etc. as well as compatibility with exhibits in same area.

## 5. PAYMENT- COST OF SPACE

Inside space will be sold as 10'x10' or 8'x10'; see front for full details. Open floor space sold by sq. ft. A deposit is due with contract as per conditions on front. All exhibits must be paid in full as per conditions on front before set up will be allowed.

## 6. DEFAULT

Any exhibitor failing to occupy any space contracted for but not cancelled is obligated for the full cost of the space and is not entitled to any rebate. Furthermore if space contracted for is not occupied by the time the show is open to the public, it shall be considered saleable real estate and management is no longer under obligation to make provisions to allow occupancy by original purchaser unless previous arrangements for unforeseen difficulties getting to the show site have been made. Management shall have the right to use said space thereafter to suit its own convenience including selling the space to another exhibitor without any rebate or allowance to the defaulting exhibitor and without incurring any obligation of any kind to said prospective exhibitor.

## 7. CANCELLATION

An exhibitor may cancel or withdraw from the exhibit subject to the following conditions and restrictions:

- If notification to cancel is received in writing no later than 90 days prior to the show dates the cancellation fee will be 50% of the total cost of space contracted for..
- There shall be no refunds for space cancelled within 90 days of the show.

Management assumes no responsibility whatsoever for having included the name of the cancelled exhibitor or descriptions of its products in any catalogs, brochures, releases or any other materials, or in any advertising matter relating to this show.

## 8. OFF-SITE ACTIVITIES

Exhibitors are prohibited from having any off-site activities during show hours.

## 9. LIMITATION OF LIABILITY

The exhibitor agrees to make no claim for any reason whatsoever against show management, or Show Facility, their management or employees for loss, theft, damage or destruction of goods; nor for injury to himself or his employees while in the exhibition quarters, nor for any damage of any nature or character, including any damage to his business by reason of the failure to provide space for the exhibit, or the removal of the exhibit; not for any action of any nature of management in case the premises of the show shall be destroyed or damaged, or if the show fails to take place as scheduled, or is interrupted and/or discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injection, act of war, act of God, emergency declared by the government agency or by show management, or for any other reason, this contract may be terminated by management, and in the event of such termination, the exhibitor waives any and all damages and claims for the damages and agrees that the sole liability of management shall be to return to each exhibitor his space payment, less his pro rate share of all costs and expenses incurred and committed by show management.

## 10. INSURANCE

All property of the exhibitor shall be deemed to remain under his custody and control at all times including transit to or from, and within the confines of the exhibition areas, subject to the Rules and Regulations of the exhibit. As respects property of others in your care, custody or control: This is typically excluded from General Liability coverage. Exhibitors are required to insure their own property and then hold Lee Harmless for any damages to their Property and waive rights of subrogation against Lee regardless of any negligence on Lee's part. Exhibitors are advised to carry floater insurance to cover Property or Inland Marine insurance to cover the damage or loss to their business personal property, equipment, materials, exhibits and other possessions. Exhibitors agree to carry General Liability Insurance of at least \$1,000,000 per Occurrence, \$2,000,000 General Aggregate, and \$2,000,000 Products and Completed Operations Aggregate. Exhibitor will name "Lee Newspapers, Inc." as an Additional Insured on a Primary & Non-Contributory basis under their General Liability Insurance. Exhibitors will carry Workers Compensation and Employers Liability Insurance with limits of at least \$1,000,000/\$1,000,000/\$1,000,000 as required by the laws of the State in which the Trade show is located. The Workers Compensation coverage will include coverage for all sole proprietors, partners, members or stockholders that will be on the premises of the exhibit at any time. A certificate of Insurance showing these requirements are met shall be provided to show management prior to booth set up and will provide 30 days written notice of cancellation for any reason. Exhibitor will carry Commercial Automobile Insurance to cover all owned, hired and non-owned vehicles entering the premises for a limit of at least

\$1,000,000 per Accident and shall name Lee Newspapers, Inc. as an Additional Insured on a Primary & Non-Contributory basis ( and Owner of the premises if needed). Management will carry public liability insurance for injury to exhibition visitors, exhibitors, and their agents and employees. But this will not cover exhibitor's employees when they are on space rented by exhibitor and management is not responsible for the safety of exhibitor's property or for loss to or damage from theft, fire, accident, vandalism or other causes. All policies including the Property/Inland Marine, General Liability, Automobile and Workers Compensation shall have a Waiver of Subrogation endorsement in favor of Lee Newspapers Inc. ( and the owner of the property if needed)

## 10a. WAIVER OF SUBROGATION

exhibitor waives all rights of recovery against Lee Newspapers, Inc and the owner, regardless of cause or any negligence of Lee newspaper Inc.'s or the owners that may have contributed to the loss.

## 11. HOLD HARMLESS

To the fullest extent permitted by law Exhibitor agrees to hold Lee Newspapers, Inc. its subscribers, agents and employees harmless and agrees to defend them from any injuries or damage to any party as a result of the exhibitor's or employees negligence, attendance or participation in the exhibition to the fullest extent permitted by law.

## 12. INSTALLATION AND DISMANTLING

Exhibitors may begin installing their exhibits subject to scheduling established by management. Dismantling will start only after the close of the trade show. All moving in or out of exhibit materials is done solely at the discretion of the management of the show. If precise times are designated the exhibiting company will do everything within its power to comply. If management designates contractors to perform work at the exhibitor's expense, where union personnel are required by the facility or by any contractors involved, it shall be the exhibitor's responsibility to comply with such requirements. In no event shall management be responsible for the conduct of contractors or their employees and no responsibility is assumed for failure to perform by contractors, their charges or any other matter relating to contractors of the facility.

## 13. EXHIBIT DESIGN

Standard drape background and side partitions will be furnished by management for all exhibit space and must be utilized. No built up exhibit or other construction shall exceed 8 feet in overall height without the written permission of the Exhibit manager. Perimeter booths may, with permission, have their backdrops extend up to 12 feet. Height requirements for equipment on display may be waived upon approval of the Exhibit Manager but are subject to restrictions imposed by the building dimensions. Failure to comply with these design requirements could result in modification or removal of exhibits. One standard 7"x44", one line sign with copy limited to company name plus booth number, will be provided to each exhibitor.

## 14. REFRESHMENTS, GIFTS AND CONTESTS, ETC.

Management reserves the right to prohibit, limit or discontinue the distribution of any gifts, giveaways or similar promotions. Contests, raffles and drawings, if permitted under state or local laws, will be subject to the approval of the Exhibit Manager. There will be no announcements of contest, drawing, or raffle winners at any event sponsored by someone other than the sponsor of the raffle, drawing or contest.

## 15. SAFETY, FIRE AND HEALTH

The exhibitor agrees to accept full responsibility for compliance with national, state and local safety and fire regulations. Equipment on display shall have battery leads disconnected, gas tanks emptied and locked or taped shut, and the ignition keys removed. Only flame proofed materials shall be used in each exhibit.

## 16. SECURITY

Every reasonable precaution will be taken to protect property during the installation, display and removal periods.

## 17. MESSAGE CENTER

Messages for exhibit personnel will be held at the message desk. Exhibitors are urged to check the message center on a regular basis. Message Service not always available.

## 18. APPEARANCE-GENERAL

Each exhibitor is requested to recognize the rights of other exhibitors and realize that the general appearance of the exhibit as a whole must take precedence over that of any individual exhibit. The management requests cooperation in maintaining due regard for all adjoining exhibitors and in keeping all displays in the bounds of good taste and in conformance with safety regulations. Exhibitors are instructed not to create excessive obstruction of aisles or prevent ready access to any other exhibitor's booth. Those in violation will be required to remove the obstruction. No advertising or exhibit will be allowed to extend beyond the space allotted to the exhibitor, and no exhibitor's products, equipment or booth construction may be so placed as to exclude the view of the neighboring exhibits for visitors passing through the aisles. The use of moving pictures will be permitted subject to approval and control by the management. Sound movies will be permitted only if unobjectionable to neighboring exhibitors. Any sound systems which create excessive noise making normal conversation in neighboring booths difficult may, at the discretion of the management, be restricted to periodic operation and exhibitor assumes all responsibility for compliance with union requirements relating to projection equipment and sound systems.

## 19. DECORATOR

The show has retained one firm to serve as the exhibit decorator. Because of set-up schedules and possible bonding requirements, management requests that all exhibitors use the services of the appointed decorating firm.

## 20. GENERAL

All matters and questions not covered by the General Information, Rules and Regulations are subject to the decision of management. The General Information, Rules and Regulations may be amended or supplemented at any time by management, and all such amendments or additions shall upon reasonable notice be as equally binding on all parties affected as the original General Information, Rules and Regulations.