

Together, We Build What Moves the World

EXHIBITOR PROSPECTUS



Become an Exhibitor

From quarries to asphalt pavement, your solutions drive progress. Exhibit alongside the industry's leading innovators—connecting with 11,000+ asphalt and aggregates professionals.



ABOUT THE SHOW

The **World of Asphalt** and **AGG1 Aggregates Academy & Expo** comes to New Orleans March 15 – 17, 2027. From aggregates processing to commercial and residential paving to heavy highway and infrastructure maintenance, attendees come from all corners of the industry looking for equipment and solutions.

SHOW DATES & HOURS

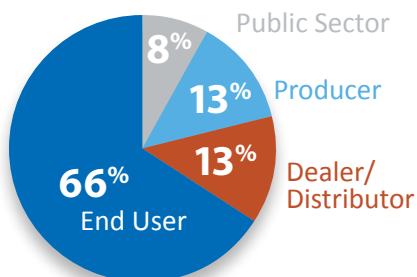
March 15 | 9AM – 5PM
 March 16 | 9AM – 5PM
 March 17 | 9AM – 2PM

SHOW LOCATION

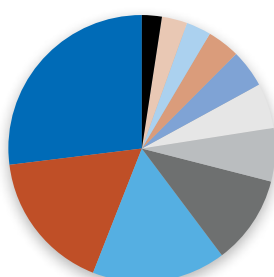
Ernest N. Morial
 Convention Center
 New Orleans, Louisiana, USA

WHO ATTENDS

BUSINESS TYPE



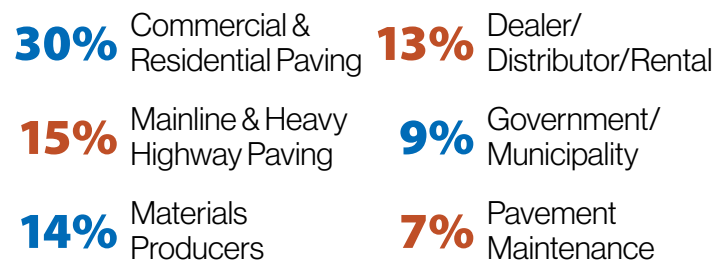
BUYER PRODUCT CATEGORY INTERESTS



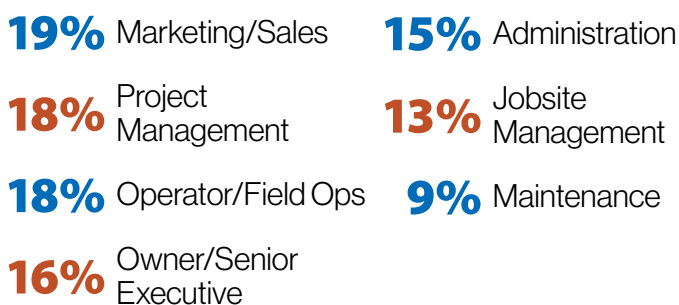
PRODUCT CATEGORIES

- Asphalt paving
- Asphalt maintenance
- Asphalt production
- Aggregates
- Earthmoving & material handling
- Business operations
- Concrete
- Technology solutions
- Jobsite safety & operator awareness
- Jobsite support & tools
- Infrastructure maintenance

PRIMARY TYPE OF BUSINESS



JOB ROLES



"It's an excellent show that puts us in direct contact with end users that are actively using equipment such as ours and sometimes even ours."

— Geoffrey F. – Rubble Master | 2025 World of Asphalt & AGG1 Exhibitor



By the Numbers | 2025 SHOW

WORLD OF ASPHALT & AGG1 CONFERENCE

11,500

REGISTERED ATTENDEES
& EXHIBITORS

475

EXHIBITING
COMPANIES

89%

OF EXHIBITORS
PLAN TO RETURN*

**Industry average is 60%*

ATTENDEE INSIGHTS

Based on the results of the post-show attendee survey in 2025.

91% of attendees
attended the show
to see new products

75% of attendees
have a role or influence
in purchasing decisions

41% of attendees
plan to purchase as
a result of attending

3

MAIN REASONS
FOR ATTENDING

1

See new
products

2

See specific
companies

3

Education
opportunities

"Met some amazing industry leaders, connected with top-tier vendors, and left with fresh ideas to take my business to the next level. I am grateful for the knowledge, the networking, and the motivation. Big things on the horizon, let's pave the future."

— Levy L. – Midwest Armor Coat, 2025 World of Asphalt & AGG1 Attendee



WHY EXHIBIT?

Be Where the Industry Builds Momentum

World of Asphalt and **AGG1 Aggregates Academy & Expo** represent the industry's largest gathering of asphalt and aggregates professionals. With a combined focus on asphalt production, paving and maintenance, aggregate production and processing, as well as jobsite technology and tools, these co-located events offer unmatched access to the full spectrum of buyers and decision-makers.

Exhibiting here means more than visibility—it's a strategic opportunity to position your brand at the center of industry advancement, connect face-to-face with influential attendees, and unlock measurable business growth.

Reach Key Decision-Makers

Connect with the people who drive purchasing decisions.

Lead Generation

Capture leads from attendees actively seeking solutions. *

Launch New Products

Debut your latest innovations in front of an engaged audience.

Digital & Media Exposure

Benefit from the show's digital and media reach to amplify your brand.

Brand Visibility

Stand out among industry leaders and reinforce your market presence.

Face-to-Face Connections

Build relationships that drive long-term business.

**Enhance your lead generation with lead retrieval services from the show's registration partner, Maritz.*

Check out the 2025 exhibitor floor plan.





EXHIBIT RATES

2027 PRICING

Member pricing is offered to members of the **Association of Equipment Manufacturers (AEM)**, **National Asphalt Pavement Association (NAPA)**, and the **National Stone, Sand & Gravel Association (NSSGA)**.

Not sure if you're a member?

Start the online application in the AEM Portal to check your status.

SPACE RATES	COST PER SQUARE FOOT
Member	\$27.00
Non-Member	\$39.25

Space requests need to be made in **10-foot increments** with a minimum requirement of 100 square feet.

Exhibit Space Payment Schedule

1st PAYMENT DUE		2nd PAYMENT DUE	
50% of total cost	With application	Remaining 50%	October 9, 2026*

*Applications received after October 9, 2026, will require payment in full upon application.

What's Included? For more information about what's included in the cost of exhibit space, review the **Exhibitor Package Plan** and benefits on the next page.

SPACE PLACEMENT

Apply **BEFORE January 16** to become a Priority Exhibitor for preferred space selection.

How Priority Points Work

If you submit your space application before **January 16, 2026**, the formula below will be used to calculate your company's priority points for the booth selection process (does not guarantee a specific booth location).

$$(\text{Years of Membership}) \times 5 + (\text{Total Sq. Ft. in 2025 Show}) \div 50 = \text{(Priority Points)}$$

If you submit your space application after **January 16**, priority points will not be calculated and booth placements will be first come, first served.

RESERVE YOUR SPACE TODAY!

EXHIBITOR PACKAGE PLAN

The cost of exhibit space includes the following Exhibitor Package Plan, which will reduce the cost of exhibiting and add value to your investment:

- Exhibitor listing in the online directory and mobile app.
- Pipe and drape for standard booths.
- Unloading and reloading of all crated shipments from trucks.
- Delivery of machinery and crates to exhibit stands from marshaling area(s) and pick up of same machinery and crates at the close of the show.
- Handling of inbound and outbound shipments of exhibit materials to the exposition venue.
- Operators for self-propelled equipment and plywood planking (where required).
- Spotting of machinery or products during delivery and installation of equipment (provided an exhibitor representative is present).
- Exhibit crate removal, cleaning materials, storage, and return to booth.
- Vacuuming/sweeping of carpet/floor and emptying of wastebaskets each day.

WHITE-GLOVE SERVICE INCLUSIONS

Beyond the Exhibitor Package Plan, these added benefits deliver a white-glove service designed to maximize your exhibition success.



Exhibitor Webinars: Our Customer Success Team will host three webinars leading up to the show to answer your questions and keep you informed on planning updates.



Product & Technologies Promotion: Use your online directory listing to showcase your products and technology to thousands of attendees before the show.



Exhibitor Marketing Kit: Free, customizable social media graphics and posts, banners, an email template and landing page to help promote your booth.



Custom Promotional Codes: Use these unique promo codes to invite your customers and dealers at a discounted attendee price.



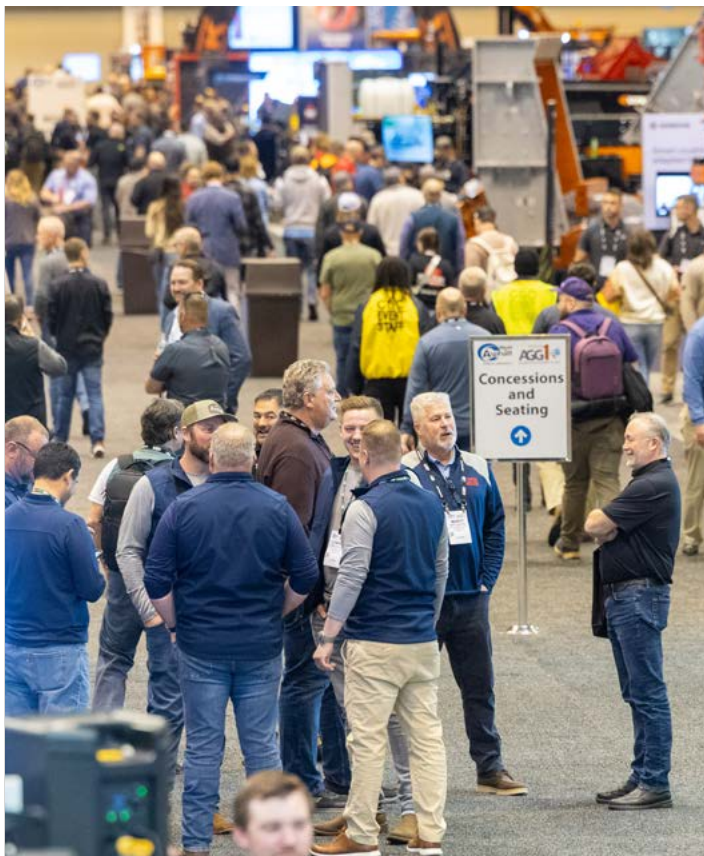
Media Services: Get direct access to the media by submitting a press kit online or by scheduling a press conference in your booth.



Account Success Advisors: Each exhibiting company will be assigned a dedicated Account Success Advisor for personalized support.

Space cost does not include Exhibitor Show Badges.

Additional charges may apply for labor or material handling outside the scope of the package plan.



OPTIONAL ENHANCEMENTS TO ELEVATE YOUR PRESENCE

For an additional fee, these optional enhancements can help you stand out, connect with more attendees, and create memorable experiences. Plan ahead to include these in your budget for the best results.



New Product Pitches to Media: Take part in the Quick Pitch Showcase to present new products to media representatives on-site.



Directory Upgrades & Add-Ons: Upgrade your listing in the directory or purchase add-ons to increase your reach.



Sponsorship Opportunities: Boost brand awareness, expand your digital reach, or engage audiences with unique on-site experiences.



Lead Retrieval Options: Capture and qualify leads efficiently with additional lead retrieval tools from Maritz.



Meeting Rooms & Events: Book a meeting room at the convention center for exhibitor-hosted events, business meetings, and other needs.

CONTACT US

Connect with 11K Asphalt and Aggregates Professionals at the Industry's Largest Event

Apply for your 2027 World of Asphalt and AGG1 exhibit space by contacting your Account Success Advisor

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