STEP – Technology, Services & Resources

Trade Mission – Red Deer Partners in Excellence Conference & Tradeshow
October 2, 2017
Red Deer, Alberta
https://www.publicworks.ca/events/2017-excellence-in-public-works-conference-tradeshow/

TRIP REPORT
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Overview/ Mission Description

STEP, along with 6 members, attended the Alberta Public Works Association’s Excellence in Public Works Conference & Tradeshow in Red Deer. Five members had booths and one walked the show.

The show organizers provided exhibitors with a partial list of attendees before the event. This allowed STEP to contact the attendees prior to the show to invite them to the booth.

The show floor had tables in the center with booths arranged on the outside of the room. STEP’s row was located on the outer aisle, near the door to the outdoor parking lot. The parking lot was for equipment such as trucks and street sweepers. Two members had equipment outside in addition to their 10’ by 10’ indoor booth.

This event is organized by the Alberta Public Works Association, which is a chapter of the American Public Works Association. The Alberta chapter was founded in 1979 to enhance the services of APWA to the Alberta public works community and to improve the quality of public works products and services to Canadian citizens.

Summarized Agenda

The conference was all day Monday, Tuesday and half of the day on Wednesday. Exhibitors were invited to attend a Meet & Greet on Monday night at the hotel restaurant. The tradeshow ran from 10:00 AM until 9:00 PM on Tuesday, although it was shut down from 4:00 PM to 6:00 PM as they prepared it for the evening entertainment. The final portion of the show included a draw for exhibitors with door prizes.

Market Information

There were about 70 exhibitors, 10 more than last year. The main room is at capacity but they had the extra exhibitors lined up in the hall. There were 185 attendees at the show, down from 214 the year prior.

The following pie chart shows the job title breakdown of attendees. This was obtained from the attendee list. Most, but not all, attendees provided their job title so this is not a comprehensive breakdown. The most common attendee category was Roads/Streets Superintendent/Supervisor/Operator at 22%. The only other category over 20% was Public Works Director/ Supervisor/Manager/Operator.
There were county representatives from Athabasca, Big Lakes, Big Horn, Bonnyville, Smoky River, Grande Prairie, Mackenzie, Mountain View, Red Deer, Saddle Hills, Strathcona, Sturgeon and Yellowhead.

Attendees were from the following cities: Airdrie, Brooks, Camrose, Chestermere, Edmonton, Fort Saskatchewan, Leduc, Lethbridge, Lloydminster, Okotoks, Red Deer, Spruce Grove, St. Albert, Grande Prairie, and Wetaskiwin.

Towns represented included Bon Accord, Bonnyville, Bruderheim, Cardston, Coaldale, Cochrane, Didsbury, Edson, Elk Point, Fox Creek, Killam, Lacombe, Morinville, Okotoks, Olds, Penhold, Pincher Creek, Ponoka, Raymond, Redwater, St. Paul, Stettler, Stony Plain, Three Hills, Tofield, Valleyview, Vermillion and Stirling.
Results

Five STEP members had booths at the show. Unfortunately, one of them got stuck on winter roads and was not able to attend. Another member attended as a delegate and walked the show.

STEP displayed promotional materials for 12 members, 8 of which were not present at the show. Also displayed was the STEP public works directory which contains 34 members’ information.

Quantitative Results
Trade Leads: 22
Deals in Market: 9
# of Companies Participating: 4
# of Companies Represented: 8
Anticipated Dollar Value of Deals: $68,000

Recommendations

The show is a good opportunity to meet public works decision makers in Alberta counties, cities and towns. That being said, STEP doesn’t plan to attend next year. For those companies planning to go, STEP would recommend bringing equipment and also having a door prize. The ideal booth space is actually outside the main room in the hallway where all traffic must pass when traveling from the conference sessions to the tradeshow. The main downside of the event is that it is only one day, and that day includes a two hour break from 4:00 to 6:00 PM. The evening entertainment is done in the tradeshow area from 6:00 to 9:00 PM but most delegates were watching the hypnotist during this time period instead of walking the show floor.

STEP Contact For Further Information

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