



EXPRESSION OF INTEREST

World of Asphalt 2024 **March 24 – 27, 2024** **Music City Center, Nashville, TN**

Saskatchewan Trade & Export Partnership (STEP) is recruiting companies to participate in a trade mission to **World of Asphalt**, being held in person **March 24 – 27, 2024**, at the Music City Center in **Nashville, TN**.

Over 400 industry-leading manufacturers and service providers in aggregates, asphalt, pavement maintenance, and traffic safety will be showcasing their latest products, technologies, and services. The show also features more than 100 educational sessions with leading industry experts to discuss solutions to issues affecting the asphalt industry. The National Asphalt Pavement Association's People, Plants & Paving Conference takes place at the show, connecting industry professionals with learning opportunities.

This is a great opportunity to showcase Saskatchewan products and equipment that are tested in the harshest climates in the world, which would be a perfect match for anyone looking for superior products. World of Asphalt will provide strong opportunities to collect high-quality leads from buyers looking for innovative solutions and create brand awareness at the largest asphalt- and aggregates-focused show.

This event is expected to be very well attended, as the event attracts thousands of industry professionals. In 2022, World of Asphalt saw more than **11,000 professionals** in a sold-out show. In 2022, 78% of attendees had a role or influence in purchasing decisions, and 91% of exhibitors rated World of Asphalt as a high-quality exhibition. At this event, you will have new conversations with your target market through exhibiting and having multiple opportunities to participate in networking and engagement with these decision-makers.

Please complete and submit the attached form by **Wednesday, May 31, 2023**, if you are interested in participating. Should you have any questions, please contact me at (306) 539-4895 or by email at psiarkos@sasktrade.sk.ca

ESTIMATED COST FOR EXHIBITING

Booth space is sold in increments of 100 square feet @ \$38 CAD/per square foot, (10x10 = \$3,800 CAD), which includes basic drayage.

Additional costs:

- Furnishings/carpet- ~\$450 CAD *Pricing is not yet available, and this is estimated
- Electricity- ~\$300 CAD *Pricing is not yet available, and this is estimated
- Exhibitor registration badge (each) - \$80 CAD when purchased before December 15, 2023

Peter Siarkos, Trade Specialist, Manufacturing & Technology

#400 – 402 21st Street East

Saskatoon, Saskatchewan S7K 0C3

Tel: 306.539.4895 Fax: 306.787.6666

E-mail: psiarkos@sasktrade.sk.ca

Website: www.sasktrade.sk.ca

Saskatchewan Exports Information: 1.888.XPORTSK (976.7875)

SASKATCHEWAN  CANADA

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Additional funding support for travel costs is potentially available through STEP's MAP program.

STEP Market Access Program (MAP) - STEP Members may be eligible to apply for STEP Market Access Program funding for this mission. Program criteria and application can be found at https://www.sasktrade.com/services/details/market_access_program_map.html

Agenda

March 23 – Travel to Nashville

March 24 – Setup for Exhibitors

March 25 – Exhibit Hall Hours Begin Day 1: 9:00 am – 5:00 pm

March 26 – Exhibit Day 2: 9:00 a.m. – 5:00 p.m.

March 27 – Exhibit Day 3: 9:00 a.m. – 1:00 p.m.

March 28 – Return to Saskatchewan (if have not already done so on the evening of March 27)

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- I would like to participate as a delegate at this event through exhibiting and will require booth space.
- I am unable to attend but would like you to represent me at the show. Please contact me.
- I would like to walk the floor but not exhibit at this event.
- I will book my own accommodations.
- I am interested in booking in a STEP block of rooms if available.
- I have further questions about this show. Please contact me.

Company Name: _____

Contact Name/Title: _____

Telephone: _____ Fax: _____

E-mail: _____ URL: _____

Signature: _____

Your signature confirms your company's intention to participate in this program. No refunds are offered unless a replacement participant is found.

Expression of interest deadline: **Wednesday, May 31, 2023.**

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