

# The 2011 New England Public Works Expo

*32<sup>nd</sup>  
Annual!*

sponsored by the  
Massachusetts Highway Association



September 28<sup>th</sup>  
& September 29<sup>th</sup>

Central Massachusetts  
Expo Center  
(formerly Wachusett Trade Center)  
Fitchburg, MA



[www.nepublicworksexpo.org](http://www.nepublicworksexpo.org)



## The 2011 New England Public Works Expo

will again be held at the Central Massachusetts Expo Center at the Courtyard by Marriott in Fitchburg, MA, conveniently located off Route 2. This year marks the 32nd anniversary of the Massachusetts Highway Association equipment and trade expo, long recognized as one of the largest equipment expos in New England.

Last year's expo was a sellout with over 100 vendors displaying their products and services. The expo was well attended with over 1,000 visitors passing through the trade center during the two day show. Be a part of this year's show by calling 781-245-7070 to reserve your space today.

### 2011 NE Public Works Expo Highlights:

- Centralized location in Fitchburg
- Onsite parking
- Expo hours - Wednesday 8:00 a.m. - 3:00 p.m.; Thursday 8:00 a.m. - 2:00 p.m.
- Large indoor facilities which can accommodate larger pieces of equipment
- Complimentary BBQ both days from 10:00 a.m. - 2:00 p.m.
- Vendor Appreciation Night, Wednesday at 4:00 p.m.
- Antique equipment displays
- Snow Plow Roadeo Mass. finals on Wednesday at 8:00 a.m.
- Over 50,000 complimentary admission tickets will be distributed to vendors
- Vendors list will be available on the show website [www.nepublicworksexpo.org](http://www.nepublicworksexpo.org) with a link to participating companies
- Complimentary coffee and doughnuts will be available both days

## Exhibits Open

**Wednesday: 8:00 a.m. to 3:00 p.m.**

**Thursday: 8:00 a.m. to 2:00 p.m.**

## Educational Sessions

**Wednesday & Thursday 10:00 a.m. to 1:00 p.m.**

The 2011 New England Public Works Expo will include a variety of indoor and outdoor booth spaces. The larger exhibit space enables MHA to offer indoor booth spaces for larger equipment.

### Indoor booths:

Indoor booth spaces in the trade center can accommodate all table top displays and equipment and trucks no higher than 16'. Indoor booth spaces are 10' x 10', 10' x 20', 20' x 20', 20' x 30' and 30' x 30'.

### Indoor booth prices:

<b>10' x 10' - \$800</b>	<b>10' x 20' - \$1250</b>	<b>20' x 20' - \$1450</b>
<b>20' x 30' - \$1550</b>	<b>30' x 30' - \$1550</b>	

- All indoor booths will receive a table and two chairs
- 10' x 10' and 10' x 20' booths will also include pipe and drapes and signage
- **Electricity is available for all indoor booths without charge**
- Indoor vendors may set up between 9:00 a.m. and 7:00 p.m. on Tuesday, September 27th
- Indoor table top displays may set up before 8:00 a.m. on Wednesday, September 28th

Once all equipment is placed in the trade center, it must remain there for the two-day duration of the show. No equipment will be allowed to be removed before the end of the show on September 29th at 2:00 p.m.

### Outdoor booths:

Outdoor booths are located outside the facility at the Trade Center. Each booth measures 25' x 40'.

### Outdoor booth prices: 25' x 40' - \$1550

- All equipment must be set-up on Tuesday, September 27th from 8:00 a.m. to 8:00 p.m.

Vendors who have reserved a booth and fail to set up within the designated time frame will be relocated to a booth designated by MHA officials.

All equipment must be removed from the premises by 6:00 p.m. on Thursday, September 29th, unless arrangements have been made in advance.

After booking a booth space, each indoor and outdoor vendor will receive complimentary tickets (a \$10 value) to distribute to customers before the show. We encourage vendors to put their company name and booth information on the tickets so that potential customers will know where to find the booth at the show. Over 50,000 complimentary tickets will be distributed throughout New England.

# Central Massachusetts Expo Center at the Courtyard by Marriott in Fitchburg, MA



## Seminars

The educational seminars will be held in the Central Massachusetts Expo. A list of seminar topics will be listed on the website [www.nepublicworksexpo.org](http://www.nepublicworksexpo.org) as soon as they are finalized. If you think you have an interesting topic and would like to be a speaker at a seminar during the show, call 781-245-7070.

## Antique Equipment Display

Northeast Rockbusters will be at the show to display their antique equipment.

## Amenities

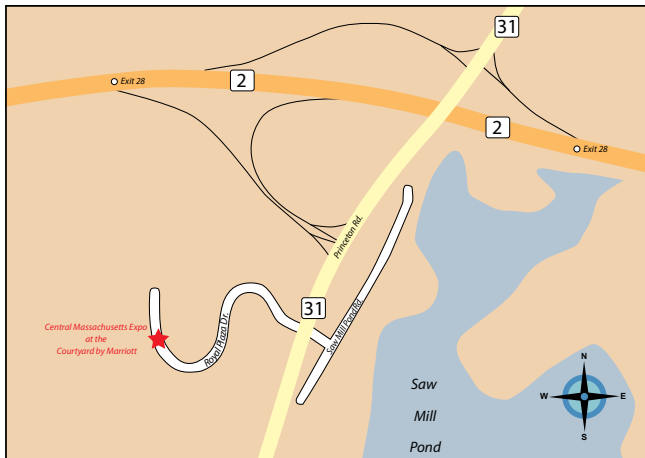
Vendor parking will be available at the trade center and the Courtyard by Marriott.

## Hotel Accommodations

Courtyard by Marriott rooms are available at a special MHA rate. Make sure you mention the show to receive the discounted rate.

### Courtyard by Marriott

150 Royal Plaza Dr.  
Fitchburg, MA 01420  
1-978-342-7100



Central Massachusetts Expo at the Courtyard by Marriott in Fitchburg, MA, is conveniently located off Route 2.



## Yes, I would like to reserve a booth

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email address: \_\_\_\_\_

Website: \_\_\_\_\_

Signature: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_

## Yes, I would like to reserve a booth (Please check applicable booth size)

- Indoor**
- |  |  |
|--|--|
| <input type="checkbox"/> 10' x 10' = \$800   | <input type="checkbox"/> 10' x 20' = \$1,250 |
| <input type="checkbox"/> 20' x 20' = \$1,450 | <input type="checkbox"/> 20' x 30' = \$1,550 |
| <input type="checkbox"/> 30' x 30' = \$1,550 |  |

Booth preference: #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

- Outdoor**  25' x 40' = \$1,550

Booth preference: #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

- Yes, I would like electricity for my indoor booth.
- Yes, I would like to donate a raffle item: \_\_\_\_\_
- Yes, I would like to sponsor a water station:  Day 1  Day 2
- Yes, I would like to be a seminar presenter:  Day 1  Day 2

Return with payment to: MHA New England Public Works Expo c/o JC Marketing Associates,  
P.O. Box 289, Wakefield, MA 01880 or fax to (781) 245-1086.

For additional information, contact Ann or Carolyn at (781) 245-7070.

Checks should be made payable to: **Massachusetts Highway Association.**

JC Marketing Associates must receive payments, or partial payments, within 14 days of the booth reservation and confirmation. If full payment is not made, a non-refundable deposit of 50% of the cost of the booth(s) must be made within 14 days of the reservation/confirmation. If payment is not received within 14 days, the reservation will be cancelled and the booth will be available to another vendor. Full payment must be received 15 days prior to the show. No vendor will be allowed into the show if payment is not received before the show.

Booth reservation will be secure after faxed or mailed signed contracts are received.



Massachusetts Highway Association  
P.O. Box 289  
Wakefield, MA 01880

# 32<sup>nd</sup> Annual!

Last year's expo  
was a sellout!!  
Reserve Now!!