

an invitation to exhibit city street and county road school 2010

APRIL 20-22, 2010



DIXIE CENTER ST. GEORGE, UTAH



WHAT IS ROAD SCHOOL?

Road School is a three-day educational conference on road construction and management and a trade show of related products and services. It is the only one of its kind, and is a premier informational conference for state and municipal governments.

WHAT IS THE OBJECTIVE OF ROAD SCHOOL?

The objective of Road School is to educate state and local road departments on current transportation issues, state-of-the-art technologies, methods and equipment for constructing, managing, and maintaining roads.

WHO ATTENDS?

The attendee list includes city and county public works directors, road superintendents, their employees, engineers, mayors, council members, commissioners, city and county administrators, and state department heads from throughout the state of Utah and surrounding areas.

OTHER ROAD SCHOOL EVENTS

- Golf Tournament Tuesday, April 20
Sunbrook Golf Course
- Sporting Clays Tournament Tuesday, April 20
Southern Utah Shooting Sports Park
- Truck "Road-eo" Thursday, April 22

WHO SHOULD EXHIBIT AT ROAD SCHOOL?

Any company that offers products or services used for the construction, maintenance, or management of roads.

WHY SHOULD YOUR COMPANY EXHIBIT?

- The customer gets hands-on experience with your product.
- You meet hard-to-reach customers.
- You meet customers you didn't know existed.
- You have the customer's undivided attention.
- You are not interrupted by phone calls or secondary messages.
- You will make as many contacts during the show as you can in months on the road, eliminating costly expenses.

Many attendees have stated that this is a crucial source for gathering buying information.



EXHIBIT HOURS

- Wednesday, April 21 8:00 am – 4:00 pm
- Thursday, April 22 7:30 am – 4:00 pm

SET UP TIMES

- Monday, April 19 5:00 pm – 7:30 pm
LARGE EQUIPMENT ONLY
- Tuesday, April 20 9:00 am – 5:00 pm
- Wednesday, April 21 6:30 am – 8:00 am

TEAR DOWN

- Thursday, April 22 4:00 pm

FEES

- One 10 x 10 booth \$500
- Two 10 x 10 booths (\$475 each) \$950

ADDITIONAL SPACE:

- 10 x 15 equipment space \$275
- 20 x 20 equipment space \$325
- 20 x 30 equipment space \$375
- 10 x 20 outdoor equipment space \$200

INCLUDED IN THE BOOTH FEES

- One 10 x 10 booth
- One draped table
- Two chairs
- Your company's listing in the program
- Five refreshment breaks
- Continental breakfast everyday
- Two copies of the ULCT Directory (\$60 value)
- Free admission to all workshops

All breaks and meals are held in the exhibit area affording our exhibitors maximum traffic.

LUNCHEAS ARE NOT INCLUDED in the exhibitor registration but can be purchased.

H O T E L I N F O R M A T I O N

The following hotels are holding rooms. When making your reservations, please indicate that you are part of the Utah League of Cities and Towns Road School.

Listed by proximity to the Dixie Center

Hilton Garden Inn	1731 S. Convention Center Drive	435.634.4100	\$ 104.00
Comfort Suites	1239 S. Main Street	435.673.7000	\$ 75.00
Best Western Abbey	1129 S. Bluff Street	435.652.1234	\$ 80.00
Ramada Inn	1440 E. St. George Blvd.	435.628.2828	\$ 79.00

city street and county road school

exhibitor REGISTRATION FORM

NAME OF FIRM (as it should appear on the sign and in the program)

Name and title of person in charge of exhibit onsite

Address

City/State

Zip

Phone number

Fax number

Email address

NAME BADGES NEEDED (attach additional sheet if necessary)

Name

Name

Company/Title

Company/Title

Name

Name

Company/Title

Company/Title

BOOTH SPACE

One 10 x 10 booth	\$ 500.00	\$ _____
Two 10 x 10 booths (\$475.00 each)	\$ 950.00	\$ _____
Additional equipment space:*		
10 x 15 equipment space	\$ 275.00	\$ _____
20 x 20 equipment space	\$ 325.00	\$ _____
20 x 30 equipment space	\$ 375.00	\$ _____
10 x 20 outdoor equipment space	\$ 200.00	\$ _____

*You must purchase a regular booth space to qualify for equipment space

GOLF TOURNAMENT _____ @ \$ 100.00 /person \$ _____

Name of participant(s) _____

If you have a prearranged foursome, please list names _____

HOLE SPONSOR \$ 100.00 \$ _____

SPORTING CLAYS TOURNAMENT _____ @ \$ 25.00 /person \$ _____

Name of participant(s) _____

WEDNESDAY lunch tickets _____ @ \$ 20.00 each \$ _____

THURSDAY lunch tickets _____ @ \$ 20.00 each \$ _____

FRIDAY lunch tickets _____ @ \$ 20.00 each \$ _____

TOTAL ENCLOSED \$ _____

Booth Number: First choice _____ Second choice _____

Please refer to the map on the back page when making your booth selection. Booth reservations are made on a first-in basis. Call Michelle Reilly at 801.328.1601 or 800.852.8528 to reserve your space in advance. Payment and registration form must be received within seven days after the phone reservation.

Please list any other potential exhibitor (competitor) you would prefer to be positioned away from _____

Paying by (please check one): Check Credit Card Visa MasterCard American Express

Credit Card Number _____ Expiration Date _____

Name (as it appears on card) _____ Signature _____

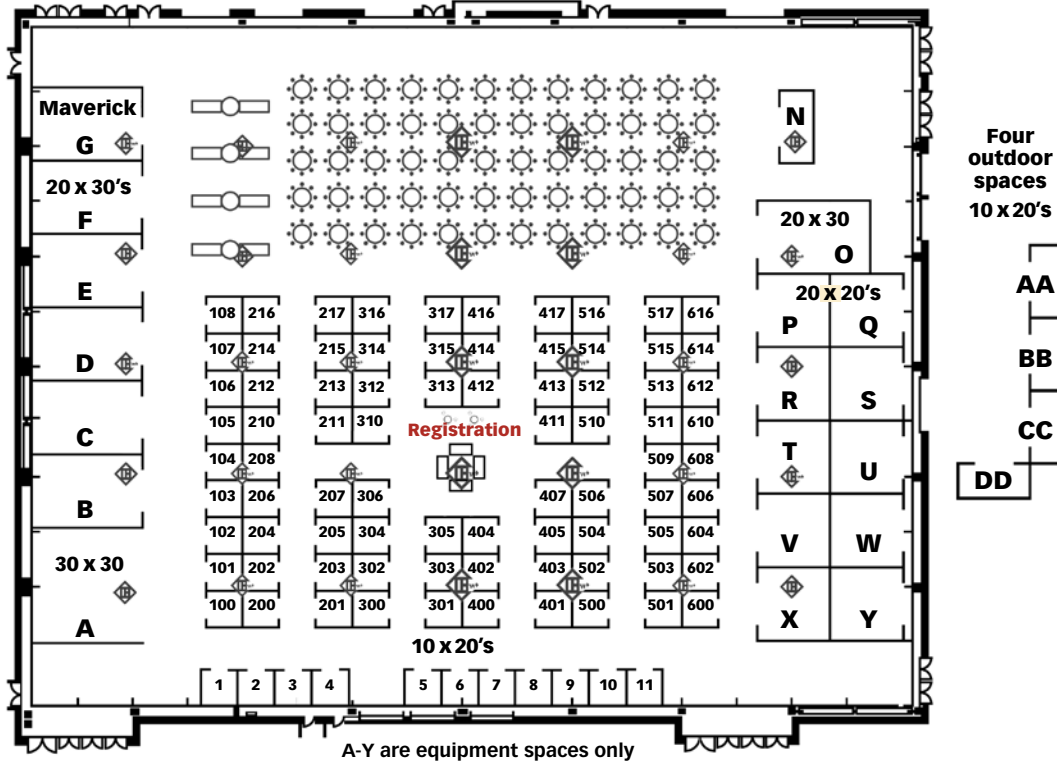
Please mail or fax registration form with payment to:

Utah League of Cities and Towns
 Attn: Michelle Reilly
 50 South 600 East, Suite 150
 Salt Lake City, UT 84102
 Fax: 801.531.1872

If you have any questions, please call **801.328.1601** or **800.852.8528**

Cancellation Policy: All cancellations must be received in writing before April 9, 2010. All refunds are subject to a \$150 cancellation fee. No refunds will be made for "no shows" or cancellations made after the April 9 deadline. Phone-in cancellations will not be accepted.

exhibitor hall



Setup times Monday, April 19 5:00 pm–7:30 pm
 LARGE EQUIPMENT ONLY
 Tuesday, April 20 9:00 am–5:00 pm
 Wednesday, April 21 6:30 am–8:00 am

Tear down Thursday, April 22 4:00 pm

Four outdoor spaces
 10 x 20's

Thanks to our sponsors

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Call Michelle Reilly
 at 801.328.1601
 or 800.852.8528
 to reserve your
 space in advance.

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Roger Tew, Senior Policy Analyst
Matt Christensen, Intern



Utah League of Cities and Towns
 50 South 600 East, Suite 150
 Salt Lake City, Utah 84102