

2027

HARD HAT EXPO

39th Year

**MARCH
24 & 25**

NYS Fairgrounds
Syracuse, NY
Wednesday 9-4
Thursday 8-3

**HARD HAT
EXPO**

**ROCK
ROAD
RECYCLE**

COUNTRY FOLKS
Construction Equipment
MARKETPLACE

**Lee
Newspapers Inc.**

TRADE PAPERS • TRADE SHOWS



Don't Miss THE **LARGEST** Construction Focused Show in the East!

Show Manager: Ken Maring • 518-673-0103 • 518-221-4124 • kmaring@leepub.com

Sales Manager: Matt Stanley • 315-292-2306 • 518-673-0124 • mstanley@leepub.com

NEW THIS YEAR Zero Turn Mower Rodeo • Both Days!

For More Information Call 518-673-0102
www.hardhatexpo.com

Hard Hat Expo is Produced by the Trade Show Division of Lee Newspapers, Inc.
Producers of rockroadrecycle.com • P.O. Box 121, Palatine Bridge, NY 13428



MARCH 24-25, 2027

Wed. 9-4 • Thurs. 8-3 • Syracuse, NY

The Largest Construction Show East of the Mississippi!

THE HARD HAT EXPO IS AN ANNUAL CONSTRUCTION FOCUSED TWO-DAY TRADE SHOW LOCATED AT THE NYS FAIRGROUNDS IN SYRACUSE. In addition to heavy construction, public works, underground utilities, excavation/earthmoving and demolition, the show also focuses on road & highway maintenance including snow & ice management, landscaping/hardscaping, paving, corporate grounds maintenance, aggregate production, recycling, transportation and land clearing/logging.

**SINCE
1987**

Organized by Lee Trade Shows, an independent trade show company that produces four annual regional trade shows.

Today, the Hard Hat Expo is one of the largest and most respected trade shows in the construction industry.

It continues to attract thousands of attendees each year and remains an important open forum for construction professionals to purchase equipment & services and stay up-to-date with the latest trends and technologies.

The show location provides easy access to and from I-90 and is heavily promoted in print, digital, radio and through industry associations. Equipment dealerships throughout the region display posters and offer admission tickets in promotion of the event.

The Hard Hat Expo delivers an annual comprehensive showcase of the latest equipment & services in the construction industry so if YOUR company offers products & services for this industry THIS is the show to exhibit at!

2026 Exhibitor Testimonials

“As an exhibitor that has participated in the Hard Hat Show in the past, took a couple years off after low engagement, we have had great success coming back the past couple years, and really this year, in being able to showcase our company, and what we have to offer. Prior to the event, the messaging and communication with the show staff was great, sending out planning emails, set up times, answering questions and calls, etc. The show itself ran very smoothly, offering the vendor set up space to easily check in, well designed and laid out floor plan, and a planned deconstruction that made the show great. One of the best parts is getting to pick the vendor space knowing where other booths will be featured. The attendees at the show this year offered a better variety of clients and networking opportunities, so the show must have been marketed to the correct attendees. We left with a list of new clients, emails, phone numbers, and have sent out multiple quotes and won opportunities since. We can't wait till next year!” **Amelia Trenga, General Manager, Clark Equipment Rental & Sales**

“I saw the right attendees at the Hard Hat Expo”. **Shankar Sivanander, Marketing & Communications Manager, Trak Lynx**

“We had a great experience at the Hard Hat Expo. There was strong participation and great interaction with attendees, making it a very worthwhile event for us. It was a well-run show, and we're looking forward to being part of it again next year.” **Rob Wiersba, President Alloy Welding & Fabrication**

“We had a great time connecting with individuals at the Hard Hat Expo, as well as representatives from other companies. We appreciated the clear and communicative attitude we received from the expo employees and are excited to attend the expo for years to come!” **Binghamton Precast and Supply**



For more information on this show contact

Show Manager, Ken Maring at 518-673-0103 • 518-221-4124 • kmaring@leepub.com

Sales Manager, Matt Stanley at 315-292-2306 • 518-673-0124 • mstanley@leepub.com



Exhibitor Information

March 24-25, 2027 • Wed. 9-4, Thurs. 8-3 • New York State Fairgrounds • 581 State Fair Boulevard, Syracuse, NY 13209

SHOW LOCATION:

New York State Fairgrounds
581 State Fair Boulevard, Syracuse, NY 13209
Phone: 315-487-7711 • Fax: 315-487-9260

10X10 BOOTHS INCLUDE:

- 8' Backdrop
- 30" Side Curtains
- (1) 7" x 44" Block Sign*
- (2) Side Chairs
- (1) 6' Draped Table
- (1) Wastebasket

** PLEASE NOTE: that sign up after FEBRUARY 25, 2026 may cause inability to produce this sign*

FLOOR AREAS INCLUDE:

- (1) 7" x 44" Block Sign*
- (2) Side Chairs
- (1) 6' Draped Table
- (1) Wastebasket

** PLEASE NOTE: that sign up after FEBRUARY 25, 2026 may cause inability to produce this sign*

DECORATOR: **ALL SHIPMENTS MUST GO THROUGH THE DECORATOR TO INSURE ACCURACY**

Great Lakes Events
828 East Ferry Street • Buffalo, NY 14211
Phone: 585-458-2200 • Fax: 585-458-5087 • xsr@greatlakeevents.com

Any shipments sent directly to the show site are not the responsibility of this company.

All tracked vehicles must be planked from the time they leave their trailer to their exhibit area, inside and outside. Failure to do so will result in the exhibitor being responsible for any damage that may occur to the facility.

EXHIBIT HALL IS NOT CARPETED

POWER WASHING SERVICE & FORK TRUCK SERVICE ARE AVAILABLE AT NO ADDITIONAL CHARGE. 110 & 208 ELECTRIC IS AVAILABLE FOR AN ADDITIONAL CHARGE. LEAD CORDS ARE NEEDED.

Questions...

KEN MARING • kmaring@leepub.com • 518-673-0103 • 518-221-4124
MISSY PEDRO • mpedro@leepub.com • 518-673-0102

www.hardhatexpo.com



EXHIBITOR SPONSORSHIPS & ADVERTISING OPPORTUNITIES

MARCH 24-25, 2027

NYS Fairgrounds • Syracuse, New York • Wednesday 9am-4pm • Thursday 8am-3pm

Produced by the Trade Show Division of Lee Newspapers, Inc. • Publishers of Hard Hat News • P.O. Box 121, Palatine Bridge, NY 13428
Show Manager: Ken Maring • 518-673-0103 or 518-221-4124 • www.leetradeshow.com • e-mail kmaring@leepub.com • mpedro@leepub.com

SHOW BAG SPONSORSHIP - EXCLUSIVE \$800

1. Sponsor supplies 4,000 bags inserted with 2 of their promo pieces. Bags to be distributed at the show entrance.
2. Publicity in all show related advertising.
3. Your company logo on the harthatexpo.com and the rockroadrecycle.com websites.

LANYARD SPONSORSHIP \$1,000

Sponsor supplies 4,000 lanyards. Publicity in all show related advertising. Your company logo on the harthatexpo.com and the rockroadrecycle.com websites.

SELFIE STATION SPONSORSHIP \$1,000

Publicity in all show related advertising. Your company logo on signage at the entrance of the show directing attendees & exhibitors to the selfie station in your booth. Company logo in conjunction with the Hard Hat logo on all images generated at the selfie station (attendees/exhibitors can text image to themselves and some will be shared on the Hard Hat Expo social page).

LUNCH SPONSORSHIPS - \$500 EACH

1. Have handouts from your company on the lunch tables.
2. Your company logo on the harthatexpo.com and the rockroadrecycle.com websites.
3. Publicity in all exhibitor related materials.
4. Your company logo naming you a sponsor rotated on the scoreboard during the show.

MAP SPONSORSHIP \$500

 Great visibility, plus mention in all print, digital and social media ads for the show.

WRIST BAND SPONSORSHIP

 All attendees of the Hard Hat Expo will be given a wristband to be sure they have registered.

Your company name and logo will appear on the wristband.

\$500 DAILY SPONSOR WEDNESDAY THURSDAY **\$750 EXCLUSIVE SPONSOR** SPONSOR BOTH DAYS

SCOREBOARD SPONSORSHIPS \$400

 Have your logo or video displayed on the scoreboard in rotation during the Hard Hat Expo.

EXPO MAILER B/W one sided \$150 B/W two sided \$195 4 Color one sided \$275 4 Color two sided \$350

OUTSIDE BANNER \$150.00

2'x6' Four color banner with your company logo and information along the walkway to the entrance of the Hard Hat Expo. Banner is included in cost. Sponsor may take banner at the end of the show.

SHOW PROGRAM 4 Color Full Page \$375 4 Color Half Page \$225

Country Folks Construction Equipment Marketplace issues 15,000 NY Farmers + 5,600 NY Contractors

01/29/27 deadline 01/22/27 • 02/26/27 deadline 02/19/27

Full page color \$2,106.00 Junior page color \$1,588.00 Half Page color \$1,190.00 Quarter page \$705.00

RockRoadRecycle E-newsletter 580 x 120 banner ad linked to the site of your choosing: \$200.00 per week

TOTAL COST \$ _____

Exhibiting Co. _____ Person in Charge of Display _____

Signature _____ Title _____

Address _____ Phone _____

City _____ State _____ Zip _____ Fax Number _____

E-mail _____ Website _____

CREDIT CARD NUMBER: _____ Expiration Date: _____

Name on Card: _____ Security Code: _____ Amount to Charge: \$ _____

Please completely fill out, SIGN AND RETURN THE WHITE COPY to our office, RETAIN THE YELLOW COPY for your files



USED EQUIPMENT CORRAL

Sponsorships are only available to exhibitors

March 24-25, 2027 • Wed. 9-4, Thurs. 8-3 • New York State Fairgrounds • 581 State Fair Boulevard, Syracuse, NY 13209

To participate in the Used Equipment Corral you must be an exhibitor with a minimum floor area of 900 square feet.

For every 900 square feet exhibitors can put one piece of used equipment in their own marked outdoor space.

- Must be “unmanned”.
- Signage on equipment referring to indoor booth /company contact info. (responsibility of exhibitor)
- Used Equipment Corral cannot be purchased separately.

Let us know what you are bringing:

Exhibiting Co. _____ Person in Charge of Display _____

Signature _____ Title _____

Address _____ Phone _____

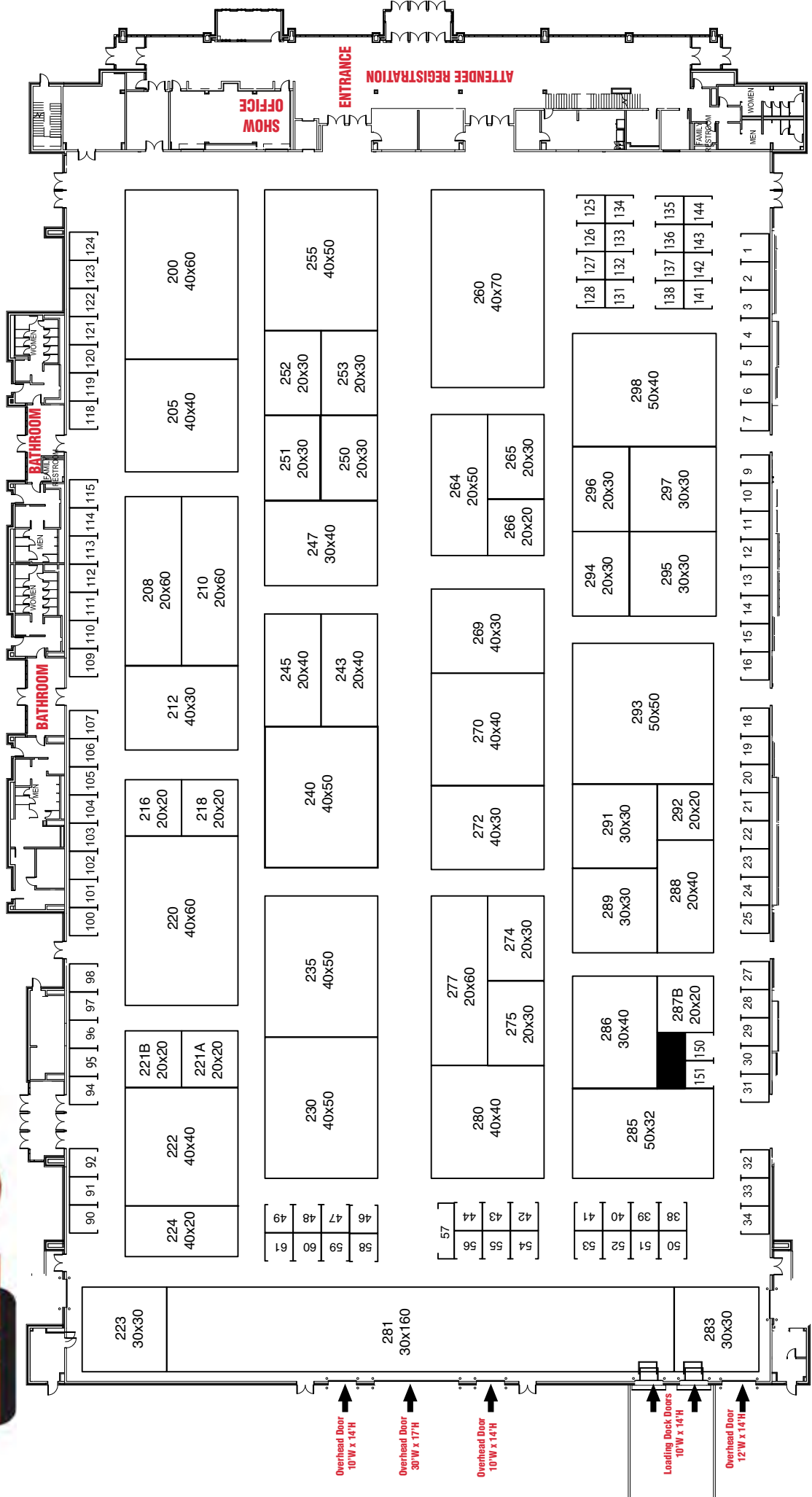
City _____ State _____ Zip _____

email: _____

web site: _____



MARCH 24-25, 2027 • Wednesday 9-4 & Thursday 8-3





MARCH 24-25, 2027 • Wednesday 9-4 & Thursday 8-3



OUTSIDE SPACES

SIDEWALK

ROADWAY

0-1 20x40	0-2 30x40	0-3 30x40	0-4 30x40
---------------------	---------------------	---------------------	---------------------

0-5 30x40	0-6 20x40	0-7 20x40	0-8 30x40
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**USED EQUIPMENT
CORRAL**

Dear Exhibitor,

Below you will see a sample of the Acord Certificate of Liability Insurance form, which is one of the requirements of being an exhibitor in this show. This certificate can be obtained through your insurance company. Please have them fax it to us at **518-673-3245** or mail it to: **Lee Trade Shows, P.O. Box 121, Palatine Bridge, NY 13428**. Be sure to specify which Trade Show the insurance form represents. (i.e.: Hard Hat Expo, Keystone Farm Show, Virginia Farm Show, The Empire State Producers Expo, etc.)

If you have any further questions, please feel free to call us at **800-218-5586**.

Thank you!

All property of the exhibitor shall be deemed to remain under his custody and control at all times including transit to or from, and within the confines of the exhibition areas, subject to the Rules and Regulations of the exhibit. Exhibitors are advised to carry floater insurance to cover exhibit material against damage or loss. Exhibitors agree to carry general liability insurance of at least \$1,000,000 per Occurrence, \$2,000,000 General Aggregate, and \$2,000,000 Products and Completed Operations Aggregate. Exhibitor will name "Lee Newspapers, Inc." as an Additional Insured under their General Liability Insurance. Exhibitors will carry Workers Compensation Insurance in accordance with state law covering activities at the exhibition. A Certificate of Insurance showing these requirements are met shall be provided to Show Management prior to booth set up and will provide 30 days written notice of cancellation for any reason. Show Management will carry public liability insurance for injury to exhibition visitors, exhibitors, and their agents and employees. Exhibitor's employees are not covered by this when on space rented by exhibitor and management is not responsible for the safety of exhibitor's property or for loss to or damage from theft, fire, accident, vandalism or other causes.

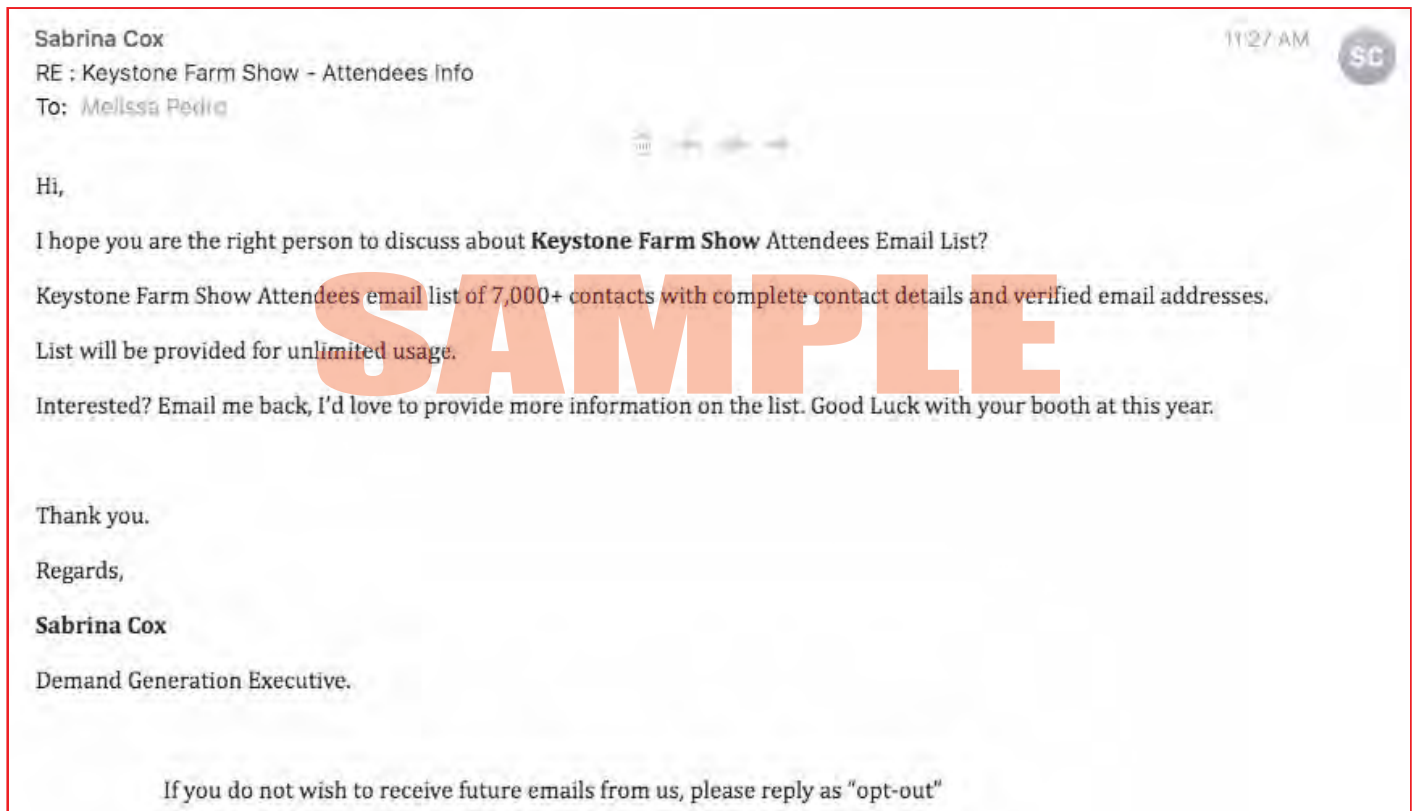
		CERTIFICATE OF LIABILITY INSURANCE		OP ID: KK	
				DATE (MM/DD/YYYY) 12/20/2012	
THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.					
IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).					
PRODUCER Consolidated Underwriting Alli 37715 Pembroke Livonia, MI 48152 Denise M. McHenry, CIC, AAI, LIC		Phone: 734-402-2430 Fax:	CONTACT NAME: PHONE (A/C, No, Ext): E-MAIL ADDRESS: PRODUCER CUSTOMER ID #: JUBIL-2 FAX (A/C, No):		
INSURED		INSURER(S) AFFORDING COVERAGE			
Your Information		INSURER A: Hanover Insurance Co. INSURER B: Citizens Insurance Company INSURER C: Allmerica Financial Benefit INSURER D: INSURER E: INSURER F:			
COVERAGES		CERTIFICATE NUMBER:		REVISION NUMBER:	
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.					
INSR LTR	TYPE OF INSURANCE	ADD'L SUBR (A/C, No, Ext)	POLICY NUMBER	POLICY PERIOD (MM/DD/YYYY - MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY CLAIMS-MADE <input checked="" type="checkbox"/> / OCCUR	X	OHB7939388	04/07/2012 - 04/07/2013	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Per occurrence) \$ 300,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
C	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS		AWB8989937	01/13/2012 - 01/13/2013	COMBINED SINGLE LIMIT (Per accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> EXCESS LIAB DEDUCTIBLE \$ RETENTION \$	X OCCUR CLAIMS-MADE	OHB7939388	04/07/2012 - 04/07/2013	EACH OCCURRENCE \$ 4,000,000 AGGREGATE \$ 4,000,000
B	<input checked="" type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) Y/N <input checked="" type="checkbox"/> N / N/A TYPE DESCRIBE UNDER DESCRIPTION OF OPERATIONS below		W7B7939308	04/07/2012 - 04/07/2013	<input checked="" type="checkbox"/> WC STATUTORY LIMITS OTHER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101. Additional Remarks Schedule, if more space is required)					
RE: Hard Hat Expo					
CERTIFICATE HOLDER			CANCELLATION		
Trade Show Division Lee Publications 24 Church Streer, Suite 121 Canajoharie, NY 13317			SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE Denise M. McHenry, CIC, AAI, LIC		

• • **Warning to Our Customers** • •

In past years there have been numerous emails from companies other than ours trying to sell the attendee list, hotel reservations or advertising to some of our shows. This email, or ones similar, **DO NOT** come from us and are usually a scam.

This is a sample of what one of the emails looks like.

We never sell or give out any of our customers information.



2027



Promotional Opportunities

EXPO MAILERS

- Personally invite 10,000 potential show attendees to your exhibit
- Mailed three weeks prior to show to contractors, municipalities, trade organizations, and past attendees. We will include two free show tickets and other show promos designed to draw attendees to the show

Past mailings have been very effective in attracting people to our event and specific booth offers. **DEADLINE: January 23**

Your individual message can be printed and inserted (3.25" x 7.875"), printing available on one or both sides.



B&W on one side, white paper - \$165
4 Color on one side, white paper - \$300

B&W on two sides, white paper - \$215
4 Color on two sides, white paper - \$380

SHOW PROGRAM

- 4,000 Copies will be available at the show
- 4 Color white offset paper, 24 or 32 pages

Full Page - \$375 (5" x 8")
Half Page - \$225 (5" x 4")

DEADLINE: February 13



Contact your sales representative or Lee Trade Shows at 518-673-0102 for additional information

Lee
Newspapers Inc.

TRADE PAPERS • TRADE SHOWS

TRADE SHOWS



Virginia
FARM SHOW

VIRGINIA FARM SHOW
JANUARY
Augusta Expo • Fishersville, VA
In the Heart of the Shenandoah Valley's Dairy Market



KEYSTONE
FARM SHOW
YORK PA

KEYSTONE FARM SHOW
JANUARY
YORK FAIRGROUNDS • YORK PA
In the Heart of Pennsylvania's Dairy Market



SMALL SCALE
FORESTRY
EXPO

SMALL SCALE
FORESTRY EXPO
SEPTEMBER
BLAND COUNTY FAIRGROUNDS
BLAND, VA



HARD HAT
EXPO

HARD HAT EXPO
MARCH
NYS FAIRGROUNDS • Syracuse, NY
The Largest Construction Show East of the Mississippi

Owned by Lee Newspapers, Inc.
PO Box 121, Palatine Bridge, NY 13428
800-218-5586 • www.leepub.com

The Proud Publishers of Country Folks Weekly Farm Newspapers



EXHIBITOR CONTRACT

MARCH 24-25, 2027

NYS Fairgrounds, Expo Building • Syracuse, New York
 Wednesday 9am-4pm • Thursday 8am-3pm

Produced by the Trade Show Division of Lee Newspapers, Inc. • Producers of rockroadrecycle.com • P.O. Box 121, Palatine Bridge, NY 13428
 Show Manager: Ken Maring • 1-800-218-5586 or 518-673-3237 • www.leetradeshow.com • e-mail kmaring@leepub.com • mpedro@leepub.com

Prices Good Through June 1, 2026

10' x 10' WALL BOOTHS
 1 Booth-\$830. Ea. 2 or More Booths- \$810. Ea.
 1st Choice _____ 2nd Choice _____
 3rd Choice _____ Total # of Bths: _____
 Total Due: _____ x 25% Deposit= _____
 Balance Due: _____

Prices Good Through June 1, 2026

FLOOR DISPLAYS
 400 - 899 Square Feet = \$4.50 / Sq. Ft.
 900 - 1999 Square Feet = \$4.15 / Sq. Ft.
 2000 - up Square Feet = \$3.75 / Sq. Ft.
 (w) _____ x (l) _____ = _____ sq.
 Total Due: _____ x 25% Deposit= _____
 Balance Due: _____ Area Requested: _____

Prices Good Through June 1, 2026

OUTSIDE SPACE AVAILABLE
 \$1.00 per Sq. Ft./ Minimum purchase required: 20x40
Size of Outside Space Desired:
 _____ x _____ = _____ sq. ft.
 Sq. Ft. _____ x 1.00 = Total Due: _____
 Total Due: _____ x 25% Deposit= _____
 Balance Due: _____ Area Requested: _____

Prices from June 2 - September 1, 2026

10' x 10' WALL BOOTHS
 1 Booth-\$890. Ea. 2 or More Booths- \$860. Ea.
 1st Choice _____ 2nd Choice _____
 3rd Choice _____ Total # of Bths: _____
 Total Due: _____ x 50% Deposit= _____
 Balance Due: _____

Prices from June 2 - September 1, 2026

FLOOR DISPLAYS
 400 - 899 Square Feet = \$4.75 / Sq. Ft.
 900 - 1999 Square Feet = \$4.45 / Sq. Ft.
 2000 - up Square Feet = \$4.00 / Sq. Ft.
 (w) _____ x (l) _____ = _____ sq. ft.
 Total Due: _____ x 50% Deposit= _____
 Balance Due: _____ Area Requested: _____

Prices from June 2 - September 1, 2026

OUTSIDE SPACE AVAILABLE
 \$1.50 per Sq. Ft. / Minimum purchase required: 20x40
Size of Outside Space Desired:
 _____ x _____ = _____ sq. ft.
 Sq. Ft. _____ x 1.50 = Total Due: _____
 Total Due: _____ x 50% Deposit= _____
 Balance Due: _____ Area Requested: _____

Prices from September 2, 2026

10' x 10' WALL BOOTHS
 1 Booth-\$960. Ea. 2 or More Booths- \$930. Ea.
 1st Choice _____ 2nd Choice _____
 3rd Choice _____ Total # of Bths: _____
 Total Due in Full: _____

Prices from September 2, 2026

FLOOR DISPLAYS
 400 - 899 Square Feet = \$5.00 / Sq. Ft.
 900 - 1999 Square Feet = \$4.60 / Sq. Ft.
 2000 - up Square Feet = \$4.25 / Sq. Ft.
 (w) _____ x (l) _____ = _____ sq. ft.
 Total Due in Full: _____
 Area Requested: _____

Prices from September 2, 2026

OUTSIDE SPACE AVAILABLE
 \$2.00 per Sq. Ft./Minimum purchase required: 20x40
Size of Outside Space Desired:
 _____ x _____ = _____ sq. ft.
 Sq. Ft. _____ x 2.00 = Total Due: _____
 Total Due in Full: _____
 Area Requested: _____

ELECTRIC

Regular 110 Outlet

of outlets _____ x \$50 = \$ _____

208V Electric Single Phase

of outlets _____ x \$150 = \$ _____

We agree to occupy and pay for the above exhibit space. **We understand that the contract is not valid without the required deposit.**

PAYMENT SCHEDULE: 25% Deposit is due with contract, 25% Due November 1, 2026, Balance Due February 1, 2027.

Make all checks payable to "Trade Show Div./Lee Newspapers, Inc." For your convenience we also accept Mastercard, Visa, American Express and Discover.

Charge will show on statement as "Lee Newspapers". Call 1-800-218-5586 to pay deposit or full balance by charge card. **No Exhibit will be allowed to set up unless paid in full.** To be an exhibitor at the Hard Hat Expo you must be a customer in good standing of Lee Newspapers, Inc. Customers that do advertising plus trade show business with Lee Newspapers Inc get preferential treatment for booth locations at our shows. After June 1st, any customers that have not renewed their contract for exhibit space, release that space for sale and will be paying the next tier pricing for their booth space.

Show management will provide an 8' backdrop, 30" side curtains, one (1) 7" x 44" block sign, two (2) side chairs, one (1) 6' draped table and a wastebasket for each 10x10 exhibit. Floor spaces do not include side curtains or backdrops. None of these items are provided for outside spaces.

PLEASE READ THE REVERSE SIDE OF THIS CONTRACT BEFORE SIGNING *Proof of Insurance must be provided to show management (see No. 10)

In signing this agreement, we agree to conform with the terms, conditions, and covenants contained in this application and contract for exhibit space. We will conform with the General Information, Rules & Regulations shown on the reverse side of this application. We agree to meet all deadlines and abide by policies set by the show management.

Exhibiting Co. _____ Person in Charge of Display _____

Signature _____ Title _____

Company Address _____ Phone _____

City _____ State _____ Zip _____ Fax Number _____

Email ** Where show information should go: _____

website: _____

For Publicity Purposes, please give us a list of the product names, services etc. that you will be exhibiting in the above exhibit space. (ex: Prudential Insurance, John Deere Tractors, or Bobcat Skid Steers etc.): _____

All efforts will be made to accommodate your request for exhibit location, however the show management reserves the right to arrange the show in the overall best interest of the show. If we need to change your desired location for any reason, we will notify you immediately.

CREDIT CARD NUMBER: _____ Expiration Date: _____

Name on Card: _____ Security Code: _____ Amount to Charge: \$ _____

General Information, Rules and Regulations

1. MANAGEMENT

This show is owned and managed by Lee Newspapers, Inc, Palatine Bridge, N.Y. The word 'management' used herein shall mean the sponsors acting through their officers or the Exhibit manager.

2. RULES

Each prospective exhibitor is required to sign the official application contract for space in the exhibition. By doing so, he subscribes to the General Information, Rules and Regulations which are a part of the application and contract and to comply insofar as the same may be applicable to the use and occupancy of space by said prospective exhibitor.

3. APPLICATION

Application for exhibit space must be on the forms provided and must be accompanied by the required deposit made payable to Lee Newspapers, Inc. See front for full details.

4. ASSIGNMENT OF SPACE

Space assignment will be made by management in keeping with exhibitor's preferences insofar as it is possible. In case of duplicate requests, the earliest application to arrive shall receive preference. In case of further duplication, other factors to be considered by management will include the size of the space, customers in good standing with Lee Newspapers, Inc, nature of the equipment, height, weight, etc. as well as compatibility with exhibits in same area.

5. PAYMENT- COST OF SPACE

Inside space will be sold as 10'x10' or 8'x10'; see front for full details. Open floor space sold by sq. ft. A deposit is due with contract as per conditions on front. All exhibits must be paid in full as per conditions on front before set up will be allowed.

6. DEFAULT

Any exhibitor failing to occupy any space contracted for but not cancelled is obligated for the full cost of the space and is not entitled to any rebate. Furthermore if space contracted for is not occupied by the time the show is open to the public, it shall be considered saleable real estate and management is no longer under obligation to make provisions to allow occupancy by original purchaser unless previous arrangements for unforeseen difficulties getting to the show site have been made. Management shall have the right to use said space thereafter to suit its own convenience including selling the space to another exhibitor without any rebate or allowance to the defaulting exhibitor and without incurring any obligation of any kind to said prospective exhibitor.

7. CANCELLATION

An exhibitor may cancel or withdraw from the exhibit subject to the following conditions and restrictions:

a. If notification to cancel is received in writing no later than 90 days prior to the show dates the cancellation fee will be 50% of the total cost of space contracted for..

b. There shall be no refunds for space cancelled within 90 days of the show.

Management assumes no responsibility whatsoever for having included the name of the cancelled exhibitor or descriptions of its products in any catalogs, brochures, releases or any other materials, or in any advertising matter relating to this show.

8. OFF-SITE ACTIVITIES

Exhibitors are prohibited from having any off-site activities during show hours.

9. LIMITATION OF LIABILITY

The exhibitor agrees to make no claim for any reason whatsoever against show management, or Show Facility, their management or employees for loss, theft, damage or destruction of goods; nor for injury to himself or his employees while in the exhibition quarters, nor for any damage of any nature or character, including any damage to his business by reason of the failure to provide space for the exhibit, or the removal of the exhibit; not for any action of any nature of management in case the premises of the show shall be destroyed or damaged, or if the show fails to take place as scheduled, or is interrupted and/or discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injection, act of war, act of God, emergency declared by the government agency or by show management, or for any other reason, this contract may be terminated by management, and in the event of such termination, the exhibitor waives any and all damages and claims for the damages and agrees that the sole liability of management shall be to return to each exhibitor his space payment, less his pro rate share of all costs and expenses incurred and committed by show management.

10. INSURANCE

All property of the exhibitor shall be deemed to remain under his custody and control at all times including transit to or from, and within the confines of the exhibition areas, subject to the Rules and Regulations of the exhibit. As respects property of others in your care, custody or control: This is typically excluded from General Liability coverage. Exhibitors are required to insure their own property and then hold Lee Harmless for any damages to their Property and waive rights of subrogation against Lee regardless of any negligence on Lee's part. Exhibitors are advised to carry floater insurance to cover Property or Inland Marine insurance to cover the damage or loss to their business personal property, equipment, materials, exhibits and other possessions. Exhibitors agree to carry General Liability Insurance of at least \$1,000,000 per Occurrence, \$2,000,000 General Aggregate, and \$2,000,000 Products and Completed Operations Aggregate. Exhibitor will name "Lee Newspapers, Inc." as an Additional Insured on a Primary & Non-Contributory basis under their General Liability Insurance. Exhibitors will carry Workers Compensation and Employers Liability Insurance with limits of at least \$1,000,000/\$1,000,000/\$1,000,000 as required by the laws of the State in which the Trade show is located. The Workers Compensation coverage will include coverage for all sole proprietors, partners, members or stockholders that will be on the premises of the exhibit at any time. A certificate of Insurance showing these requirements are met shall be provided to show management prior to booth set up and will provide 30 days written notice of cancellation for any reason. Exhibitor will carry Commercial Automobile Insurance to cover all owned, hired and non-owned vehicles entering the premises for a limit of at least \$1,000,000 per Accident and shall name Lee Newspapers, Inc. as an Ad-

ditional Insured on a Primary & Non-Contributory basis (and Owner of the premises if needed). Management will carry public liability insurance for injury to exhibition visitors, exhibitors, and their agents and employees. But this will not cover exhibitor's employees when they are on space rented by exhibitor and management is not responsible for the safety of exhibitor's property or for loss to or damage from theft, fire, accident, vandalism or other causes. All policies including the Property/Inland Marine, General Liability, Automobile and Workers Compensation shall have a Waiver of Subrogation endorsement in favor of Lee Newspapers Inc. (and the owner of the property if needed)

10a. WAIVER OF SUBROGATION

Exhibitor waives all rights of recovery against Lee Newspapers, Inc and the owner, regardless of cause or any negligence of Lee newspaper Inc.'s or the owners that may have contributed to the loss.

11. HOLD HARMLESS

To the fullest extent permitted by law Exhibitor agrees to hold Lee Newspapers, Inc. it's subscribers, agents and employees harmless and agrees to defend them from any injuries or damage to any party as a result of the exhibitor's or employees negligence, attendance or participation in the exhibition to the fullest extent permitted by law.

12. INSTALLATION AND DISMANTLING

Exhibitors may begin installing their exhibits subject to scheduling established by management. Dismantling will start only after the close of the trade show. All moving in or out of exhibit materials is done solely at the discretion of the management of the show. If precise times are designated the exhibiting company will do everything within it's power to comply. If management designates contractors to perform work at the exhibitor's expense, where union personnel are required by the facility or by any contractors involved, it shall be the exhibitor's responsibility to comply with such requirements. In no event shall management be responsible for the conduct of contractors or their employees and no responsibility is assumed for failure to perform by contractors, their charges or any other matter relating to contractors of the facility.

13. EXHIBIT DESIGN

Standard drape background and side partitions will be furnished by management for all exhibit space and must be utilized. No built up exhibit or other construction shall exceed 8 feet in overall height without the written permission of the Exhibit manager. Perimeter booths may, with permission, have their backdrops extend up to 12 feet. Height requirements for equipment on display may be waived upon approval of the Exhibit Manager but are subject to restrictions imposed by the building dimensions. Failure to comply with these design requirements could result in modification or removal of exhibits. One standard 7"x44", one line sign with copy limited to company name plus booth number, will be provided to each exhibitor.

14. REFRESHMENTS, GIFTS AND CONTESTS, ETC.

Management reserves the right to prohibit, limit or discontinue the distribution of any gifts, giveaways or similar promotions. Contests, raffles and drawings, if permitted under state or local laws, will be subject to the approval of the Exhibit Manager. There will be no announcements of contest, drawing, or raffle winners at any event sponsored by someone other than the sponsor of the raffle, drawing or contest.

15. SAFETY, FIRE AND HEALTH

The exhibitor agrees to accept full responsibility for compliance with national, state and local safety and fire regulations. Equipment on display shall have battery leads disconnected, gas tanks emptied and locked or taped shut, and the ignition keys removed. Only flame proofed materials shall be used in each exhibit.

16. SECURITY

Every reasonable precaution will be taken to protect property during the installation, display and removal periods.

17. MESSAGE CENTER

Messages for exhibit personnel will be held at the message desk. Exhibitors are urged to check the message center on a regular basis. Message Service not always available.

18. APPEARANCE-GENERAL

Each exhibitor is requested to recognize the rights of other exhibitors and realize that the general appearance of the exhibit as a whole must take precedence over that of any individual exhibit. The management requests cooperation in maintaining due regard for all adjoining exhibitors and in keeping all displays in the bounds of good taste and in conformance with safety regulations. Exhibitors are instructed not to create excessive obstruction of aisles or prevent ready access to any other exhibitor's booth. Those in violation will be required to remove the obstruction. No advertising or exhibit will be allowed to extend beyond the space allotted to the exhibitor, and no exhibitor's products, equipment or booth construction may be so placed as to exclude the view of the neighboring exhibits for visitors passing through the aisles. The use of moving pictures will be permitted subject to approval and control by the management. Sound movies will be permitted only if unobjectionable to neighboring exhibitors. Any sound systems which create excessive noise making normal conversation in neighboring booths difficult may, at the discretion of the management, be restricted to periodic operation and exhibitor assumes all responsibility for compliance with union requirements relating to projection equipment and sound systems.

19. DECORATOR

The show has retained one firm to serve as the exhibit decorator. Because of set-up schedules and possible bonding requirements, management requests that all exhibitors use the services of the appointed decorating firm.

20. GENERAL

All matters and questions not covered by the General Information, Rules and Regulations are subject to the decision of management. The General Information, Rules and Regulations may be amended or supplemented at any time by management, and all such amendments or additions shall upon reasonable notice be as equally binding on all parties affected as the original General Information, Rules and Regulations.