



SNOW & ICE SYMPOSIUM

EXHIBITOR PROSPECTUS

Cincinnati, OH | June 23–26, 2026



*Duke Energy Convention Center
525 Elm Street | Cincinnati, OH 45202*

DON'T MISS THE BEST SHOW IN SNOW!

WHO SHOULD EXHIBIT?

More than 1,400 attendees travel to our show each year seeking the best, most innovative equipment, services and technology:

SNOW REMOVAL TOOLS

- Plows, pushers, accessories
- Shovels and snowblowers
- Sidewalk machines
- Snow melters

ICE MANAGEMENT TOOLS

- Spreaders and sprayers
- Brine makers
- Liquid and granular materials
- Storage equipment

TRUCKS AND EQUIPMENT

- Work trucks
- Heavy and compact machines
- Accessories and attachments

SOFTWARE SOLUTIONS

- Weather tools
- Insurance and risk services
- Consulting services

Key Dates + Locations

29th Annual Snow
& Ice Symposium
June 23–26, 2026

Duke Energy
Convention Center
525 Elm Street
Cincinnati, OH 45202

DEDICATED SHOW HOURS

Show Preview Night

Wednesday, June 24 | 6:30–8:00 p.m.

Thursday, June 25 | Noon–5:30 p.m.

Friday, June 26 | 9:00 a.m.–Noon

MOVE IN

Exhibitors will be given a custom move-in time between Monday, June 22 and Wednesday, June 24.

The move-in schedule will be based on booth size and location on the show floor—final schedule will be sent out in early 2026.

MOVE OUT

Friday, June 26 | Noon–10:00 p.m.

For a complete list of current exhibitors, visit show.sima.org/tradeshow.

BOOTH SPACE FEATURES

- Complimentary furnishings* includes one of the following options:
 - One 6' table, two side chairs, and wastebasket
 - One highboy table, one high chair, and wastebasket
- Draped 8' back and 3' side walls and 7" x 44" sign with your company name and booth number (in-line booths only)
- Onsite material handling INCLUDED!
- Lead retrieval app license
- 10 complimentary trade show only registrations for booth staff, plus discounted full registration fees
- Free VIP trade show passes to share with key customers
- Enhanced exhibitor profile on the show site and the SIMA show app
- Exhibitor marketing toolkit
- Post-show attendee list
- All exhibitors receive free access to:
 - Opening and closing keynotes
 - Welcome reception
 - Thursday night party
 - SIMA After Hours networking events

**Additional furnishings, carpet, electric and internet may be purchased through the show decorator or venue.*

RESERVE YOUR BOOTH

MEMBER RATE	NON-MEMBER RATE
\$2,600 per 10x10 (300 sq. ft. and under)	\$3,200 per 10x10 (300 sq. ft. and under)
\$2,200 per 10x10 (400 sq. ft. and over)	\$2,825 per 10x10 (400 sq. ft. and over)

[Click now to find and secure your space!](#)

PAYMENT DETAILS

- 50% payment is due at time of booking/invoice receipt
- Full amount is due by **February 1, 2026**
- Booth reservations after February 1, 2026 are due in full at time of contract

CANCELLATION/REFUND

*SIMA reserves the right to release/cancel exhibit space if down payment isn't received within 15 days of invoice receipt OR full payment on a contract has not been received by February 1, 2026, or within 15 days of invoice, whichever comes last. Written notice of space cancellation must be submitted to SIMA based on a sliding scale for a partial refund of the monies paid (see Terms and Conditions for more). **No refunds will be made for cancellations after March 1, 2026.***

YOUR TARGET AUDIENCE WILL BE IN CINCINNATI



80%

Attendees indicate the trade show as the primary reason they attend the Symposium each year.

98%

Attendees purchased or were likely to purchase in the next 6 months as a result of attending trade show.

85%

Attendees that spend two or more hours at the trade show



1,400
average attendance

100+
member companies within
a short drive to Cincinnati

INCREASE YOUR EXPOSURE AND MAKE THE MOST OUT OF YOUR SYMPOSIUM EXPERIENCE

PAID OPPORTUNITIES

To request a full marketing proposal (booth, sponsorships, etc.) or for information on custom pricing, email kerri@sima.org.

SNOW BUSINESS

Advertise in the only print publication that focuses on snow year round. Published x5 a year with a readership of over 25,000. To subscribe, [click here](#).

DAILY VIDEO RECAPS

SIMA will send three video recaps to attendees (W/Th/F). The exclusive sponsor will be prominently recognized with their logo at the top of each email including a banner ad.

SYMPOSIUM ENEWS

SIMA will send x6 pre-show marketing emails to the larger *Snow Business* distribution list. Companies can sponsor these communications (three sponsors per email) to amplify their brand in advance of the show.

FREE OPPORTUNITIES

EXHIBITOR DIRECTORY LISTINGS

Add your company profile/description to the show app exhibitor directory.

SYMPOSIUM XTRA PRODUCT SHOWCASE

All exhibitors and sponsors receive a 50-word product feature in the Symposium Xtra Show Guide delivered to all attendees.



JOIN SIMA

SIMA supplier members receive special benefits that allow them to reach a wider audience, such as offering special purchasing incentives to members and receiving the membership mailing list throughout the year for their own marketing campaigns. Members also can be featured in the online SIMA Directory where our members go to look for products first.



BET ON SUCCESS!



Sponsorship opportunities are available across multiple price points. Elevate your exposure by investing your marketing dollars in sponsorships including physical items, receptions, education sessions, special events and more. Be sure to be seen at the Best Show in Snow!

Contact Kerri Joseph to schedule a sponsorship consultation.
kerri@sima.org | 614.557.3948

HOW TO GET THE MOST OUT OF YOUR INVESTMENT

PRE-SHOW

1. **Review your VENDOR DASHBOARD** to find links for updating your exhibitor profile, request complimentary items, and more! Haven't seen your dashboard link come through yet? Email exhibits@sima.org.
2. Invite your best customers with a **FREE VIP Trade Show Only Pass**.
3. Plan a pre-event marketing blitz with a **show-branded social campaign**. Plus, request your free membership mailing list by emailing kerri@sima.org.
4. Finalize your lead retrieval needs by downloading the SIMA show app and creating custom questions.

AT THE SHOW

5. Engage, engage, engage! Sitting at your booth looking at your phone is the best way to miss a potential customer. Don't forget to scan attendees' badges using your lead retrieval app!
6. Connect with attendees at SIMA After Hours events, welcome reception, Thursday night party and keynotes.

POST-SHOW

7. Take the post-show survey to receive the attendee list for a final marketing push.
8. Start building relationships with attendees you met at the show!

WHO DOESN'T LOVE TO SAVE MONEY?

Set yourself apart with a sweet deal for SIMA members and show attendees.

SHOW SPECIAL

Show-only incentives are a great way to entice attendees to visit your booth. Share your offer with us and we'll promote it in the SIMA Show app.

SIMA DEALS

Supplier members can also offer longer-term SIMA Deals and incentives specifically for SIMA show professionals. Sign up [here](#).

NOT A MEMBER?

We can fix that, email kerri@sima.org.

CHECK OUT THE EXHIBITOR RESOURCE CENTER TODAY!

sima.org/resourcecenter

All sponsors secured by March 2026 will have the opportunity to be included in the SIMA promotional video. (February teaser video does not include sponsors).