

'New Products & Technologies' program at World of Asphalt and AGG1 2013 increases shows' ROI

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Register in advance to save time, money – Websites feature interactive show-planning tools

A New Products & Technologies program at World of Asphalt and AGG1 2013 will help attendees more quickly find the latest product innovations on the show floor; attendees can also use the expositions' online show-planner feature to more easily connect with the companies and people they want to visit onsite.

Advance registration is open, with 40-percent savings on show admission for those registering by February 22, 2013, as well as advance discounts on show education.

The co-located 2013 AGG1 Aggregates Academy & Expo and World of Asphalt Show & Conference will be held March 19-21, 2013 at the Henry B. Gonzalez Convention Center in San Antonio, Texas.

Check out 'what's new' online

In the New Products and Technologies program, exhibitors can list online their "latest and greatest" to be displayed at the shows. Attendees can preview the new products through the online exhibitor directories; onsite the printed show directory and special signage will help attendees find program participants. A mobile app will also be available.

With the online show planner, attendees can search for exhibitors by company name, type of product, market area or booth number and location on the show floor. They can add education sessions and meetings to create a personalized schedule that can be updated pre-show and onsite.

"The 2013 shows have broken all exhibit space records so attendees will find more product innovations on display than ever before. These pre-show planning and onsite navigation tools make it as convenient as possible for attendees to make the most of their time onsite," stated Show Manager Rich Prausa.

More online planning tools

Attendees can go online to register in advance for exhibits and education (saving time and money) as well as book hotel rooms, make travel arrangements and check out the amenities and attractions of the host city of San Antonio, Texas. International visitors will find information about the U.S. visa application process and can access the shows' U.S. visa assistance and invitation letter program.

World of Asphalt and AGG1 feature leading industry manufacturers and suppliers displaying their latest equipment, products and technologies, plus extensive industry-focused education and quality networking opportunities, to meet the business and professional needs of aggregates, asphalt, pavement maintenance and traffic safety professionals.

More than 25 industry-related organizations are official supporters of World of Asphalt and AGG1, and several industry groups are co-locating meetings and events at the shows. Both shows are industry-owned and operated.

Source: Association of Equipment Manufacturers