



**PWX**  
PUBLIC WORKS EXPO  
**HOUSTON**

**GEORGE R. BROWN**  
**CONVENTION CENTER**  
AUGUST 30–SEPTEMBER 2, 2026  
[APWA.ORG/PWX](http://APWA.ORG/PWX)



**2026**  
**SPONSORSHIP AND**  
**PROMOTIONAL**  
**OPPORTUNITIES**



**MAXIMIZE**  
**VISIBILITY**  
**AND BRAND**  
**EXPOSURE**

# BOOST YOUR BRAND AT PWX 2026 IN HOUSTON

Looking to supercharge sales? Increase brand recognition? Meet new business partners?

## STAND OUT FROM YOUR COMPETITION?

A high-impact, high-ROI PWX sponsorship is a powerful and effective way to maximize your experience at the best show in public works—PWX 2026.

Sponsorship opportunities are available in a range of price points to fit budgets of all sizes. We'd love to work with you to create a turnkey sponsorship package to achieve your sales goals.

### ADDITIONAL EXPOSURE AT NO EXTRA COST

SPONSORSHIP INVESTMENT	\$1,000 - \$1,599	\$1,600 - \$2,999	\$3,000 - \$5,999	\$6,000 - \$7,999	\$8,000+
Additional APWA priority points (maximum of 10)	YES	YES	YES	YES	YES
Sponsor ribbons for your booth staff (maximum of 10)	YES	YES	YES	YES	YES
2'x2' sponsorship floor sticker at your booth	YES	YES	YES	YES	YES
Recognition on the PWX Mobile App	-	YES	YES	YES	YES
Signage at PWX with your company name and booth number if sponsorship is received by July 1, 2026	-	YES	YES	YES	YES
Logo in pre-show <i>APWA Reporter</i> magazine if sponsorship is received by June 1, 2026	-	YES	YES	YES	YES
Logo on PWX website	-	-	YES	YES	YES
Logo in "thank you sponsors" signage and digital content onsite	-	-	YES	YES	YES
Social media promotion prior to or during PWX	-	-	YES	YES	YES
Two tickets to the Sunday night Get Acquainted Party	-	-	-	YES	YES
One professional video recorded onsite via Facebook Live from sponsor booth. Posts are archived on the APWA Facebook page for viewing even after the event for increased exposure	-	-	-	-	YES

*Sponsorships may be combined to meet the minimum. All sponsorships are subject to approval by APWA. Opportunities marked as "Exclusive" entitle the company first right of refusal for the following year.*

**Maximize Your Experience at the Best Show in Public Works!**

Contact Anmarie Kennick at [akennick@taffyevents.com](mailto:akennick@taffyevents.com)  
or +1 (571) 313-7845 to secure your opportunity today!

# ATTENDEE EXPERIENCES AND ACTIVATIONS

Leave attendees with a lasting impression of your brand with one of these unique, experience-driven sponsorship opportunities.

## RACK (RANDOM ACTS OF CONFERENCE KINDNESS)

**Sponsorship Fee:** \$2,000

**APWA Priority Points:** 2

**Availability:** 5 sponsors total

Drive traffic to your booth and build goodwill with attendees by becoming a RACK sponsor. 250 vouchers will be distributed at registration to conference attendees that can only be exchanged at your booth for a gift card or similar prize of your choosing. Sponsor responsible for purchasing the giveaways.

## P.W. PAWS & FRIENDS\*—EXCLUSIVE

**Sponsorship Fee:** \$5,000

**APWA Priority Points:** 5

Brighten everyone's day by sponsoring this adorable and high-energy area at PWX. A local Houston animal shelter will bring in adoptable pets each day of the show, and the sponsor can provide custom-branded bandanas for the pups to wear. Sponsorship will include logo recognition and signage in the area and the ability to have staff in the area to greet attendees. This sponsorship is perfect if your company deals with dog waste in public spaces, products for dog parks and dog-friendly areas, or simply if you want to support a local charitable organization.

\* Looking for even greater ROI and want to have this area incorporated into your booth? Additional fees and space required—contact Annmarie Kennick for more information!

## SC/RC BRUNCH—EXCLUSIVE

**Sponsorship Fee:** \$5,500

**APWA Priority Points:** 5

Build your reputation as a supporter of Small Cities and Rural Communities during this popular session at PWX. The sponsor will receive their logo on strategically placed signage by the refreshments, can offer a brief greeting to attendees, and can distribute pamphlets or giveaways to the roughly 75 attendees in attendance.

## ASSET MANAGEMENT SPACE—EXCLUSIVE

**Sponsorship Fee:** \$6,000

**APWA Priority Points:** 6

If your company's expertise is in the asset management field, this popular theater on the PWX show floor is for you! Attendees looking for asset management solutions and resources will come to this space each day of PWX and will interact with your brand. Multiple brand placements are integrated, and if you reserve early, you can select the lounge's carpet color. Sponsorship includes naming rights and up to three presentations in the theater. Deadline for this sponsorship: May 1, 2026.

## WORKFORCE DEVELOPMENT HUB

—EXCLUSIVE



**Sponsorship Fee:** \$6,000

**APWA Priority Points:** 6

Step into the spotlight as the premier champion of workforce training, development, and safety. Launched in 2024, the Workforce Development Hub has quickly become one of the most in demand destinations at APWA Connect *LIVE!*—consistently drawing standing room only crowds and high energy engagement.

### Sponsor benefits:

- Prominent brand integration throughout the Hub
- Targeted pre-event marketing positioning your company as the go-to authority in workforce advancement
- Up to three featured presentations in the Hub theater, giving you direct access to an audience actively seeking solutions, expertise, and innovation

## YP SUMMIT

**Sponsorship Fee:** \$6,000

**APWA Priority Points:** 6

The Young Professionals (YP) Summit is a premier event targeting the younger generation of the public works industry through a day full of education, networking, and empowerment.

### Sponsor benefits:

- Logo and recognition on the YP Summit web page
- Sponsor recognition on the pre-event email to YP contacts
- Recognition at the event through signage and introduction slide
- Social media post near event date to thank sponsor
- Introduction of yourself and the moderator to open the session
- Participation for up to three reps in scheduled speed networking and breakout table programs
- Option to distribute gifts



# ATTENDEE EXPERIENCES AND ACTIVATIONS

Leave attendees with a lasting impression of your brand with one of these unique, experience-driven sponsorship opportunities.

## YOUNG PROFESSIONALS NETWORKING RECEPTION —EXCLUSIVE

**Sponsorship Fee:** \$6,500

**APWA Priority Points:** 6

All APWA members 35 and younger are invited to attend the annual Young Professionals Networking Reception taking place on Monday evening during PWX. Guests will have the opportunity to meet and socialize with other young public works professionals. The sponsor will receive their logo on signage at the reception and can offer a brief greeting to reception attendees.

## EMERGING LEADERS RECEPTION—EXCLUSIVE

**Sponsorship Fee:** \$6,500

**APWA Priority Points:** 6

All graduates and current class members are invited to attend the Emerging Leaders Reception taking place on Monday evening during PWX. Guests will be able to meet and socialize with other public works pros on track to become the future leaders of APWA. The sponsor will receive their logo on signage at the reception and can offer a brief greeting to reception attendees.

## FIRST-TIMERS AND NEW MEMBERS BREAKFAST —EXCLUSIVE

**Sponsorship Fee:** \$7,500

**APWA Priority Points:** 7

Make a great first impression with this high-potential audience at the First-Timers and New Members Breakfast on Sunday morning during PWX. The sponsor will receive their logo on signage at the event, have the opportunity to offer a brief greeting, and can distribute pamphlets or giveaways to the approximately 350 attendees.

## PUBLIC WORKS EXCHANGE —PREMIER SPONSORSHIP

**Sponsorship Fee:** \$10,000

**APWA Priority Points:** 10

**Availability:** 3 sponsors total

*Wake Up, Connect, and Tackle the Issues Keeping Public Works Leaders Up at Night.*

Position your organization at the center of the most influential conversation at PWX. The inaugural **Public Works Exchange**, taking place on Monday morning during PWX, brings together 100 public works directors from across the country for a closed-door, solutions-driven dialogue on the challenges shaping the future of public works—from workforce shortages to funding pressures to rising community expectations.

As one of only three elite sponsors, you'll gain unprecedented access to the decision-makers who guide infrastructure strategy, budgets, and innovation nationwide. This exclusive event takes place before the exhibit hall opens on Monday, giving you first access to the leaders everyone else is trying to reach.

### Sponsor benefits:

- A five-minute opening introduction to address the full room of directors
- Two reserved seats at the table, placing your team directly in the conversation
- Premium brand integration throughout the program
- Targeted pre-event email visibility to reinforce your leadership position
- Option to present 100 gifts or literature to those in attendance

This is more than a sponsorship—it's a seat at the table where the industry's toughest challenges meet its most influential voices.

## HEADSHOT CORNER—EXCLUSIVE

**Sponsorship Fee:** \$12,000

**APWA Priority Points:** 10

The Headshot Corner is a popular feature at PWX that will be in a high-visibility area at PWX 2026.

### Sponsor benefits:

- Recognition at the location
- One representative on-site to assist and network with attendees
- One pull-up banner allowed
- Brief thank you in the outgoing email with link to final headshot
- Only those with card from sponsor are eligible to receive a headshot



# IN-BOOTH HOSPITALITY

Drive traffic to your booth with a delicious food or beverage offering that will be promoted to PWX 2026 attendees.

## BEER IN THE EXHIBIT HALL—SUNDAY OR MONDAY

**Sponsorship Fee:** \$2,950 - \$3,200 per opportunity

**APWA Priority Points:** 2-3

**Availability:** 10 sponsors per day, Sunday and Monday

**\*\*Only One Opportunity Remains\*\***

PWX attendees are sure to visit your booth to enjoy a refreshing beer. **Two opportunities to select from:**

1. Texas Beer Package—serves 120—Beers from three Texas breweries for \$2,950
2. Four cases—serves 96—Domestic or imported/premium beer for \$3,200

Sponsor may provide custom-branded koozies and cocktail napkins for additional branding. Beer service starts at noon and sponsor may choose the day (Sunday or Monday), subject to approval.

## BEER IN THE EXHIBIT HALL—TUESDAY

**Sponsorship Fee:** \$2,500 per opportunity

**APWA Priority Points:** 2

**Availability:** 6 sponsors, Tuesday only

Be on attendees' "must visit" list of booths on Tuesday by offering beer in your booth. Sponsorship includes two cases of domestic or imported/premium beer (serves 48) and bartender service, served between 11:00 a.m. and 1:00 p.m. For additional brand exposure, sponsor may provide custom-branded koozies and cocktail napkins. This is a great way to drive attendee traffic to your booth on the last day of PWX 2026 in Houston.

## SOUTH OF THE BORDER MARGARITA BAR

**Sponsorship Fee:** \$3,600 per opportunity

**APWA Priority Points:** 3

**Availability:** 1 sponsor per day, Sunday and Monday

Cheers to a fun #PWX2026 by serving refreshing margaritas on the rocks to PWX attendees from your booth starting at noon. A bartender will mix and distribute 100 margaritas, and sponsor can provide their own branded drink accessories, too.

## TEXAS WINE BAR

**Sponsorship Fee:** \$4,100 per opportunity

**APWA Priority Points:** 4

**Availability:** 2 sponsors per day, Sunday and Monday

Make your booth a destination at PWX by serving delicious Texas wine from your booth. Sponsorship includes four varieties of locally crafted Texas wines along with bartender service, ensuring your booth becomes a natural gathering place for meaningful conversations and connections.

## SMOOTHIE SERVICE

**Sponsorship Fee:** \$4,500 per opportunity

**APWA Priority Points:** 4

**Availability:** 3 sponsors per day, Sunday, Monday and Tuesday

Deliver a wellness-focused moment at PWX by serving 250 smoothies in two flavors—perfect for driving foot traffic and brand visibility. An attendant and electricity are included, and sponsor needs to provide a 6'x2' area for service.

## BARISTA BAR SERVICE

**Sponsorship Fee:** \$6,500 per opportunity

**APWA Priority Points:** 6

**Availability:** 4 sponsors per day, Monday and Tuesday

Warm attendees' hearts by offering cappuccinos, lattes, espressos, and Americanos in your booth. Attendees will head straight to your booth when the show floor opens to get a caffeine boost and learn about your company. Sponsorship includes 250 beverages, an attendant, flavored syrups, cups, and napkins, but the sponsor can provide their own branded coffee accessories, too.



# IN-BOOTH HOSPITALITY

Drive traffic to your booth with a delicious food or beverage offering that will be promoted to PWX 2026 attendees.

## SNACK BREAK

**Sponsorship Fee:** \$2,500 per opportunity

**APWA Priority Points:** 2

**Availability:** 3 sponsors per day, Sunday, Monday, and Tuesday

Sponsor an energizing snack break featuring an assortment of bagged snacks, energy bars, granola bars, and whole fruit. With 240 total pieces (5 dozen of each), your brand will fuel attendees with a convenient, high-visibility pick-me-up during PWX 2026.

## SWEET SPOT

**Sponsorship Fee:** \$2,500 per opportunity

**APWA Priority Points:** 2

**Availability:** 3 sponsors per day, Sunday and Monday

Who can resist the allure and temptation of tasty treats? Attendees will flock to your booth to enjoy an assortment of 240 fresh-baked gourmet cookies and brownies.

## PRETZEL PERFECTION

**Sponsorship Fee:** \$3,700 per opportunity

**APWA Priority Points:** 3

**Availability:** 3 sponsors per day, Sunday and Monday

Elevate your brand presence with a crowd-favorite snack that creates a memorable connection! Serve 150 freshly-baked, gourmet pretzels from your booth, transforming your space into a popular destination that attendees will actively seek out. Guests can enjoy two delicious flavors—salted and cinnamon sugar—each paired with its own signature dipping sauce.

## BREAKFAST SAMMIES

**Sponsorship Fee:** \$4,700 per opportunity

**APWA Priority Points:** 4

**Availability:** 3 sponsors per day, Monday and Tuesday

Delight attendees with a warm, Southern-inspired treat by serving 150 freshly made chicken and egg biscuits from your booth. This savory offering draws steady traffic and creates a memorable touchpoint for your brand.

## COFFEE AND PASTRIES

**Sponsorship Fee:** \$5,400 per opportunity

**APWA Priority Points:** 5

**Availability:** 3 sponsors per day, Monday and Tuesday

Kickstart the morning buzz! Be the booth everyone hurries to when the exhibit hall opens on Monday or Tuesday. As a coffee and pastries sponsor, you'll treat attendees to 18 dozen assorted breakfast pastries and 12 gallons of fresh regular and decaf coffee—ensuring your brand fuels their day from the very first sip.



Add 12 gallons (192 cups) of freshly brewed coffee to any sponsorship for an additional \$2,900!



# BRAND PROMOTION OPPORTUNITIES

Reach beyond your booth with these high-impact sponsorship opportunities.

## NEW EXHIBITOR PACKAGE ADD-ON

**Sponsorship Fee:** \$450

**APWA Priority Points:** 0

Welcome to PWX! Elevate your visibility and make the most your experience by purchasing the New Exhibitor Package Add-On. For just \$450, new PWX exhibitors can receive:

- A 2'x2' floor sticker at your booth
- Company name and booth number highlighted in the printed PWX Pocket Guide
- New Exhibitor icon added to your online booth listing
- New Exhibitor ribbon

## AISLE SIGNS

**Sponsorship Fee:** \$1,500

**APWA Priority Points:** 1

Guide customers to your booth by branding the aisle sign of your choosing! Your custom 2'x4' sign will hang directly below the aisle number, with your logo and booth number displayed on both sides. Wherever attendees are in the exhibit hall, they'll easily locate you. Act quickly, as only one exhibitor per aisle can claim this opportunity!

**BONUS!** For an additional \$300, add a 2'x2' floor sticker with your logo and booth number to the top of the aisle!

*This opportunity does not qualify for the benefits listed on page two.*

## ATTENDEE EMAIL CONFIRMATIONS—EXCLUSIVE

**Sponsorship Fee:** \$2,500

**APWA Priority Points:** 2

Be the first to say "Hello" by sponsoring the confirmation email that goes out to every attendee as soon as they register for PWX 2026. Begin the conversation with your logo and invitation to visit your booth with a well-crafted introduction!



## LED DIGITAL POSTERS

**Sponsorship Fee:** \$3,500

**APWA Priority Points:** 3

Dominate the visual landscape with our towering 6+ foot LED digital displays, strategically positioned in busy areas of the convention center. These crystal-clear, high-resolution screens ensure your brand message is seen by thousands of PWX attendees throughout the event.

## “KNOW BEFORE YOU GO” ATTENDEE EMAIL—EXCLUSIVE

**Sponsorship Fee:** \$3,500 without video; \$4,500 with video

**APWA Priority Points:** 3-4

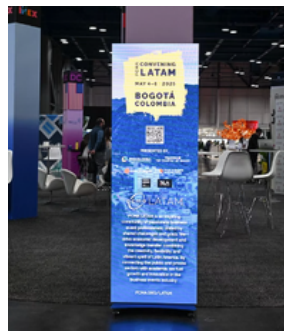
*Lights! Camera! Action!* Welcome attendees to PWX by having your messaging showcased and emailed to all registered attendees in the week or two prior to PWX 2026! The format of the video is up to sponsor (want to conduct a Facebook live interview with APWA? Sure!), and APWA marketing staff is available to assist with the script and will host the video on the APWA YouTube Channel with credit to the sponsor. It's an impressive way to greet attendees and drive traffic to your booth. Looking for something simpler? The investment is only \$3,500 if you'd like to skip the video and stick with text only.

## “NETWORKING TIME” ATTENDEE EMAIL—EXCLUSIVE

**Sponsorship Fee:** \$3,500 (Email Only); \$4,500 (Video)

**APWA Priority Points:** 3-4

Reach out to all registered attendees prior to the conference with this brief email highlighting networking opportunities such as the Get Acquainted Party, chapter dinners, Happy Hour Jams, breakfasts and brunches, and more. Your brief message and logo will be featured in the introduction. This is the perfect opportunity for extra exposure for any company sponsoring one of the events.



# BRAND PROMOTION OPPORTUNITIES

Reach beyond your booth with these high-impact sponsorship opportunities.

## “HOUSTON TRAVEL GUIDE” EMAIL—EXCLUSIVE

**Sponsorship Fee:** \$3,500

**APWA Priority Points:** 3

Engage attendees by showcasing your company in this email that highlights Houston’s top dining, sightseeing, and entertainment options. This communication will be sent to registered attendees as well as the entire APWA list of 65,000+ contacts. Your brief message and logo will be featured in the introduction. This email is perfect for a local company to highlight their presence.

## ATTENDEE BADGE HOLDERS—EXCLUSIVE

**Sponsorship Fee:** \$5,000

**APWA Priority Points:** 5

Make your mark on PWX attendees as the badge holder sponsor. Your company logo will be prominently displayed in color on the back of every attendee’s name badge holder. This opportunity provides ongoing exposure in Houston as attendees will do all the marketing for your company!

## P.W. PAWS PHOTO OP

**Sponsorship Fee:** \$6,000

**APWA Priority Points:** 6

Back by popular demand, the P.W. Paws Photo Opportunity was one of the most talked-about activations at last year's PWX—and this year it's bigger and better. Two life-size P.W. Paws cutouts anchor an immersive "Abbey Road"-style crossing scene, complete with a sidewalk floor graphic where attendees step in and snap a photo alongside the beloved public works mascot.

Your brand is built directly into the backdrop—logo, product imagery, or company name integrated into the scene. Attendees who post their photos tagging both PWX and the sponsor will be entered to win a prize, driving even more social buzz and direct engagement with your brand. Expect heavy foot traffic, endless photo ops, and plenty of organic exposure as attendees share their shots throughout and after the show.



## “TOP 10 REASONS TO ATTEND” EMAIL—EXCLUSIVE

**Sponsorship Fee:** \$6,500 (Email Only); \$7,500 (Video)

**APWA Priority Points:** 6-7

Reach beyond the registered attendees with this email highlighting the best reasons to attend PWX. This communication targets the local market as well as the entire APWA list of more than 65,000 people. Your brief message and logo will be featured in the introduction—add an extra punch with a short video that you create.

## HYDRATION STATIONS

**Sponsorship Fee:** \$6,500

**APWA Priority Points:** 6

Keep attendees refreshed and your brand visible throughout PWX 2026. Your logo will be featured with a one-color imprint on 200 branded water bottles, with 15 branded bubblers strategically placed across the show floor and conference areas. Each bubbler will also display a single-color logo sleeve, ensuring repeated exposure at every high-traffic hydration point.

## PWX MOBILE APP—EXCLUSIVE

**Sponsorship Fee:** \$8,000

**APWA Priority Points:** 8

Gain unparalleled visibility by becoming the sponsor of the PWX mobile app. Each year, attendees depend on the app to navigate the event. With no printed show directory or conference guide available, the mobile app serves as the primary source of information. It includes valuable features such as an interactive floor plan, an exhibitor and product search, a searchable schedule of events, and more. The sponsor will enjoy exceptional brand exposure both within the app and across all promotional materials, before and during PWX.



# BRAND PROMOTION OPPORTUNITIES

Reach beyond your booth with these high-impact sponsorship opportunities.

## WELCOME SPONSOR—EXCLUSIVE

**Sponsorship Fee:** \$10,000

**APWA Priority Points:** 10

As the premier Welcome Sponsor for PWX 2026, your full-color company logo will be featured on high-visibility banners in the George R. Brown Convention Center. Sponsor may also place a welcome gift in the registration bags, with APWA approval. Make an impactful first impression and snag this exclusive opportunity before it's gone!

## ATTENDEE BADGE LANYARDS—EXCLUSIVE

**Sponsorship Fee:** \$10,000

**APWA Priority Points:** 10

Make every PWX attendee a walking advertisement for your company! Rather than clipping a badge to clothing, attendees will value a lanyard imprinted with your company logo.



## CONVENTION CENTER WIFI—EXCLUSIVE

**Sponsorship Fee:** \$12,000

**APWA Priority Points:** 10

Receive maximum exposure and become the exclusive WiFi sponsor at PWX 2026. The sponsor will receive branding recognition on the WiFi splash page and lots of signage and visibility throughout the show. Plus, the sponsor can have their company name or brand message as the unique password that attendees must enter to access the WiFi. WiFi is one of the most sought-after commodities at PWX, so this is a high-ROI opportunity that is hard to pass up.

## DIGITAL WAYFINDING

**Sponsorship Fee:** \$9,000

**APWA Priority Points:** 9

Guide attendees while showcasing your brand! Two interactive touch screen kiosks positioned in high-traffic areas of the lobby and show floor offer premium branding opportunities on both screens and bases. Features include a branded banner with video link and integrated show floor maps to help visitors locate your booth.



# DIGITAL PACKAGES AND ADS

Stand out online and drive traffic to your booth with these digital upgrades!

## DIGITAL PROFILE PACKAGES AND ADS

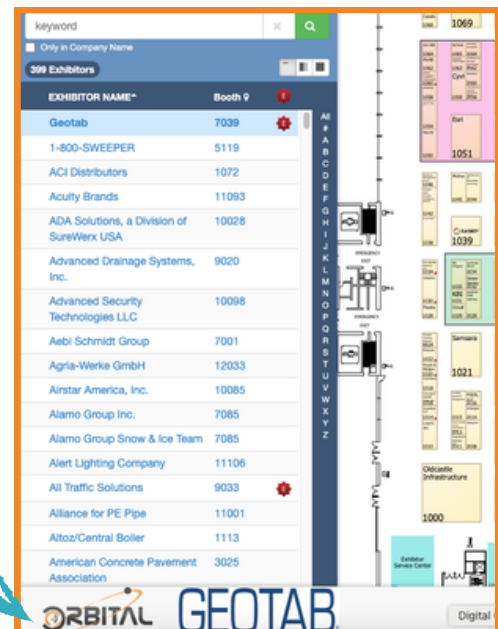
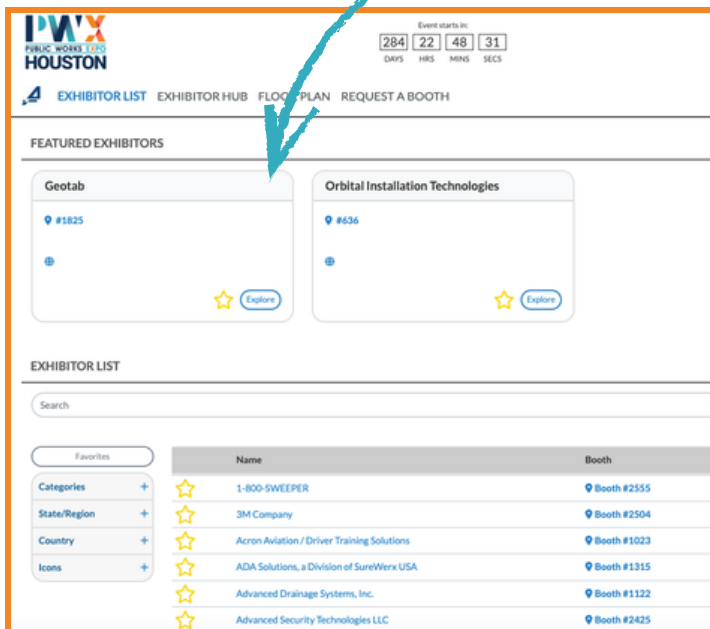
Stand out on the online floor plan—and at PWX—with wallet-friendly digital profile add-ons. Choose to enhance your online PWX profile and directory listing with the addition of a video, press release, show specials and more! [Log in to the PWX Exhibitor Hub](#) to learn more, [view an example](#) of an upgraded listing, and purchase today.

### Comparison Chart

UPGRADE LEVEL	Price	Top of Exhibitor List	Product Listings	Press Releases	Show Specials	Product Categories	Company Logo	Videos
Basic	Included		0	0	0	5	✓	0
Premium	\$396		5	5	5	10	✓	2
Elite	\$796	✓	10	10	10	10	✓	5

## ADDITIONAL DIGITAL OPPORTUNITIES

- **FLOOR PLAN BANNER AD** - \$495 (3 available); linked to URL of your choice
- **FEATURED EXHIBITOR BLOCK**- \$800 (6 available); your profile block and logo will appear above the exhibitor list
- **FLOOR PLAN LOGO ON YOUR BOOTH** - \$395; only available to 20'x20' or larger exhibitors



## AD RETARGETING CAMPAIGN

**Sponsorship Fee:** \$2,500 per 50,000 impressions (30-day campaign)

**APWA Priority Points:** 2

Access key public works industry targets digitally with APWA's powerful retargeting platform. Let APWA know your objectives, timing, and target audience and they can work with you to build a customized package. This is a low-cost, high-ROI opportunity you can't pass up! Last date for deployment: July 1, 2026. [Learn more here.](#)

*Note—the purchase of these digital ads and add-ons does NOT qualify for the "additional exposure" listed on page two of this brochure.*



# NATIONAL EQUIPMENT ROADEO OPPORTUNITIES

MONDAY, AUGUST 31, 2026

Celebrate the men and women in public works operations and maintenance while maximizing your visibility at the APWA National Equipment Roadeo and PWX 2026. With 200 competitors and hundreds of attendees, this event offers sponsors a remarkable platform to present their brand to a focused audience of potential buyers and key decision-makers.

All APWA National Equipment Roadeo sponsors receive the “additional exposure” listed on page two of this brochure at no extra cost, plus logo recognition in all Roadeo-related marketing emails and callouts by the announcer during the competition. Roadeo sponsorships are restricted to PWX 2026 exhibitors only.

Do you have a product or service that can enhance the Roadeo experience? We'd love to hear your ideas and collaborate with you on an impactful sponsorship!

## EQUIPMENT—3 OPPORTUNITIES AVAILABLE —EXCLUSIVE

**Sponsorship Fee:** \$7,500 plus supplying equipment  
**APWA Priority Points:** 7

*These exclusive sponsorships are offered to the previous year's sponsors for first-right-of-refusal for the same equipment until May 1, 2026. One sponsor per equipment type.*

Have your **SOLD** branded equipment up front and in operation for the Roadeo Competition! This sponsorship allows every contestant in this event to operate one of two identical models that you provide.

### **SPONSORSHIP CHOICE OF (SUBJECT TO CHANGE):**

- Three Mini Excavators
- Three Backhoes
- **NEW!** Two Zero Turn Mowers

### **Additional equipment sponsorship benefits include:**

- Large logo on back of contestant t-shirts
- Logo on Roadeo banner or entrance unit
- Option to provide contestants with branded materials
- Ability to bring pop-up banners for the course
- Option to present gifts to the winners in the exhibit hall after the Monday Award presentation

## BRANDED SAFETY GEAR FOR COMPETITORS— COWBOY HARD HATS

**Sponsorship Fee:** \$6,500  
**APWA Priority Points:** 6

Turn heads and tip hats at PWX with one of the most eye-catching sponsorships of the show. Your brand will be front and center on custom cowboy hard hats worn by competitors throughout the Roadeo (Roadeo branding also included). These aren't one-and-done giveaways—hard hats go home with their wearers, keeping your brand in the field long after PWX 2026 wraps up.

## BRANDED SAFETY GEAR FOR COMPETITORS AND JUDGES—SAFETY VESTS, GLASSES, AND CASE— EXCLUSIVE

**Sponsorship Fee:** \$5,500  
**APWA Priority Points:** 5

Your logo will be showcased on the protective gear worn by competitors, judges, and staff, making them a walking promo for your brand when they are worn even after PWX.

## ENTRANCE UNIT—1 OPPORTUNITY AVAILABLE

**Sponsorship Fee:** \$3,500 plus supplying equipment  
**APWA Priority Points:** 3

Give your branded equipment a highly visible presence by flanking the entry into the Roadeo Arena. Sponsorship allows up to two pieces of equipment. Show Management will work with the sponsor to create an engaging entry, featuring your equipment either holding a banner or displaying a freestanding unit. No large equipment? No worries! We can design a solution that aligns with your goals.

### **Additional sponsorship benefits include:**

- Large logo on back of contestant t-shirts
- Logo on Roadeo banner or entrance unit

## PIPE CUTTING

**Sponsorship Fee:** \$2,500  
**APWA Priority Points:** 2

New for the 2026 APWA National Roadeo, provide the stormwater pipes for the pipe cutting event. Sponsor to provide pipes, saws, and necessary PPE, and sponsor will receive same benefits as equipment sponsors.

## ROADEO CROWD CONTROL

**Sponsorship Fee:** \$2,500 plus barriers  
**APWA Priority Points:** 2

**Option 1:** Showcase how your products can be used to control traffic by providing safety barriers around the equipment or crowd control barriers near the bleachers. Sponsors will receive signage at the event, and their branded units or pennants can be hung on the barriers.

**Option 2:** Use your larger equipment or trucks to block both ends of the street for enhanced visibility and safety. One product will be placed at each end, while the remaining width of the street will be secured by police to ensure easy access for emergency vehicles if necessary.

## ROADEO SUPPORTER

**Sponsorship Fee:** \$1,500  
**APWA Priority Points:** 1

Show your support for our operators! Sponsorship includes your logo in all Roadeo-related emails, on the website, and callouts from the announcer.



# PWX PUBLIC WORKS EXPO HOUSTON

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AUGUST 30–SEPTEMBER 2, 2026  
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## **EVEN MORE WAYS TO GET INVOLVED!**

Looking for additional opportunities? Support the Host Chapter and build brand awareness through Texas opportunities. [Click here](#) or email [PWX26Houston@TxPublicWorks.com](mailto:PWX26Houston@TxPublicWorks.com) for complete details.

## **STAND OUT AT PWX IN HOUSTON**

Contact Annmarie Kennick at [akennick@taffyevents.com](mailto:akennick@taffyevents.com) or +1 (571) 313-7845 to secure your opportunity today!