



American Society of Highway Engineers  
2025 National Conference  
June 4 - 8, 2025

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*Michael.Grantner@stvinc.com*

Publicity Chair  
Samantha Safara  
*samantha.safara@gmail.com*

Golf Chair  
Dominic Yannuzzi  
*dyannuzzi@benesch.com*

Transportation Chair  
Butch Frati  
*ajfrati63@gmail.com*

Guest Program Chair  
Jerry Fry  
*jerry.fry@aecom.com*

Hospitality Chair  
Jerilyn Luben  
*jluben@landveng.com*

To whom it may concern:

The American Society of Highway Engineers (ASHE) is a national organization of highway design and construction professionals created to provide a forum for its members to share innovative ideas and industry best practices while at the same time build relationships with fellow industry colleagues. The annual conference in June of each year is one of the premiere events hosted by ASHE.

The 2025 conference will be held at the Kalahari Resorts in Pocono Manor, PA on June 4 – 8, 2025 and is expected to be attended by up to 1,000 industry professionals from across the country. We would like to offer you an opportunity to promote your organization to the group through the purchase of a sponsorship, exhibit booth, Program Book advertisement, or any combination of these opportunities.

If you are interested in supporting this event, please follow the instructions on the attached forms and remit payment to the respective party listed on each form. They can also assist you with any questions you may have.

Thank you for considering this opportunity. We hope that you will find value in this event for your company.

Sincerely,

John Caperilla  
*Conference Co-Chair*

Richard Cochrane  
*Conference Co-Chair*

Heather Heeter  
*Conference Co-Chair*



## ASHE 2025 National Conference

Kalahari Resorts  
Pocono Manor, PA  
June 4 - 8, 2025

### Conference Sponsorships

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- Kilimanjaro - \$15,000 (Limit 1)**
  - 4 Tickets to **Private Networking Event\***
  - 4 Complimentary Standard Conference Registrations
  - 4 Complimentary Registrations for Golf Outing
  - Double Page Ad in Program Book
  - Double Exhibit Booth (While Available)
  - Opportunity to provide "swag" for registration package
  - Large Logo on Event Space Billboard Loop and Website
  - Special recognition at all functions
  - Logo displayed prominently throughout event
- Sahara - \$7,500**
  - 1 Ticket to **Private Networking Event\***
  - 2 Complimentary Standard Conference Registrations
  - Full Page Ad in Program Book
  - Opportunity to provide "swag" for registration package
  - Logo on Event Space Billboard Loop and Website
- Serengeti - \$10,000**
  - 2 Tickets to **Private Networking Event\***
  - 4 Complimentary Standard Conference Registrations
  - Full Page Ad in Program Book
  - Single Exhibit Booth (While Available)
  - Opportunity to provide "swag" for registration package
  - Medium Logo on Event Space Billboard Loop and Website
  - Recognition at all functions
- Nile - \$3,000**
  - 1 Complimentary Standard Conference Registration
  - Full Page Ad in Program Book
  - Opportunity to provide "swag" for registration package
  - Logo on Event Space Billboard Loop and Website
- Victoria Falls - \$1,000**
  - Full Page Ad in Program Book
  - Logo on Event Space Billboard Loop and Website

### Event Sponsorships

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- Thursday Night Ice Breaker Sponsor - \$1,500**
  - Logo displayed during Event and in Program Book
- Friday Night Picnic/Luau Sponsor - \$3,000**
  - 4 Tickets to Friday Night Picnic/Luau
  - Logo displayed during Dinner and in Program Book
- Saturday Night Banquet Event Sponsors - \$4,000**
  - 8 Tickets to Saturday Night Banquet w/ private table
  - Logo displayed during Event and in Program Book
- Technical Tour Sponsors - \$1,500**
  - Logo displayed during Events and in Program Book
- Breakfast Sponsors - \$1,500**
  - Logo displayed during Events and in Program Book
- Break Sponsors - \$500**
  - Logo displayed during breaks and in Program Book
- Registration Sponsor - \$2,500**
  - Logo placement at Registration Table
  - Logo displayed in Program Book
  - Logo placement on Name Badges
- Transportation Sponsor - \$500**
  - Logo placement on Conference Transportation
  - Logo displayed in Program Book

\* The private networking event will be a ticketed event for our top sponsors. The event will be held Friday afternoon prior to the State Secretary of Transportation's panel discussion. Attendees include Pennsylvania Secretary of Transportation, Michael Carroll; Delaware Secretary of Transportation, Nicole Majeski; and Commissioner of the New Jersey Department of Transportation, Francis (Fran) O'Connor.



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### Specialty Sponsorships

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- Mobile App Sponsor - \$3,500 (Limited to 1)\***
  - Logo placement on home screen for the mobile app
  - Logo displayed in Program Book
- Hospitality Suite Sponsor - \$1,500 (Limited to 3)**
  - Logo placement in Hospitality Suite
  - Opportunity to provide "swag" in Hospitality Suite
  - Logo displayed in Program Book
- Lanyard Sponsor - \$3,000 (Limited to 1)\***
  - Logo displayed on lanyard/badge holders
  - Logo displayed in Program Book

### Golf Outing Sponsorships

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- Tournament Sponsor - \$5,000 (Limited to 1)\***
  - 4 Complimentary Registrations for Golf Outing
  - Golf Ditty Pouch w/ Company Logo
  - Exclusive banner at Registration and Scorer's Table
  - Special Recognition in Program Book
- Lunch Sponsor - \$1,500 (Limited to 1)\***
  - Company Logo displayed at Lunch
- Breakfast Sponsors - \$500**
  - Company Logo displayed at breakfast
- Ball Sponsor - \$2,500 (Limited to 1)\***
  - Each Golfer will receive a sleeve of 3 premium golf balls with Sponsor's Company Logo
- Hole Sponsor - \$250**
  - Logo/sign placement at one tee box (Provide digital graphics for sign printing)
- Beverage/Snack Cart Sponsor - \$1,000 (Limited to 3)\***
  - Each Golfer will receive a can Koozie with Sponsor's Company Logo
  - Company Logo displayed on Beverage/Snack Cart

\*Exclusive Sponsorship Opportunities are on a first come, first serve basis. Payment must be made within 30 days of sign up for exclusive sponsorships, otherwise the Sponsorship Committee reserves the right to advertise the Sponsorship Opportunity.



## ASHE 2025 National Conference

Kalahari Resorts  
Pocono Manor, PA  
June 4 - 8, 2025

### SPONSORSHIP PAYMENT

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⇒ Make checks payable to "2025 ASHE National Conference"

**TOTAL DUE:** \$ \_\_\_\_\_

**AUTHORIZED SIGNATURE:** \_\_\_\_\_

**PRINT NAME:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Fill out and return this form along with payment to:

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G3 Engineering Inc.  
Attn: Joe Gillott / ASHE 2025 National Conference  
PO Box 54  
Waymart, PA 18472

For additional payment information, contact:  
Joe Gillott  
570-862-6312  
[jgillott@g3engineeringinc.com](mailto:jgillott@g3engineeringinc.com)

**For additional information, contact:** Joe Gillott at 570-862-6312 or [jgillott@g3engineeringinc.com](mailto:jgillott@g3engineeringinc.com)



# ASHE 2025 National Conference

Pocono Mountains, PA

June 4 - 8, 2025

## PROGRAM BOOK ADVERTISING

### PROGRAM BOOK ADVERTISEMENT OPPORTUNITIES

- Outside Back Cover (Full Page) – \$2,500
- Inside Front Cover (Full Page) – \$1,500
- Inside Back Cover (Full Page) – \$1,500
- Double Page (2 Full Pages) – \$2,500
- Full page – \$600
- Half page – \$400
- Quarter page – \$300

Ad Size	Height	Width
Full page	8"	4"
Half page	4"	4"
1/4 page	2"	4"

Please send a high-resolution version of your advertisement or logo in .jpg, .png, .eps or .pdf format to Rich Ames at [richard.ames@wsp.com](mailto:richard.ames@wsp.com). All logos and advertisements must be received no later than **March 1, 2025**.

COMPANY/ORGANIZATION: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

### PAYMENT METHOD:

TOTAL DUE \$: \_\_\_\_\_ *Please Make checks payable to: 2025 ASHE National Conference*

AUTHORIZED SIGNATURE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

SIGNATURE DATE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

Send this form along with payment to: 2025 ASHE National Conference  
 Attn: Rich Ames  
 WSP  
 1700 Market Street  
 Suite 1050  
 Philadelphia, PA 19103

For additional information, contact: Rich Ames at 215-208-8040 or [richard.ames@wsp.com](mailto:richard.ames@wsp.com)



## ASHE 2025 National Conference

Kalahari Resorts  
Pocono Manor, PA  
June 4 - 8, 2025

### EXHIBIT SPACES ARE NOW AVAILABLE!

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- ⇨ If you would like to participate as an exhibitor at the ASHE 2025 National Conference, please fill out and return this form. For up to date conference details, please visit our website at: [2025conference.ashe.pro](http://2025conference.ashe.pro)
- ⇨ The exhibitor fee is \$1,200 and includes two (2) complementary conference registrations (registration only- additional fee events are not included).
- ⇨ Exhibit space consists of a 8'x10' pipe and drape booth with 6' skirted table, 2 chairs, 110v 20amp power, wi-fi access, and standard head sign bearing your company name.
- ⇨ Double booths are available for a price of \$2,000, but do not include any additional conference registrations.
- ⇨ Payment for reserved booths must be received by April 30, 2025 to ensure inclusion in conference publicity and program book.

### Fill out and return this form by email to [fsumma@gpinet.com](mailto:fsumma@gpinet.com) or by mail to:

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Greenman Pedersen, Inc.  
Attn: Frank Summa / ASHE 2025 National Conference  
52 Glenmaura National Blvd., Suite 302  
Scranton PA 18505

**For additional information, contact:** Frank Summa at 570-880-7342 or [fsumma@gpinet.com](mailto:fsumma@gpinet.com)

### TOTAL DUE

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Please check one:    \$1,200 for single booth \_\_\_\_\_                    \$2,000 for double booth \_\_\_\_\_  
⇨ Make checks payable to "2025 ASHE National Conference"

### BOOTH PREFERENCE (see enclosed exhibit floor plan)\*

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First Choice \_\_\_\_\_

Second Choice \_\_\_\_\_

Third Choice \_\_\_\_\_

### CONTACT INFORMATION

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Company Name: \_\_\_\_\_

Exhibit Booth Representative Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

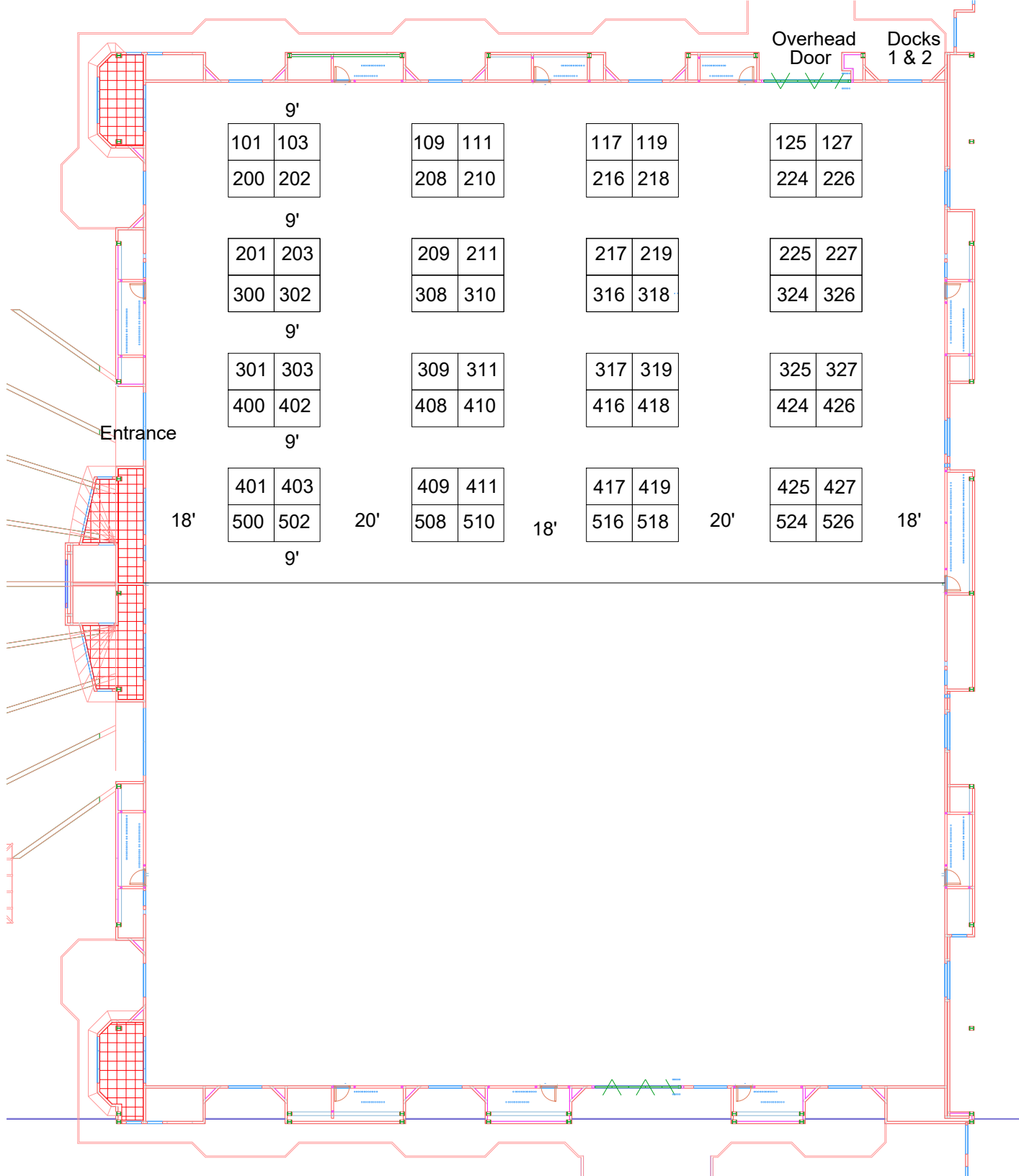
\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

\*Booths will be assigned as payment is received. Booth layout is subject to change. We will do our best to match your choice with respect to any revised layout.



ASHE 2025  
 June 5 & 6, 2025  
 Kalahari Resort  
 Kilimanjaro Ballroom -  
 2,7,8,9,10

Prepared by:

**General Exposition Services**  
 THE TRADE SHOW SERVICE CONTRACTORS

[www.generalexposition.com](http://www.generalexposition.com)

610-495-8866 Phone  
 6.12.24 C. McKenrick  
 64 - 8x10 Booths

Please note: Every effort has been made to ensure the accuracy of all the information contained on the floorplan. However, no warranties are made with respect to this floorplan. If the location of building columns, utilities or other architectural components of the building is a factor in the construction or usage of an exhibit. It is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations.