



American Society of Highway Engineers

2025 National Conference

June 4 - 8, 2025

Treasurer
Mark Boris
mboris@verdantas.com

Sponsorship Chair
Joe Gillott
JGillott@G3EngineeringInc.com

Technical Chair
Amanda Schumacher
ASchumacher@verdantas.com

Exhibit Chair
Frank Summa
fsumma@gpinet.com

Program Chair
Richard Ames
richard.ames@wsp.com

Registration Chair
Jim Brady
james.brady@stvinc.com

Reception Chair
Sean Pence
spence@trafficpd.com

Entertainment Chair
Mike Grantner
Michael.Grantner@stvinc.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

Volunteer Coordinator
Brian Teles
bteles@GPNET.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 600 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
John.Caperilla@CDRMaguire.com
Conference Co-Chair

Richard Cochrane
RCochrane@ashe.pro
Conference Co-Chair

Heather Heeter
Conference Co-Chair



ASHE 2025 National Conference

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

Conference Sponsorships

☐ 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

☐ 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

☐ 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

☐ 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

☐ 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

- | | |
|--|--|
| ☐ Mobile App Sponsor - \$3,500 (Limited to 1)* <ul style="list-style-type: none">- Logo placement on home screen for the mobile app- Logo displayed in Program Book | ☐ Hospitality Suite Sponsor - \$1,500 (Limited to 3) <ul style="list-style-type: none">- Logo placement in Hospitality Suite- Opportunity to provide "swag" in Hospitality Suite- Logo displayed in Program Book |
| ☐ Lanyard Sponsor - \$3,000 (Limited to 1)* <ul style="list-style-type: none">- Logo displayed on lanyard/badge holders- Logo displayed in Program Book | |

SOLD OUT

Golf Outing Sponsorships

- | | |
|---|--|
| ☐ Tournament Sponsor - \$5,000 (Limited to 1)* <ul style="list-style-type: none">- 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)* <ul style="list-style-type: none">- Company Logo displayed at Lunch |
| ☐ Ball Sponsor - \$2,500 (Limited to 1)* <ul style="list-style-type: none">- Each Golfer will receive a sleeve of 3 premium golf balls with Sponsor's Company Logo | ☐ Breakfast Sponsors - \$500 <ul style="list-style-type: none">- Company Logo displayed at breakfast |
| ☐ Beverage/Snack Cart Sponsor - \$1,000 (Limited to 3)* <ul style="list-style-type: none">- Each Golfer will receive a can Koozie with Sponsor's Company Logo- Company Logo displayed on Beverage/Snack Cart | ☐ Hole Sponsor - \$250 <ul style="list-style-type: none">- Logo/sign placement at one tee box (Provide digital graphics for sign printing) |

*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.



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

SPONSORSHIP PAYMENT

⇒ 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:

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

For additional information, contact: Joe Gillott at 570-862-6312 or 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** ☐ Full page – \$600
- ☐ Inside Front Cover (Full Page) – **\$1,500** ☐ Half page – \$400
- ☐ Inside Back Cover (Full Page) – **\$1,500** ☐ Quarter page – \$300
- ☐ Double Page (2 Full Pages) – **\$2,500**

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. All logos and advertisements must be received no later than ~~March 1, 2025~~ **Extended to April 15!!**

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
221 Mallard Drive
North Wales, PA 19454

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

Visit <http://2025conference.ashe.pro> for more information and to view conference details



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Pocono Manor, PA
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EXHIBIT SPACES ARE NOW AVAILABLE!

- ⇒ 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
- ⇒ 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 or by mail to:

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

TOTAL DUE

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)*

First Choice _____

Second Choice _____

Third Choice _____

CONTACT INFORMATION

Company Name: _____

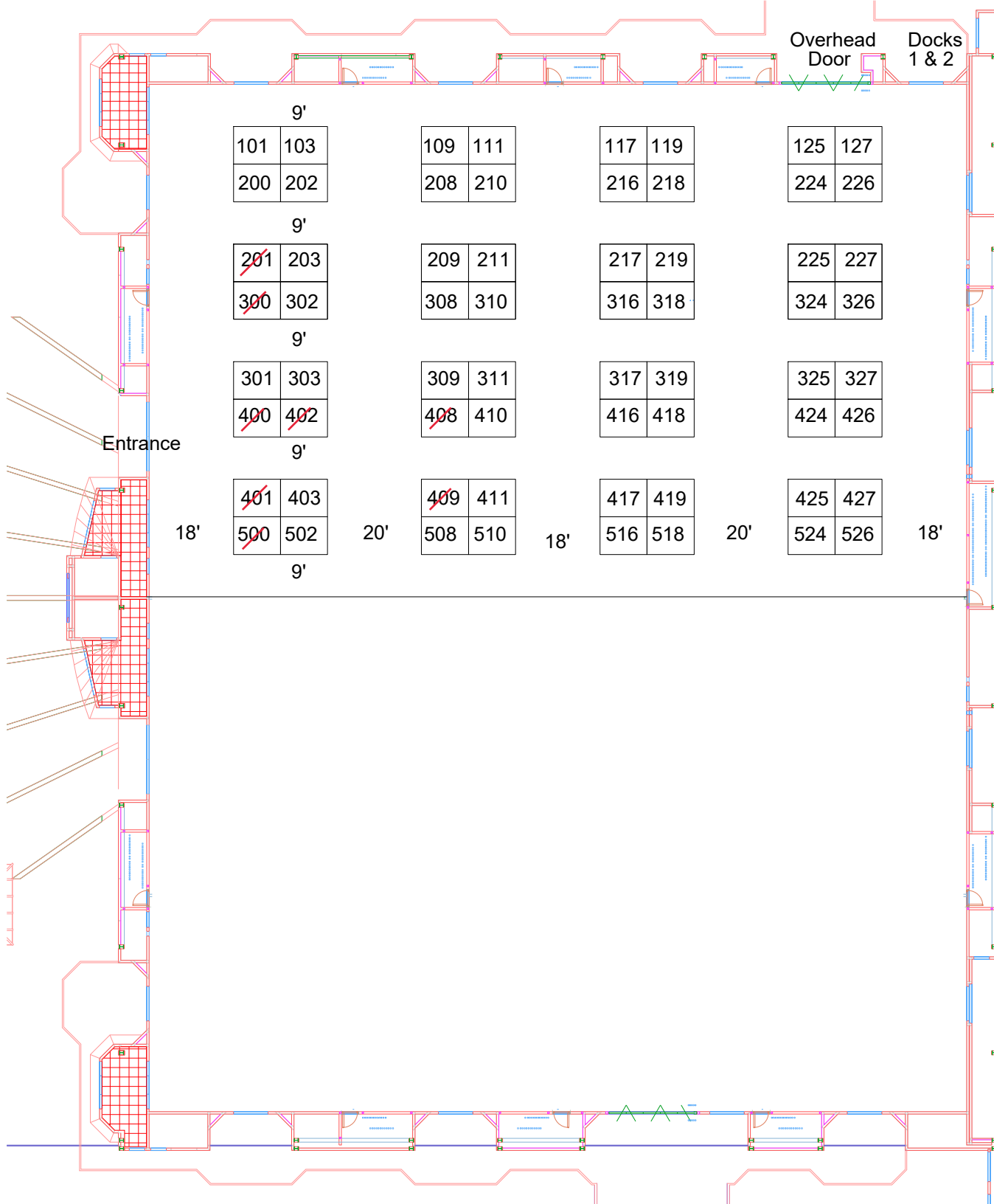
Exhibit Booth Representative Name: _____

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

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 componets of the building is a factor in the construction or usage of an exhibit. It is the sole responsiblity of the exhibitor to physically inspect the facility to verify all dimensions and locations.