



THE challenge OF CHANGE

2027 EXHIBITOR PROSPECTUS



April 12 - 15, 2027

Tampa Convention Center, Tampa, Florida

Rise to The Challenge of Change

Change is constant — but leadership is intentional.

The 2027 CGA Conference & Expo in Tampa invites you to embrace *The Challenge of Change* and position your organization at the forefront of transformation in underground damage prevention.

As new technologies emerge, regulations evolve and industry expectations shift, the companies that succeed are those willing to adapt, innovate and lead.

Join the industry's most influential decision-makers as we come together to exchange ideas, challenge assumptions and chart a bold course forward.

Navigate the Waves of Industry Change

The CGA Conference & Expo remains the largest global event dedicated to underground damage prevention — and in 2027, we're focused on building resilience in a rapidly evolving landscape.

Exhibiting at CGA means:

- Aligning your brand with leaders from CGA's 15 stakeholder groups
- Showcasing solutions that help the industry adapt and thrive
- Engaging directly with executives, owners and decision-makers
- Building meaningful connections in a highly targeted environment
- Positioning your company as a steady force in times of transition

85%

of attendees found the Expo Hall networking valuable.

94%

of exhibitors said #CGAexpo attracts the right audience for their business.

70%

of attendees are owners, executives or managers—the industry's top trailblazers.

The Industry at a Turning Point

Change creates opportunity — and the right audience matters.

CGA delivers a highly engaged, executive-level audience ready to invest in solutions that move the industry forward.

Turn the Tide for Your Business

Exhibiting at CGA 2027 Expo allows you to:

- Connect with qualified leads in a solution-driven environment
- Demonstrate innovation that meets today's evolving challenges
- Schedule strategic meetings through the event platform
- Access a verified attendee directory post-event
- Strengthen brand recognition at the industry's premier gathering
(CGA does not sell attendee lists.)

Beyond the Exhibit Floor Amplify Your Impact

Sponsorships

Make waves across the conference with high-visibility sponsorship opportunities designed to elevate your presence. **Visit cgaconference.com** to learn more.

Premium Booth Space

Position your brand where traffic flows.

Premium locations are placed near entrances, networking hubs and activation spaces like Tide Talks — ensuring consistent attendee engagement.

Why Premium?

- Highest visibility locations
- Increased foot traffic
- Proximity to networking lounges and feature activations
- Stronger brand presence
- Greater lead-generation opportunity

Investment

Premium booth locations are available for an additional fee above standard booth pricing.

Availability is limited and assigned on a first-come, first-served basis.

New For 2027!

TIDE*Talk!* *Where Ideas Rise!*

Tide Talks is a curated thought-leadership platform located directly on the Expo Floor — designed for organizations ready to influence the direction of underground damage prevention.

This is not a sales presentation. It is a strategic platform for perspective, insight and leadership.

In an industry navigating regulatory shifts, emerging technologies and operational transformation, Tide Talks provides a focused environment for executive-level messaging that positions your organization as a forward-thinking authority.

Hosted in a dedicated activation space using silent headset technology, Tide Talks delivers a distraction-free, high- engagement experience — allowing attendees to fully immerse themselves in your ideas.

What's Included:

- 20-minute executive-level presentation
- Dedicated Expo Floor thought-leadership space during Expo hours
- Silent headset format for focused engagement
- Curated, insight-driven environment (non-sales content)
- Limited sessions to preserve exclusivity

Ideal For:

- Industry research announcements
- Regulatory or policy insights
- Strategic frameworks
- Innovation roadmaps
- Future-focused leadership messaging

Investment:

\$1,000 per 20-minute session
(Limited availability)



DAMAGE Prevention LIVE

Prove It in the Field!

Damage Prevention LIVE delivers a high-impact, outdoor demonstration experience designed for companies whose solutions demand to be seen in action.

Located outside the Tampa Convention Center in a dedicated demonstration area, this activation creates a real-world environment where equipment, tools and technologies can perform under practical conditions.

This is where products move. Where equipment operates. Where attendees experience solutions firsthand.

Damage Prevention LIVE transforms interest into confidence by allowing decision-makers to see performance, ask detailed questions and engage directly with technical experts.

Why Participate:

- Conduct live, hands-on product demonstrations
- Showcase equipment in a field-relevant setting
- Engage beyond the traditional booth model
- Create high-impact, memorable interactions
- Generate stronger, experience-driven leads

Location:

Outdoor demonstration area adjacent to the Tampa Convention Center

Investment Options:

10 x 40 - \$2,500

10 x 20 - \$1,500

10 x 10 - \$1,100

Weather and safety guidelines apply.

INTERACT

THE challenge OF CHANGE

The Tide is Shifting.

The question is — will your company lead the change or follow it?

Reserve your booth today and join us in Tampa for the 2027 CGA Conference & Expo.

Visit cgaconference.com

| ITEM | MEMBER COST | NON-MEMBER COST |
|-----------------------|------------------------|------------------------|
| 10 x 10 Premium Booth | \$32.00 per sf/\$3,200 | \$42.00 per sf/\$4,200 |
| 10 x 10 Booth | \$30.00 per sf/\$3,000 | \$40.00 per sf/\$4,000 |
| 10 x 20 Booth | \$30.00 per sf/\$6,000 | \$40.00 per sf/\$8,000 |



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