

2026 Executive Board

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July 2026

Dear Conference Partner,

We would like to invite you to partner with us at the 2026 **APWA-North Carolina Combined Equipment Services and Streets Division Annual Conference**. This year's conference will be held October 28–30, 2026, at the **Harrah's Cherokee Hotel & Convention Center** in Cherokee, North Carolina. Online registration will start July 1, 2026; however, we are currently accepting mailed registrations.

This is an excellent opportunity for you to highlight your company's products and services to Public Works professionals from across North Carolina. We have developed an engaging program packed with professional development hours, networking opportunities, and fun activities. A complete list of activities and pricing is provided below under Event Sponsorship Opportunities.

Also included is the Partner Registration Form, along with detailed information about the event and partnership opportunities. All Partners will receive special recognition during the conference, so please be sure to provide the appropriate information when registering. **The deadline for Partner registration is October 9, 2026.** A \$100 late fee will apply to registrations received after that date. Exhibit space is available on a first-come, first-served basis, and additional registration cannot be accepted once all spaces are filled. We strongly encourage early registration.

New for 2026, we have simplified our Partner registration structure to provide greater flexibility for exhibitors. Partnership levels continue to include the same registration and recognition benefits; however, companies displaying equipment may now choose from three Equipment Display options based on the size of their display. This new format allows partners to select the partnership level that best fits their organization and then add the appropriate equipment display option, if needed. We hope this streamlined approach makes the registration process easier to understand and provides greater flexibility for showcasing equipment.

Partnership Opportunities

APWA–NC welcomes Partners who support the conference through sponsorships, exhibit participation, and event contributions. Partner support helps make this conference possible while providing valuable exposure to Public Works professionals from across North Carolina.

Partnership Levels

Select the partnership level that best fits your organization. Each partnership level includes conference registrations, recognition throughout the conference, and exhibit space as outlined below.

Platinum Partner – \$3,500+

- Three full conference registrations
- One 10' × 10' exhibit booth
- Premier recognition with top placement of your logo on all Partner signage and exclusive Platinum Partner recognition in dining and social areas

Gold Partner – \$2,500

- Two full conference registrations
- One 10' × 10' exhibit booth
- Prominent logo placement on Partner signage

Silver Partner – \$1,500

- One full conference registration
- One 10' × 10' exhibit booth
- Recognition on Partner signage

Bronze Partner – \$1,000

- One full conference registration
- Recognition on Partner signage
- Exhibit booth not included

All Partners will be listed in the conference event app with their contact information.

Exhibit Information

Standard exhibit booths measure **10' × 10'** and include one 6-foot table and one chair.

Exhibit Schedule

- **Equipment exhibitor setup:** Tuesday, October 27, 2026, 11:00 a.m. – 4:00 p.m.
- **Standard exhibitor setup:** Tuesday, October 27, 2026, 2:00 p.m. – 6:00 p.m.
- **Exhibit breakdown:** Thursday, October 29, 2026, 2:00 p.m. – 5:00 p.m.

Electrical service is available at no additional charge when requested on the registration form. Same-day electrical requests must be coordinated and paid directly through the Harrah's Cherokee Hotel & Convention Center.

Important: Equipment or vehicles displayed inside the convention center must have **no more than 1/8 tank of fuel**. Please do not refuel prior to entering the building.

Optional Add-Ons

To provide greater flexibility, equipment display space is now offered as an optional add-on to your selected Partnership Level. This new approach replaces the previous requirement to purchase multiple exhibit booths based on the size of your equipment display.

Equipment Display Upgrade (Optional)

Companies displaying vehicles or equipment may select one of the following display packages based on the space required. This option replaces the previous requirement to purchase multiple booth spaces based on equipment size.

Tier	Price	Display Space
Tier 1 – Basic	\$2,000	Up to 300 sq. ft. (10' x 30')
Tier 2 – Standard	\$4,000	Up to 600 sq. ft. (20' x 30' or 10' x 60')
Tier 3 – Expanded	\$5,250	Up to 800 sq. ft. (Flexible layout)

Additional 10' x 10' exhibit booths are available for \$1,000 each, and additional conference registrations may be purchased for \$250 per person beyond those included with your selected Partnership Level.

Partnership Opportunities

APWA-NC welcomes Partners for various activities—such as meals, breaks, and receptions—allowable under North Carolina statutes. If your company would like to support the conference through a monetary contribution, you will receive special recognition during the event.

Event Sponsorship Opportunities

We welcome your support for specific events. You may designate your contribution for one of the following:

- **Breakfast – Wednesday (\$2,000)**
- **Breakfast – Thursday (\$2,000)**
- **Breakfast – Friday (\$2,700)**
- **Lunch – Wednesday or Thursday (\$9,000 each)**
- **Morning or Afternoon Break – Wednesday or Thursday (\$2,000 each)**

Activity Sponsorships:

- **Golf Tournament – Drink Cart Sponsor (\$1,000) - Contact Ben Taylor at (336) 480-5643 for details.**
- **Cornhole Tournament – Wednesday Night (\$5,000 for bar/food, \$100 for prizes)**
- **“Attitude Adjustment” – Thursday Night (\$10,000 for food and adult beverages)**

If you would like to sponsor a specific event, please indicate so on your Partner Registration Form. For exclusive sponsorship opportunities, contact Cindy Forrester at (704) 215-1340 or Bobby Hatley at (828) 323-7500. Partners are also encouraged to contribute door prizes with business cards for acknowledgment.

Hotel Accommodations:

- **Harrah’s Cherokee Hotel & Convention Center**
777 Casino Drive, Cherokee, NC 28719
(833) 320-7740

Please do not hesitate to reach out with any questions. We look forward to collaborating with you and seeing you at the 2026 Combined Equipment Services and Streets Division Annual Conference!

Sincerely,

Cindy Forrester, City of Gastonia

APWA-NC Vice President / Equipment Services

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Bobby Hatley, City of Hickory

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