

# APWA Mobile App\*

## Go MOBILE at the 2026 North American Snow Conference and PWX 2026

The 2026 North American Snow Conference (Cleveland, Ohio, April 26–29), and the PWX 2026 (Houston, Texas, August 30–September 2) are the once-a-year opportunities to reach customers and prospects gathered in the same place.

Advertising to APWA event attendees through the new mobile app offers a cost-effective, high-impact placement that will drive traffic to your booth and website.

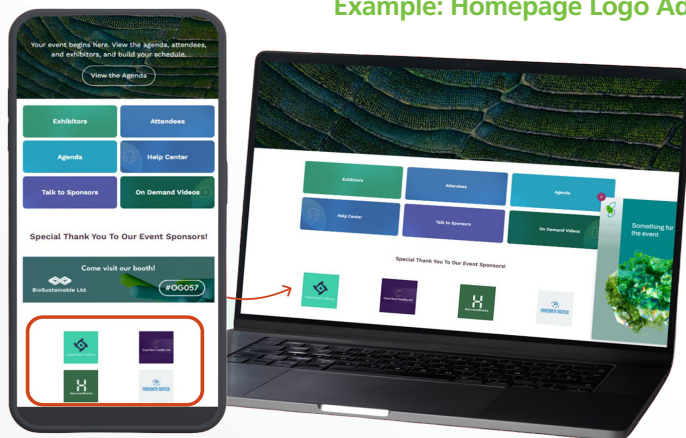
Options include:

- Logo on the homepage. Your logo will redirect to your designated URL.
- Banner ad on high-traffic pages such as agenda and speakers. You can reach attendees where they're most engaged in the app.

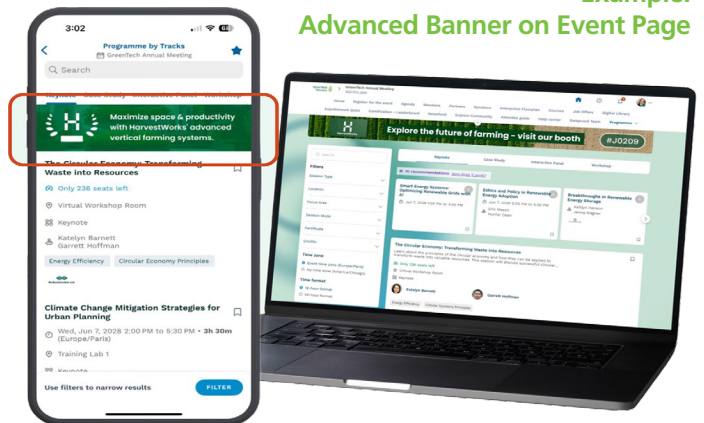
All mobile app advertising comes with reporting on views and click-throughs. The number of banner and logo placements is limited. Check with your sales rep to see what's available.

*\*Opportunity available to exhibitors only.*

Example: Homepage Logo Ad



Example: Advanced Banner on Event Page



## Production specifications

**Dimensions:** 300 x 300 pixels (1:1)

**Image file format:** PNG, JPG, or GIF. Max 300kb

## Production specifications

**Dimensions:** Desktop: 2520 x 180 pixels (14:1)

Mobile: 720 x 180 pixels (4:1)

**Image file format:** PNG, JPG, or GIF. Max 5MB

**Mobile App Homepage Logo w/ URL:** \$1,000

**Mobile App Landing Page Banner:** \$1,500

# PWX 2026 Pocket Guide

## 2026 Pocket Guide

**The Public Works Expo (PWX)** is the largest exhibition of its kind in the public works industry. It is that once-a-year opportunity to reach customers and prospects gathered in the same place. PWX 2026 will take place in Houston, Texas, August 30–September 2, 2026. The PWX 2026 Pocket Guide is distributed to several thousand attendees as part of their registration materials. It provides them with daily schedule information, maps of the exhibit floor and convention center, and essential show information.

Advertising space is available throughout the guide, allowing you to put your brand front and center, increase booth and website traffic, and boost sales. The Pocket Guide is a fantastic tool that allows attendees to better navigate their PWX experience.

Ask your Fox Representative for special bundled pricing with the PWX Pocket Guide and the PWX Mobile App.

**Space deadline: July 10, 2026 | Materials deadline: July 20, 2026**

## Production specifications

**Dimensions: Covers (two available): 3.75" x 8" | Rectangle ads (6 available): 3.25" x 2"**

**Image file format:** PDF, TIFF, JPG, 300 dpi.



## Rates:

Pocket Guide Covers: \$2,750

Rectangle Ad: \$1,545

*Note: All advertising materials must be submitted via [APWA's Advertising Materials Portal](#). Questions may be directed to [marketing@apwa.org](mailto:marketing@apwa.org).*

## Annual Buyer's Guide



Published as part of the March issue of the *APWA Reporter*, the Annual Buyer's Guide is your best media vehicle for reaching the decision-makers in the public works marketplace.

Designed to be THE go-to handy, round-the-year guide for our members to keep on their desks. This issue has been the favorite reference for products and services available in the public

works industry for more than a decade.

### The 2026 edition will include:

Both an alphabetical and a categorical listing of the rapidly growing list of corporate APWA members.

**Rates: See page 4**

**Space Deadline: February 5, 2026**

**Materials Deadline: February 12, 2026**