63rd Annual Alabama Transportation Conference

Exhibitor Prospectus

February 11-12, 2020

Renaissance Montgomery Hotel & Spa
at the Convention Center
We are excited to invite you to exhibit at the 63rd Annual Alabama Transportation Conference at the Renaissance Montgomery Hotel & Spa at the Convention Center in Montgomery, February 11-12, 2020. This prospectus serves as your guide to register your company to exhibit as well as outlining the opportunities you will have to reach conference attendees. This is the ideal place to:

- Introduce new products and services
- Generate new sales leads
- Give product demonstrations
- Build customer relationships

**Sponsorship opportunities are also available!**

See page 5 for more information.

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**About the Conference**

Auburn University’s Civil Engineering Department and the Program Committee have designed the 63rd Annual Alabama Transportation Conference to provide an opportunity for attendees to share innovative advances in transportation planning, design, construction, operations and maintenance. Technical sessions, luncheons, and breaks will be provided to create a forum for the exchange of ideas between transportation engineering and construction professionals.

**Our Attendees**

Over the last few years the Alabama Transportation Conference has averaged approximately 900 attendees. We anticipate a similar attendance in 2020. Attendees will include federal and state highway personnel, road and bridge building contractors, county and city engineers, consulting engineers, construction material vendors, researchers, professional society representatives, and university faculty members.

**Trade Expo Questions?**

Questions should be directed via email to the Alabama Transportation Assistance Program at atap@auburn.edu.
Exhibitor Schedule
February 11-12, 2020

Booth Set-up
Monday, February 10
5:00 pm — 9:00 pm CST

Tuesday, February 11
6:30 am — 8:30 am CST

Trade Expo Hours
Tuesday, February 11
8:30 am — noon CST
1:30 pm — 6:30 pm CST

Wednesday, February 12
7:30 am — noon CST
1:30 pm — 3:30 pm CST

Booth Dismantle
Exhibitors are encouraged to remain for the duration of the conference. All displays must be removed from the exhibit space by 5:00 pm on February 12.

Booth Pricing

Premium ........................................... $1,500
- 10’ x 10’ booth includes:
  pipes and drapes, table, two chairs, wastebasket and exhibitor sign
- two conference registrations
- preferred booth location
- company name in final conference program
- one promotional item, provided by company, to be included in conference bag given to each attendee at conference registration check-in (must be sent to ATAP no later than January 15, 2020)
- company logo displayed during:
  • registration
  • prior to the start of the Opening General Session and Plenary Session
  • all breaks (excluding luncheons)
  • Welcome Reception

Standard ............................................. $900
- 10’ x 10’ booth includes:
  pipes and drapes, table, two chairs, wastebasket and exhibitor sign
- one conference registration
- company name in final conference program

Additional Representatives
Exhibitors and Sponsors may register additional representatives at the regular conference registration fee of $225. Registrations should be completed online at https://aub.ie/addlreps-atc2020.

Booth Reservation & Payment
Reserve your Company’s exhibit booth online at https://aub.ie/exhibitors-atc2020. If you would like to mail your registration, please download and complete the registration form. Return form and payment to ATAP, 202 Ramsay Hall, Auburn AL 36849.
Exhibit Booth Information

Exhibit Space
All exhibit space will be assigned as registrations are received. Premium Exhibitors will be assigned premium booth locations on a first-come first-served basis. Exhibitors will be notified of their space assignment approximately two weeks prior to the Conference. The Alabama Transportation Assistance Program reserves the right to relocate exhibitors or modify the floor plan should it be deemed necessary.

Exhibitor Services
Within a few days of your completed registration you will be contacted by a representative from Fern Expo to discuss any additional items you may require to customize your booth based on your specific needs. These additional items include electricity, internet, additional furniture items, etc. Please note that there will be additional fees assessed for any additions to the basic amenities of your booth.

Cancellation Policy
Due to commitments to our speakers and facilities, the Exhibit Booth fee is non-refundable if a sponsor withdraws less than ten business days before the conference. Representatives may be substituted at any time; please notify us in advance, if possible. Auburn University reserves the right to cancel this event due to unforeseen circumstances. This decision is usually made no later than five business days prior to the event. If this event is canceled for any reason, all fees will be refunded. Auburn University will not be responsible for travel expenses incurred by a sponsor as the result of a cancelled program.

Premium Exhibitors
Please note that registration is NOT complete until your company logo has been received by the Alabama Transportation Assistance Program. Acceptable file types include jpg, png and eps. Logos may be submitted by email to atap@auburn.edu or by uploading it here.

Accommodations
Exhibitors are responsible for making their own hotel accommodations. A group rate is available at the Renaissance Montgomery Hotel & Spa at the Convention Center. To book your room at the conference group rate of $149 plus tax visit https://aub.ie/accommodations-ATC2020. The group rate ends January 13, 2020.
Sponsorship Opportunities

This year we are offering three different sponsorship opportunities. Each opportunity is limited to \textbf{ONE} Sponsor on a first-come first-serve basis. Take advantage of these opportunities to feature your company in a unique way. Register online at \url{https://aub.ie/sponsors-atc2020}. Logos may be submitted by email to atap@auburn.edu or by uploading it \textit{here}.

\textbf{Luggage Tag Sponsor} .................................................................................................................. $4,000

- Logo will be printed on luggage tag which will be attached to a 2020 Annual Alabama Transportation Conference bag given to each attendee at conference registration check-in (approximately 900) Logo must be sent to ATAP by December 13, 2019.
- Includes one conference registration

\textbf{Lanyard Sponsor} .......................................................................................................................... $3,500

- Logo will be printed on lanyards handed out to each attendee at conference registration check-in (approximately 900) Logo must be sent to ATAP by December 13, 2019.
- Includes one conference registration

\textbf{Room Key Sponsor} ...................................................................................................................... $2,500

- Logo will be printed on the Renaissance Montgomery Hotel room keys given out to those who have reserved a room in the conference room block (approximately 190 keys) Logo must be sent to ATAP by December 13, 2019.
- Includes one conference registration
Tentative Conference Program

Tuesday, February 11, 2020

8:30 am  Registration Opens
10:30 am  Opening General Session
12:10 pm  Governor’s Luncheon
1:30 pm   Concurrent Technical Sessions
3:00 pm   Break
3:30 pm   Concurrent Technical Sessions
5:00 pm   Welcome Reception
6:30 pm   Trade Expo Closes

Wednesday, February 12, 2020

8:00 am  Trade Expo Opens
8:30 am  Plenary Technical Session
10:00 am  Break
10:30 am  Concurrent Technical Sessions
12:10 pm  Transportation Director’s Luncheon
1:30 pm   Concurrent Technical Sessions
3:00 pm   Conference Adjourns
3:30 pm   Trade Expo Closes

Welcome Reception

This year conference organizers have added a new event to the agenda. On Tuesday, February 11, from 5:00 to 6:30 pm conference attendees, exhibitors, and sponsors are invited to attend a Welcome Reception. The reception will be held in the Exhibit Hall to provide attendees an extended Trade Expo experience while networking with exhibitors, sponsors and other conference attendees.

Alabama Transportation Assistance Program

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