

67th Annual Alabama Transportation Conference



Alabama Transportation Conference

Sponsor/Exhibitor Prospectus

BJCC

Birmingham, Alabama

February 6 - 7, 2024



We are excited to invite you to exhibit at the **67th Annual Alabama Transportation Conference** at the BJCC in Birmingham, Alabama, February 6-7, 2024.

This prospectus serves as your guide to register as a sponsor or exhibitor as well as outlining the opportunities you will have to reach conference attendees. The Alabama Transportation Conference is the ideal place to:

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

About the Alabama Transportation Conference

The Auburn University Transportation Research Institute and the Technical Program Committee have designed the 67th Annual Alabama Transportation Conference program 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.

Over the last few years, the Alabama Transportation Conference has averaged approximately 950 attendees; we anticipate a similar attendance in 2024. 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.

Exhibitor Information

Exhibitor - \$ 2,500

- Two complimentary conference registrations
- Exhibit booth located in Exhibit Hall 1
- Company **LOGO**
 - at registration table
 - on standby screens between technical sessions
 - in final printed brochure
 - on conference website
- Available until Friday, January 19, 2024

Sponsorship Information

Conference Lanyard - \$ 3,000

- One complimentary conference registration
- Company **NAME**
 - on conference lanyard
- Company **LOGO**
 - at registration table
 - on standby screens between technical sessions
 - in final printed brochure
 - on conference website
- Only available to one company
- Available until Friday, January 12, 2024



Conference Notebook - \$ 2,000

- One complimentary conference registration
- Company **NAME**
 - on conference notebook
- Company **LOGO**
 - at registration table
 - on standby screens between technical sessions
 - in final printed brochure
 - on conference website
- Only available to one company
- Available until Friday, January 12, 2024



Sponsorship Information-Continued

Drink Coaster - \$ 2,000

- One complimentary conference registration
- Company **LOGO**
 - on conference coaster
- Company **LOGO**
 - at registration table
 - on standby screens between technical sessions
 - in final printed brochure
 - on conference website
- Only available to one company
- Available until Friday, January 12, 2024



Lunch Cooler Tote - \$ 3,500

- One complimentary conference registration
- Company **LOGO**
 - on conference lunch tote
- Company **LOGO**
 - at registration table
 - on standby screens between technical sessions
 - in final printed brochure
 - on conference website
- Only available to one company
- Available until Friday, January 12, 2024



Wi-Fi Sponsor - \$ 2,500

- One complimentary conference registration
- Company **LOGO**
 - at registration table
 - on standby screens between technical sessions
 - in final printed brochure
 - on conference website
- Only available to one company
- Available until Friday, January 12, 2024



Additional Representatives

Any additional representatives beyond the complimentary registration described above, shall register online at the link below. Registration deadlines and rates are as follows:

Early Registration Rate: \$300 (ends 1/8/24)

Standard Registration Rate: \$350

Walk-In Registration Rate: \$400

<https://aub.ie/ATC2024Registration>

Exhibitor/Sponsor Registration

If you are interested in taking advantage of these exhibitor/sponsorship opportunities, you can register online at the link below or by calling (800) 446-0382. Please e-mail Carla Story at cvs0009@auburn.edu to provide the name of the representative(s) that will be using the registration(s).

Exhibitor Registration: <https://aub.ie/ATC2024exhibitors>

Sponsor Registration: <https://aub.ie/ATC2024Sponsors>

Exhibitor Details

Booth Details

Each 10' x 10' exhibit booth includes pipe and drape, a 6-foot table, two chairs, and a wastebasket. Exhibit booths will be set up in Exhibit Hall 1. All breaks, as well as the Welcome Reception, will be held at this location.

Booth Set-Up

For large display equipment, exhibitors will need to load/unload materials at Dock 4 located on 11th Avenue North. Exhibit booths can be set up during the following hours:

Monday, February 5

Tuesday, February 6

Exhibit Space

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 Details-Continued

Exhibit Services

Optional items, such as power service, internet, video displays, etc., will be available at an additional cost and provided by Edlen Electrical Exhibition Services. If you wish to acquire these additional services, please refer to the Exhibitor Services Form at the end of the Exhibitor Prospectus for additional information.

Exhibitors must order electrical services online at **BJCCORDERING.EDLEN.COM**. Please note that orders must be received by Edlen Electrical Exhibition Services before **1/16/2024**.

Booth Removal

Exhibitors are encouraged to remain for the duration of the conference. All displays must be removed from the exhibit space by 3:00 pm on February 7, 2024.

Additional Information

Welcome Reception

On Tuesday, February 6, from 5:00 pm to 6:30 pm conference attendees and exhibitors are invited to attend the Welcome Reception. The reception will be held in Exhibit Hall 1 to provide attendees an additional networking opportunity.

Accommodations

The Alabama Transportation Assistance Program has reserved a room block for conference attendees at the Sheraton Birmingham Hotel, February 5 – 6, 2024. Please note that all conference participants are responsible for making their own lodging arrangements directly with the hotel. The conference group rate is \$165 plus tax. The last day to book your reservation with this rate is Monday, January 8, 2024. In order to make your reservation, please visit <https://aub.ie/atc2024-lodging>

Cancellation Policy

Due to commitments to our speakers and facilities, the Exhibit Booth fee is non-refundable if withdrawn less than ten business days prior to 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 an exhibitor as the result of a cancelled program.

Conference Schedule

Tuesday, February 6, 2024

- 8:30 am Registration and Exhibit Hall Open with Continental Breakfast
- 10:30 am Opening Plenary Session
- 12:10 pm Transportation Director'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 Exhibit Hall Closes

Wednesday, February 7, 2024

- 7:30 am Exhibit Hall Opens with Continental Breakfast
- 8:30 am Concurrent Technical Sessions
- 10:00 am Break
- 10:30 am Concurrent Technical Sessions
- 12:10 pm Governor's Luncheon
- 1:30 pm Conference Adjourns and Exhibit Hall Closes

Alabama Transportation Assistance Program
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