

ALABAMA TRANSPORTATION CONFERENCE

Sponsor / Exhibitor Prospectus

Von Braun Center

Huntsville, Alabama

February 17-18, 2027

We are excited to invite you to exhibit at the 70th Annual Alabama Transportation Conference at the Von Braun Center in Huntsville, Alabama on February 17-18, 2027.

This prospectus serves as your guide to register as a sponsor or exhibitor as well as outlining the opportunities you will have to reach the 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 70th 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 2027. 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 - $2,600

- Two complimentary conference registrations
- Exhibit booth located in Exhibit Hall 2
- Company LOGO
    - At Exhibit Hall
    - On standby screens between technical sessions
    - In final printed brochure
- Available until Friday, January 22, 2027

Sponsorship Information

Food Sponsor - $5,000

- Signage at food area
- Complimentary booth with one complimentary conference registration
- Company LOGO
    - On standby screens between technical sessions
    - On printed boards at venue
- Recognition on social media / newsletter
- Available until Friday, January 22, 2027

Notebook - $3,000

- One complimentary conference registration
- Company NAME
    - On conference item
- Company LOGO
    - At Exhibit Hall
    - On standby screens between technical sessions
    - In final printed brochure
- Only available to one company
- Available until Friday, January 8, 2027

Faux Leather Kickstand Phone Wallet - $4,000

- One complimentary conference registration
- Company NAME
    - On conference item
- Company LOGO
    - At Exhibit Hall
    - On standby screens between technical sessions
    - In final printed brochure
- Only available to one company
- Available until Friday, January 8, 2027

Micro Sticky Notebook - $4,000

- One complimentary conference registration
- Company NAME
    - On conference item
- Company LOGO
    - At Exhibit Hall
    - On standby screens between technical sessions
    - In final printed brochure
- Only available to one company
- Available until Friday, January 8, 2027

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 1/7/2027)
- Standard Registration Rate: $350 (starts 1/8/2027)
- Walk-In Registration Rate: $400
- Retirees: $50
- Students: $50

https://aub.ie/2027ATC

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 email Carla Story at cvs0009@auburn.edu to provide the name of the representative(s) that will be using the registration(s).

Exhibitor Registration: **aub.ie/atc2027exhibitor**

Sponsor Registration: **aub.ie/atc2027sponsor**

Exhibitor Details

Booth Details

Each 10' x 8' exhibit booth includes pipe and drape, a 6-foot table, two chairs, and a wastebasket. Exhibit booths will be set up in East Hall 2. All breaks, as well as Welcome Reception will be held at this location.

Booth Set-Up

For large display equipment, exhibitors will need to load / unload materials in front of the Main Box Office at 700 Monroe Street. Exhibit booths can be set up during the following hours:

Tuesday, February 16

3:00 – 5:00 pm CT

Wednesday, February 17

7:00 – 8:30 am CT

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.

Exhibit Services

Optional items, such as power service, internet, video displays, etc. will be available at additional cost and provided by the Von Braun Center. After registration, exhibitors will receive follow-up information regarding shipping, electrical, or additional equipment needs. This communication will be directly within the Von Braun Center.

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 18, 2027.

Additional Information

Welcome Reception

On Wednesday, February 17, 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 East Hall 2 to provide attendees with additional networking opportunities.

Accommodation

The Alabama Transportation Conference has reserved a room block for conference attendees at the Embassy Suites by Hilton, Hampton Inn & Suites Huntsville Downtown, AC Hotel Huntsville Downtown and Trilogy Hotel Huntsville, February 16-18, 2027. Please note that all conference participants are responsible for making their own lodging arrangements directly with the hotel. The last day to book your reservation with these rates all begin to close on January 16, 2027, or when the hotel block is full. To make your reservation, please visit:

https://aub.ie/2027ATC

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 canceled program.