



feb 26-27



2024 
ASPHALT
CONFERENCE

EXHIBITOR & SPONSORSHIP PROSPECTUS

Exhibitors & Sponsors have been the key to making the OAPA Asphalt Conference a hit and allowing us to grow every year. Like last year, we are combining the best ways to showcase your company - in-person and virtual! Your registration will include a 10 x 10 booth with lots of opportunities to meet face to face. You also have several creative sponsorship opportunities this year.

Exhibitor Booths: Your standard 10 x 10 booth, including company name sign, allow you to display company details and meet face-to-face with interested attendees. With limited spaces available, all booths are in a great spot to ensure traffic past your display.

Meals & Breaks: Sit down and enjoy your lunch with attendees! Meals and breaks will be held in the Exhibit Hall, including the Monday evening reception. Your registration includes all food & beverage.

Exhibitor Documents: Help attendees to learn about your company and products by uploading relevant content right to your exhibitor portal, such as brochures, videos, and links. Exhibitors are featured on the OAPA Conference website and in the Conference app.

Sponsor and Exhibitor Lists: We have dedicated areas within the in-person & virtual event for sponsor and exhibitor lists that are easily searchable for attendees. They will be organized by sponsorship level to give prominent placement to the most valuable sponsorship levels.

Sponsored Sessions: You can sponsor a session to give your company exposure to target groups of attendees. You will be featured on the agenda & with signage as sponsor of that session and receive a list of participants to your sponsored session.

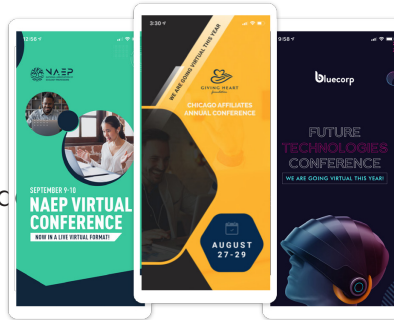
Featured Video in Event App: Videos can be one of the best ways to grab attendees' attention. You can display and feature your video right in the homepage of the Event App to showcase your products.

Sponsored Video Ads: Commercials will play prior to sessions, during breaks and before virtual and in-person sessions to showcase your company and offerings.

Featured Sponsors: You can maximize your visibility by being featured on high traffic areas of our event. You can be highlighted right on the homepage of both the virtual event web experience, event app and in-person signage.

Sponsor Splash Pages: You can be featured on the splash page of our Event App. This full page ad is prime real estate that every attendee will see when they launch the app.

Extra Attendees: Your booth registration comes with one additional attendee. Attendees have access to all events throughout the duration of the Conference. If you or other attendees want to attend sessions to earn PDH, please contact Chanté Kizer.

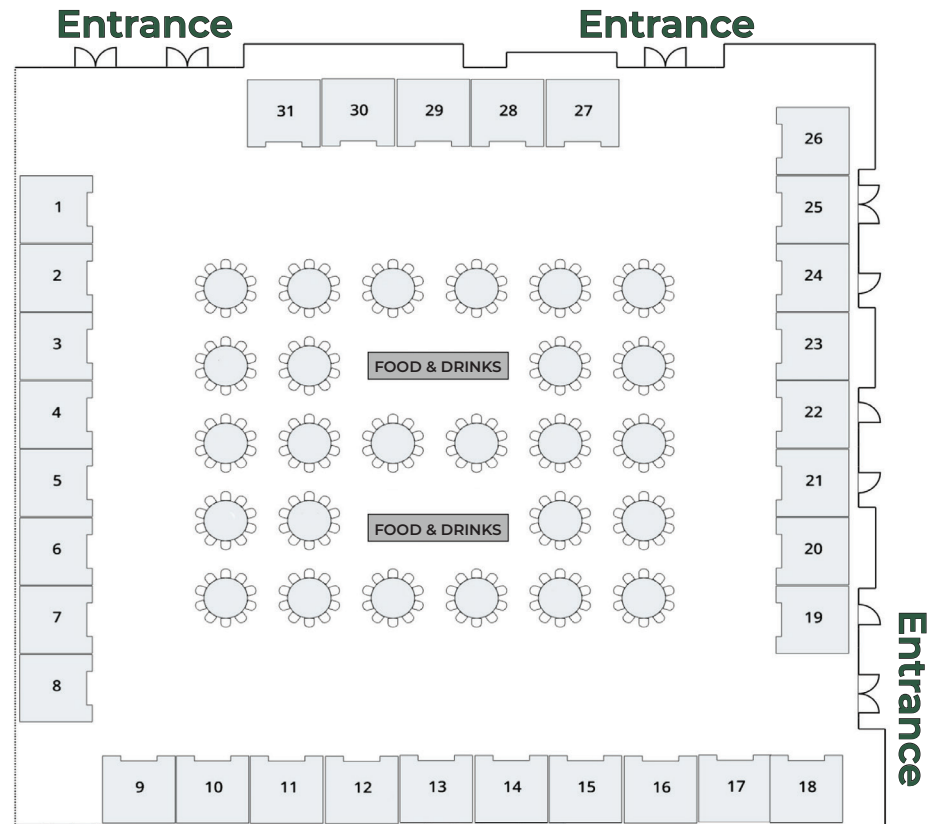


Additional sponsorship levels earn you more registrations! Additional registrations beyond free registrations will cost \$235 per person. **All booth attendants must be registered for the Conference.**

Hotel Accommodations: Overnight accommodations are available at the Embassy Suites Hotel & Conference Center. Exhibitors should make hotel reservations directly with the hotel. The hotel is connected to the Conference Center and everything is under one roof. To obtain the OAPA special room rate, please use the group rate "OPA". You can make your room reservations online or by calling (866) 577-1273 or registering online. The room rate is \$128. The cutoff date for the special OAPA rate is February 11, 2024.

Heavy Equipment Showcase: This year, we are able to offer outdoor space to showcase your heavy equipment. The parking lot is just to the east of the Conference Center entrance. Outdoor exhibit space will be offered at no additional cost to your indoor booth cost, for exhibit space sized 18 ft x 20 ft or smaller. If larger space is required, it will be charged at \$1 per square foot utilized.

If you only wish to utilize the outdoor exhibit space and do not wish to set up an indoor booth, the outdoor exhibit space is the same price as the indoor booth (\$650 for members, \$1250 for non-members) for an 18 ft x 20 ft exhibit space.



All food and drinks are in the Exhibit Hall!

Customize your sponsorship experience!

Choose your level of sponsorship or a la carte opportunities to make the 2024 OAPA Asphalt Conference the most productive for your company!

	Gold \$5000	Silver \$3000	Bronze \$1500	Exhibitor \$650 - Member \$1250- Non Member
Pre-Conference Promotion				
Company logo & profile on our conference website	●	●	●	●
Company logo in our promotional emails	●	●	●	
Social media promotion	●	●	●	
Conference Access, Branding & Networking				
Exhibitor 10 x 10 booth with online booth display access & outdoor equipment showcase space	●	●	●	●
Additional attendee registration	4	3	2	1
Sponsored session (with attendee list)	2	1	1	
Featured listing on event homepage and in Event App	●	●		
Post-Conference Promotion				
Company logo in post-conference thank you email	●	●	●	●
Dedicated post-conference email communication from Sponsor	●			
Dedicated post-conference survey questions to attendees	●			

A La Carte Opportunities:

Type (# available)	Description	Price
Commercial/Video Ads (18)	Play a video while attendees are waiting for the session to start.	\$1500
App Splash Screen Sponsor (1)	Have exclusive sponsorship on the flash screen of our Event App. It is shown every time the app opens.	\$2500
Session Sponsorship (14)	Sponsor a specific session (your choice based upon availability) and receive attendee list for that session.	\$500
Awards Luncheon Sponsor (1)	Exclusive sponsorship of the 50th Annual Awards Luncheon (4 free registrations)	\$4000
Tuesday Lunch Sponsor (1)	Exclusive sponsorship of Tuesday's lunch in the Exhibit Hall (3 free registrations)	\$3000
General Session Speaker Sponsor (3)	Exclusive sponsorship of a single General Session speaker (2 free registration)	\$1500
Reception Sponsor (1)	Exclusive sponsorship of the Monday Evening Reception (2 free registrations)	\$2500
Break Sponsor (3)	Exclusive sponsorship of the morning or afternoon snack break in the Exhibit Hall (2 free registrations)	\$1500

CONFERENCE AGENDA • FEB 26-27, 2024

AGENDA | EMBASSY SUITES NORMAN

okhotmix.com/conference

DAY 1 | MONDAY, FEB 26

TODAY'S EVENTS | MORNING - UNIVERSITY BALLROOM

BUILDING THE PAVEMENT OF TOMORROW...TODAY with Chris Wagner
8:00 am - 9:00 am

OK TRANSPORTATION with Brian Taylor
9:00 am - 10:00 am

BREAK | EXHIBIT HALL

TYTEFAS with David Miguel
10:30 am - 12:00 pm

AWARDS LUNCHEON

TRACK 1 | INNOVATION OKLAHOMA AB

**HARM REDUCTION STRATEGIES
TO REDUCE OVERDOSE DEATHS**
with Jason Hall
1:30 pm - 2:30 pm

**CONTINGENCY PLANNING: NOTHING BAD
HAPPENS UNTIL SOMETHING BAD HAPPENS**
with Chuck Fuller
2:30 pm - 3:30 pm

BREAK | EXHIBIT HALL

NCAT TEST TRACK RESULTS & CURRENT DATA
with Buzz Powell
4:00 pm - 5:00 pm

TODAY'S EVENTS | EVENING

RECEPTION with Exhibitors
5:00 pm - 6:00 pm

DAY 2 | TUESDAY, FEB 27

TRACK 1 | CONSTRUCTION OKLAHOMA AB

**NEW GENERAL PERMIT FOR
HOT ASPHALT FACILITIES**
with Richard Kienlen
8:30 am - 9:30 am

**OKLAHOMA DEQ REQUIRED
PLANT RECORDS**
with Emanuel Smith
9:30 am - 10:30 am

BREAK | EXHIBIT HALL

**CONTINGENCY PLANNING: NOTHING BAD
HAPPENS UNTIL SOMETHING BAD HAPPENS**
with Chuck Fuller
11:00 am - 12:00 pm

LUNCH | EXHIBIT HALL

TRACK 1 | CONSTRUCTION

BMD IN OKLAHOMA
with David Vivanco
1:00 pm - 2:00 pm

**ASPHALT SUSTAINABILITY:
KEEPING SCORE**
with Danny Gierhart
2:00 pm - 3:00 pm

CONCLUSION OF CONFERENCE

TRACK 2 | ENGINEERING OKLAHOMA CD

**IMPACT OF SUBGRADE MODIFICATION
& BASE STABILIZATION**
with Buzz Powell
8:30 am - 9:30 am

**WHAT'S DIFFERENT ABOUT AIRFIELD
ASPHALT & WHY?**
with Danny Gierhart
9:30 am - 10:30 am

IDEAL CT AND IDEAL RT
with Dr. Fujie Zhou
11:00 am - 12:00 pm

TRACK 2 | ENGINEERING

THICK LAYER PAVING
with Buzz Powell
1:00 pm - 2:00 pm

ADDITIVE GROUP EXPERIMENT
with Buzz Powell
2:00 pm - 3:00 pm



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EXHIBITOR & SPONSOR REGISTRATION

Embassy Suites Hotel & Conference Center, Norman, OK • www.okhotmix.com/conference

Registration is now simplified!

Select your level of sponsorship and your booth representative. They will then receive an online link to customize your company's booth and attendees. **Please print all information legibly. Booth selection will happen in the Exhibitor Portal, but feel free to note your choice when you return your registration.**

COMPANY INFORMATION

Company Name				
Address				
City			State	Zip Code
Booth Representative			Email	
Representative Phone Number			Company Website	

EXHIBITOR ONLY REGISTRATION OPTIONS

Exhibitor 10 x 10 booth with online booth display access & outdoor equipment showcase space	Member	x \$650 =	Non-Member	x \$1250 =
Additional outdoor space	Display Size Needed			

SPONSORSHIP OPTIONS (# available)

Gold Sponsor (2)	x \$5000 =	Commercial/Video Ad (18)	x \$1500 =
Silver Sponsor (3)	x \$3000 =	App Splash Screen (1)	x \$2500 =
Bronze Sponsor (5)	x \$1500 =	Session Sponsorship (25)	x \$500 =
Awards Luncheon Sponsor (1)	x \$4000 =	Tuesday Lunch Sponsor (1)	x \$3000 =
General Session Sponsor (3)	x \$1500 =	Reception Sponsor (1)	x \$2500 =
Break Sponsor (2)	x \$1500 =	Total Sponsorship:	