

DECEMBER 3-5, 2024

COLLABORATE

INNOVATE

EDUCATE

MID-ATLANTIC

ASPHALT EXPO & CONFERENCE

**GREATER RICHMOND CONVENTION CENTER
RICHMOND, VIRGINIA**



WWW.MIDATLANTICASPHALTEXPO.COM

All exhibitors displaying at the Mid-Atlantic Asphalt Expo to be held in Richmond, Virginia at the Greater Richmond Convention Center from December 3-5, 2024, are required to complete an application, execute the contract for space and subscribe to all exhibit rules and regulations. Failure to follow exhibit rules and regulations may result in cancellation of the right to exhibit. (All exhibits shall conform to all federal, state and local laws and regulations.)

VIRGINIA ASPHALT ASSOCIATION

7814 Carousel Lane, Suite 310, Richmond, VA 23294
Phone: 804-288-3169
www.vaasphalt.org

GREATER RICHMOND CONVENTION CENTER

403 North 3rd Street, Richmond, VA 23219
www.richmondcenter.com

Contacts:

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RICHMOND MARRIOTT DOWNTOWN

500 East Broad Street, Richmond, VA 23219
www.marriott.com

SCHEDULE OF EVENTS

Tuesday, December 3th

8:00 am to 12:00 pm	Floor Exhibitor Setup
1:00 pm to 4:30 pm	Booth Exhibitor Setup
4:40 pm to 5:00 pm	Exhibitor Inspection
5:00 pm to 6:30 pm	Opening Reception In Lobby
Dinner on Your Own	

Wednesday, December 4th

7:30 am to 9:00 am	Registration / Expo Open / Cont. Breakfast
9:00 am to 11:00 am	General Session
11:00 am to 1:00 pm	Lunch / Exhibit Hall Open
11:30 am to 1:00 pm	Women of Asphalt Luncheon
1:00 pm to 2:45 pm	Breakout Sessions
2:45 pm to 3:30 pm	Break in Exhibit Hall
3:30 pm to 5:00 pm	Breakout Sessions
5:00 pm to 6:00 pm	Reception in Exhibit Hall
Dinner on Your Own	

Thursday, December 5th

7:30 am to 8:30 am	Registration/ Expo Open / Cont. Breakfast
8:30 am to 10:15 am	Breakout Sessions
10:15 am to 10:45 am	Final Break in Exhibit Hall
10:45 am	Exhibitor Breakdown / Exhibit Hall Closed
10:45 am to 12:00 pm	General Session

2024 PARTNERS

DIAMOND PLUS

Asphalt Emulsion Industries
Associated Asphalt
Bitumar USA
Boxley Materials
Branscome Paving Company
Chemung Contracting Corp
Colony Construction, Inc
National Asphalt MFG Corp.
Superior Paving Corp
Virginia Paving Company
W-L Construction & Paving, Inc

DIAMOND

Ingevity
Kickin Asphalt Pavine & Excavating
S. L. Williamson Co., Inc.

PLATINUM

All Roads Equipment
B & S Contracting, Inc
Carter Machinery
Mullens Markings
Slurry Pavers, Inc

EXHIBITOR INFORMATION

BOOTH PRICING

VAA MEMBERS:

Registration By August 1, 2024	Registration After August 1, 2024
BOOTH = \$1,100	BOOTH = \$1,350
FLOOR = \$3,200	FLOOR = \$4,000

NON-MEMBERS:

Registration By August 1, 2024	Registration After August 1, 2024
BOOTH = \$1,300	BOOTH = \$1,550
FLOOR = \$4,000	FLOOR = \$4,800

METHOD OF PAYMENT

Accepting Checks and Credit Cards

- 50% down payment to reserve **floor space (20X20)** due August 1, 2024
- Remaining 50% balance by November 1, 2024
- 100% payment for Expo booth (10X10) vendors due with signed contract.

Refunds Available until August 2, 2024. No Refunds after August 2, 2024.

ITEMS INCLUDED IN EXHIBIT

Floor Exhibits (20'x20')*

Four event registrations are included per 20'x20' reserved floor space.
Booth includes one 6 ft. draped display table, two chairs, and a trash can.

Booth Exhibits (10'x10')*

Two event registrations are included per 10'x10' reserved booth space.
Booth includes pipe & drape background, 6 ft. draped display table, two chairs, and a trash can.

**Additional Booth Attendees Pay Regular Registration Fee*

**No Carpet/Floor Covering Will Be Provided (Carpet/Floor Covering May Be Rented at Exhibits, Inc.)*

AMENITIES

Hotel

The Mid-Atlantic Asphalt Expo is being held adjacent to the Richmond Marriott Downtown, located at 500 East Broad Street in downtown Richmond, VA 23219, (800) 228-9290.

Room block pricing is \$186.00 per night, and deadline for room block reservations is November 11, 2024.

Detailed directions to the Richmond Marriott Downtown can be found at www.marriott.com.

Parking

The Greater Richmond Convention Center (GRCC) provides parking available at the corner of Third and Marshall Streets. \$7 per vehicle per entry; \$26 overnight per vehicle, by permit only. The Expo Hall loading dock is located at the corner of Third and Leigh Streets. The Marriott offers Valet Parking at \$28.43 plus tax daily for overnight guests and \$27.00 for day guests. Additional self-parking is available in the Standard Parking Deck at Fifth and Marshall Streets for \$20.00/day. **NO**

DAYTIME PARKING IN LOADING DOCK AREA

BOOTH & RECEPTION

SPONSOR COMBO

Booths 80/81 | 75/76 | 15/16 | 55/55a

Sponsor Registration Booth/Bar

Member = \$2300

Non Member = \$2700

Sponsor Registration Booth/Food

Member = \$2200

Non Member = \$2600

Wi-Fi

A WI-FI Network connection is available in all common areas of GRCC.

Food Service

Tuesday, December 3rd (Day 1)

5:00 pm to 6:30 pm

Opening Reception in Lobby

Breakfast, Break Service & Receptions are included in the expo registration fee.

Wednesday, December 4th (Day 2)

7:30 am to 5:00 pm

Breakfast, Break Service

5:00pm to 6:30 pm

Reception

Thursday, December 5th (Day 3)

8:00 am to 10:00 am

Breakfast, Break Service

RULES AND REGULATIONS GOVERNING THE MID-ATLANTIC ASPHALT EXPO

DEFINITIONS

VAA = Virginia Asphalt Association

GRCC = Greater Richmond Convention Center

ELIGIBILITY

Exhibitors must manufacture equipment, components and parts, or provide services/materials related to the asphalt industry to be eligible to attend Mid-Atlantic Asphalt Expo 2024.

REGISTRATION FOR SPACE

Registrations will be accepted in the order in which signed contracts WITH payment are received. Availability of space will be on a first-come, first-served basis. VAA reserves the right to relocate/reassign floor/booth space and display areas for the benefit of the exhibitor or for the betterment of the Expo. Those vendors who registered on-site at a previous year's expo will continue to receive priority status as it relates to booth choice.

PAYMENT AND CANCELLATION POLICY

Floor Space Exhibit Fees require 50% down payment by August 2, 2024 with remainder due by November 1, 2024. Booth Exhibit fees must be paid in full with a signed contract. Cancellations received by August 2, 2024 will receive a refund and must be in writing. NO refunds after August 2, 2024.

STORAGE AND PACKING MATERIALS / CLEAN FLOOR POLICY

All packing boxes and crates must be stored by the exhibitor for the duration of the show. No boxes or crates may be stored behind the exhibitor's back wall according to the GRCC fire regulations.

SUB-LEASING OF EXHIBIT SPACE

The exhibitor agrees not to reassign, grant, sublease or license the use of space, or any part thereof allotted to them. Exhibitors are not permitted to display separately in their space any equipment, components or products built by

manufacturers (hereafter “non-exhibiting manufacturers”), unless the space shared is with a member in good standing with VAA. If a component made by a non-exhibiting manufacturer is normally furnished as an integral part of the equipment being exhibited, the exhibitor of the equipment may include the component but cannot call any special attention to it. If equipment made by a non-exhibiting manufacturer is normally furnished as an integral part of the component being exhibited, the exhibitor of the component may include the equipment but cannot call special attention to it.

SHARED EXHIBIT SPACE

Exhibitors may share their exhibit space with other qualified exhibitors. Exhibitors must notify VAA of their intent to share their allocated space.

EXHIBIT LOCATION

Exhibits are permitted only in the official exhibit areas of the Mid-Atlantic Asphalt Expo.

NO HOTEL EXHIBITS

VAA will not permit exhibitors to do the following: (1) rent or assign any public space, or sleeping rooms for exhibit purposes at any time during the official exposition period; nor (2) permit the use of any public space, or sleeping rooms for entertainment purposes or press conferences during the hours of the Official Exposition Period.

REGISTRATION

Exhibitor personnel will be required to register by submitting an Exhibitor Contract. We strongly recommend that all exhibitor personnel register in advance of the exposition. Exhibitors’ may register their guests, spouses or children online using the attendee registration link.

CHILDREN

Under no circumstances will children under 18 years of age be permitted on-site during the installation and dismantling periods. During exposition hours, children under 18 years of age will be allowed in the exposition only under the supervision of an adult who is also registered to attend the exposition. All children must register for identification purposes.

INSTALLATION & DISMANTLING PERIODS

During the installation and dismantling periods, only VAA and their official agents, exhibitors and contractors appointed by exhibitors will be allowed on the exhibit floor. This will assist in maintaining security and keeping unwarranted persons out of the expo hall. For floor space exhibitors a time/number to enter the expo hall may be assigned.

INSTALLATION HOURS

Installation of all Floor Space exhibits will occur on Tuesday, December 3, 2024 between 8:00 AM - 1:00 PM. Booth exhibits will be setup on Tuesday, December 3, 2024 between 1:00 PM and 4:30 PM.

ALL EXHIBITS MUST BE SET UP FOR AN INSPECTION BY VAA AT 4:40 PM ON TUESDAY, DECEMBER 3, 2024.

SPACE

If space is not occupied by 5:00 pm. on Tuesday, December 3, 2024 it will be forfeited by the exhibitor and his/her space may be resold, reassigned or used by VAA without refund.

DISMANTLING HOURS

Displays must not be dismantled until the close of expo on Thursday, December 5, 2024 at 10:30 am. Any exhibitor that dismantles their booth early will forfeit his place in choosing booth locations for next year. The exhibitor authorizes VAA to remove, at the exhibitor's expense, any material in the exhibit area belonging to said exhibitor two hours past the close of expo on Thursday, December 5, 2024.

EXHIBITOR CERTIFICATE OF INSURANCE

The exhibitor shall insure against said risks of loss or damage to property and injury and secure and furnish Virginia Asphalt Association (VAA) with each insurer's covenant not to exercise any legal or equitable right it may have against Virginia Asphalt Association (VAA) or the Greater Richmond Convention Center (GRCC) and **provide VAA with a Certificate of Liability Insurance evidencing such coverage with VAA named as additional insured.**

Certificate of Insurance for workers' compensation and employers' liability, comprehensive general liability and automobile liability insurance. The workers' compensation and employers' liability insurance must provide a minimum limit of \$1,000,000 and meet the requirements established by the State in which the exhibition is being held. Comprehensive general liability coverage must provide at least \$1,000,000 in coverage and **shall name Virginia Asphalt Association (VAA) as additional insured.** Automobile liability should include all owned, non-owned and hired vehicles with limits of \$1,000,000 bodily injury and \$1,000,000 property damage liability. VAA must receive the Certificate of Insurance no later than 30 days prior to the commencement of installation.

The Certificate of Insurance can be emailed or mailed to:

Virginia Asphalt Association
7814 Carousel Lane, Suite 310, Richmond, VA 23294
Email: cfahed@vaasphalt.com

If failing to insure against all such risks, or failing to secure and furnish each insurer's covenant not to sue, the exhibitor shall indemnify and hold harmless VAA, and the Greater Richmond Convention Center from any and all loss or damage to property and injury aforesaid.

DESIGN & USE OF EXHIBIT SPACE

These rules and regulations are designed to allow each exhibitor the opportunity to maximize the use of its space without infringing on the ability of the surrounding exhibitors to maximize use of their space. No portion of a machine, product or display piece may extend beyond the boundaries of the exhibitor's assigned exhibit space.

Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to a nearby exhibitor's stand shall be suspended for any period specified by VAA.

BOOTH EXHIBITS

Booth Exhibits are defined as 10'x10' booths regardless if they are inline or perimeter (open on one side to the aisle) or corner (open on two sides to the aisle) configuration. Exhibit materials, components and identification signs will be permitted to a maximum height of 10 feet (there is no height limit for product and/or machinery).

- There is a 2-foot setback for booth materials above 4-feet in height for solid objects (Items such as truss columns are generally accepted as they usually do not interfere with sight lines).
- Booth Exhibitors have standard drape of 8-feet high on back wall. Company identification and/or graphics are not allowed on the back wall facing the neighboring exhibitor.

- No signage may face into an adjoined exhibit within 5-feet of the neighboring exhibit.
- Hanging signs or hanging truss from the ceiling are NOT permitted.
- All items must be set back 6 inches from all aisles for safety purposes.

FLOOR SPACE EXHIBITS

Floor space exhibits are defined as a 20'x20' or larger exhibit that is open on one, two, three or all sides to the aisle. Exhibit materials, components and identification signs will be permitted to a maximum height of 20 feet (there is no height limit for product and/or machinery).

- Hanging signs and/or graphics from the ceiling will not be permitted.
- All machinery must be set back 6 inches from all aisles for safety purposes.

CANOPIES AND CEILINGS

All covered exhibits, canopies and/or multi-level exhibits require Fire Marshal approval and shall comply with all applicable building and fire codes and Greater Richmond Convention Center fire and safety regulations. Multi-level and/or covered exhibits with a second level will not be permitted. Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. For example, canopies will not exceed 10 feet in height in a standard booth configuration.

Furthermore, canopies, false ceilings or umbrellas will not be used for identification or display purposes except as would normally be allowed for any exhibit component within the regulations set forth for the exhibit configuration.

PLATFORMS

Equipment and viewing platforms are not limited in height, but the platform may not exceed the height of the equipment.

TOWERS

A tower is considered a freestanding exhibit component separate from the main exhibit fixture that is used for identification and display purposes only. Towers are limited to 15 feet in height and are only allowed in floor space exhibits.

NOISE/MOTION/LIGHTING

Demonstrations found by VAA to be objectionable due to noise or sound pressure/vibration level, lighting/glare will be closed down. Exhibitors shall be responsible for supervising the action of employees, visitors or spectators testing display equipment located in their exhibit area. Exhibitors must take every effort to respond to neighboring exhibitors' complaints concerning noise, sound and/or vibration nuisances.

VAA will intervene if necessary, and reserves the right to shut down exhibits deemed objectionable by VAA. VAA will rove through the exhibit area monitoring the decibel level during Exposition hours. VAA recommends noise levels not to exceed 85 decibels. Measurements will be taken at a distance no greater than 10 feet from the offending display.

SUBMISSION OF FLOOR PLANS FOR 400 SQUARE FEET OR LARGER

Exhibitors with exhibit space of 400 square feet or larger must submit a floor plan to VAA for approval no later than November 1, 2024.

Floor plans can be emailed to VAA at: cfahed@vaasphalt.com. All exhibition rules pertaining to height, signs, etc., restrictions do not include the exhibitor's products. Exhibitors are cautioned not to arrange for their exhibit construction until written approval of their dimensional sketch has been given by VAA.

SECURITY

Every reasonable precaution will be taken to protect property during the installation, Exposition and dismantling periods. However, neither VAA, or GRCC are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes.

SAFETY DEVICES

The exhibitor agrees to accept full responsibility for compliance with federal, state or local safety, fire and other regulations and to provide and maintain adequate safety devices.

FLAMMABLE MATERIALS

The use of welding equipment, open flames or smoke emitting material as part of an exhibit must be specifically approved on an individual basis by the Greater Richmond Convention Center event management.

No flammable materials of any nature, including decorative material, may be used in any stand. In accordance with federal, state and local fire regulations any fabric used in a stand shall be flameproof.

VEHICLES (LIQUID & GAS FILLED VEHICLES & EQUIPMENT)

1. All fuel-powered vehicles (i.e. forklift, cranes, etc.) not on display must be removed from inside the Facility before attendees are allowed onto the exhibit floor.
2. No vehicle(s) shall be parked in the loading dock parking area without permission from VAA and GRCC. Vehicles in loading dock area cannot fire lanes or block exits outside the Facility.
3. With the prior written approval of the Operator, vehicles for display purposes are permitted to display within the Facility, provided they meet the following requirements:
 - A. **Cars and trucks shall have no more than ¼ tank or 5 gallons of fuel (whichever is less). Motorcycles shall have no more than 2.5 gallons of fuel.**
 - B. **Fuel caps must be taped shut or fitted with a locking cap.**
 - C. **The hot lead battery cable shall be disconnected from the terminal and remain disconnected while the vehicle is inside the Facility.**
 - D. Fueling or de-fueling of vehicles on Facility property is prohibited.
 - E. Vehicle power supplies may not be re-connected during show hours.
 - F. Keys to all vehicles must be stored in an easily accessible location at all times. Facility's Security Base must have immediate access to the keys.
 - G. All vehicles will be inspected by the Fire Marshal or his/her designee (to include Operator's Security & Event Staff) for fuel levels prior to entering the Facility.
 - H. VAA may request a complete list of all vehicles displayed within the Facility, listing the year, make and color of each vehicle.
4. Exhibitors must place visquine (fire retardant plastic covering), or some other non-flammable material underneath vehicles to catch leaking fluids.
5. All vehicles shall be inspected by the Fire Marshal or his/her designee two (2) to three (3) hours prior to the event opening to ensure all required details have been addressed.
6. Any vehicle that moves using steel tracks must be trailered into hall or move using floor matting under tracks. These vehicles can not be driven across concrete floor with tracks exposed and touching concrete.

FOOD & BEVERAGE SERVICE

Any food or beverages, including bottled water and alcoholic beverages (this includes food or beverage items used for promotional purposes) to be distributed by an exhibitor must be ordered from the Greater Richmond Convention Center Food Service Partner. Food and beverage items in the exhibits and/or meeting rooms are subject to regulations and permit requirements of the Greater Richmond Convention Center.

CLOSING EXHIBIT STANDS EARLY

Any exhibitor who begins to dismantle or pack part of their exhibit before the official closing time of the show will be given low priority in booth/floor choice for the following year's Exposition.

AMENDMENT TO REGULATIONS

All matters and questions not covered by these regulations are subject to the decision of VAA. Virginia Asphalt Association shall have sole authority to circulate, interpret and enforce all rules and regulations and to make any amendments necessary for the orderly conduct of the expo. VAA in its absolute discretion shall have the right at any time to enter the area occupied by exhibitors or otherwise inspect the exhibitor's materials.

AGREEMENT TO RULES

The exhibitor agrees that the exhibiting company and its employees and agents will abide by these rules and by any amendments that may be put into effect by VAA, provided that such amendments shall not substantially diminish rights or increase the liability of an exhibitor (and written notice is given to exhibitors). The exhibit space contract must be signed by an official of the exhibiting company indicating that these rules have been read and agreed to before any space assignment will be made.

VAA RESERVES THE RIGHT TO RESTRICT ACTIVITIES, RESTRICT AND/OR CLOSE EXHIBITS WHICH, IN THE OPINION OF VAA, BECOME OBJECTIONABLE. This includes persons, things, conduct, printed matter, or anything of a character which is deemed not to be in the best interests of all exhibitors or VAA. An exhibitor's space shall not be used to publicize meetings to be held outside the exposition that will detract from exposition attendance. All matters and questions not covered by these rules and regulations and all interpretations of these rules and regulations, are subject to final decision by VAA. Any questions should be addressed to VAA.

THE EXHIBITOR AGREES...

1. The Exhibitor shall make no claim for any reason whatsoever against either the Greater Richmond Convention Center (GRCC), or Virginia Asphalt Association (VAA) for loss or damage to property or for injury to himself or his employees while in or about the Greater Richmond Convention Center or for loss or damage by reason of failure to hold the exposition as scheduled, failure to provide exhibit space, removal of the exhibit or any other act of VAA. This includes but is not limited to any indirect, incidental, consequential, punitive or special damages, lost profits, lost savings, loss of goodwill or otherwise arising out or relating to the exposition or any act or omission of VAA, Eisenman & Associates, or GRCC.
2. Exhibitor shall bear their own risks of loss or damage to property and injury.
3. That Exhibitor shall make no claim against VAA or GRCC for any reason for the acts or omissions of any contractor or for charges or billings (including overtime charges) for services rendered to the exhibitor by any contractor, or due to any change to the targeted installation or dismantling time for the exhibit, or any delays in move-in or move-out of the exhibit.
4. VAA shall not be liable for any delay, failure in performance, loss or damage due to: fire, explosion, power blackout, earthquake, flood, the elements, strike, embargo, labor disputes, acts of civil or military authority, war, acts of God, acts of terrorism, acts or omissions of carriers or suppliers, acts of regulatory or government agencies, or other cause beyond its reasonable control, whether or not similar to the foregoing.

5. The Exhibitor shall:
- A. insure against said risks of loss or damage to property and injury and secure and furnish VAA with each insurer's covenant not to exercise any legal or equitable right it may have against VAA or GRCC and provide VAA with a Certificate of Insurance evidencing such coverage with VAA named as additional insured. Certificate of Insurance for workers' compensation and employers' liability, comprehensive general liability and automobile liability insurance. The workers' compensation and employers' liability insurance must provide a minimum limit of \$1,000,000 and meet the requirements established by the State in which the exhibition is being held. Comprehensive general liability coverage must provide at least \$1,000,000 in coverage and shall name Virginia Asphalt Association as additional insured. Automobile liability should include all owned, non-owned and hired vehicles with limits of \$1,000,000 bodily injury and \$1,000,000 property damage liability. VAA must receive the Certificate of Insurance no later than 30 days prior to the commencement of installation (November 1, 2023).
- The Certificate of Insurance can be mailed, faxed or emailed to:**
Virginia Asphalt Association
7814 Carousel Lane, Suite 310, Richmond, VA 23294
Email: cfahed@vaasphalt.com
- B. insure against all such risk, or if failing to insure against all such risks to secure and furnish each insurer's covenant not to sue, the exhibitor shall indemnify and hold harmless VAA and GRCC from any and all loss or damage to property and injury aforesaid.
 - C. follow all applicable laws, ordinances, codes and regulations as applicable to the exhibit space.
6. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save VAA and GRCC their employees and agents, harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the indemnitee.
7. Crowd Release: By registering and attending a Virginia Asphalt Association (VAA) event/meeting you grant VAA full rights in perpetuity to use the images resulting from the photography/video filming taken at the event/meeting, and any reproductions or adaptations of the images for publicity or other purposes to help achieve VAA's mission. This might include (but is not limited to), the right to use them in VAA's printed publications and in online publicity, social media, and press releases.
8. ILLNESS RELEASE & HOLD HARMLESS AGREEMENT: By registering and attending a Virginia Asphalt Association(VAA) event/meeting you acknowledge that there is an unknown risk of exposure to any contagion(COVID-19, Flu etc.), through exposure to contaminated objects, as well as through personal contact. Such exposure carries with it a certain degree of risk that could result in illness, disability or death. You agree to release and hold harmless VAA, its employees, officers, and vendors from and against all claims of damages and liability resulting from exposure to any contagion. Registrants/Attendees also warrant they are abiding by their state/locality laws regarding contagion restrictions.

If the exhibitor has any questions or concerns about the Exposition Rules and Regulations, please contact the following: Mid-Atlantic Asphalt Expo 804.288.3169