



MINNESOTA ASPHALT CONFERENCE NOVEMBER 30 - DECEMBER 1, 2026 PRESENTED BY MAPA

Mystic Lake Casino Hotel
2400 Mystic Lk Blvd, Prior Lake, Minnesota 55372

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

CONFERENCE DETAILS

MONDAY, NOVEMBER 30 – TUESDAY, DECEMBER 1, 2026

The Minnesota Asphalt Conference will be held November 30 - December 1, 2026 at the Mystic Lake Casino Hotel in Prior Lake, MN. Opportunities are available for your company to be showcased as MAPA supporters (benefits listed below each sponsorship).

MAPA Exhibitors/Expo will only be on November 30. All other sponsorships will be over November 30 & December 1.

EXHIBIT SPACE RENTAL

EXHIBIT BOOTH RATES

	Members	Prospective Members	# of Company Registrations
10' x 10'	\$950	\$1,250	1
10' x 20'	\$1,450	\$1,750	2
20' x 20'	\$2,200	\$3,200	3

EXHIBIT BOOTH SPECIFICATIONS

The Vendor Fair will be open from 8:00 am - 5:30 pm on Monday, November 30.

Booths include:

- Listing in conference materials
- Name recognition on website
- Post-event attendee list

	10' x 10'	10' x 20'	20' x 20'
Draped tables	1	2	3
Chairs	2	3	4
# of Registrations	1	2	3

MAPA will send an exhibitor service kit with details for setup, ordering, and shipping a few weeks prior to the show date.

EQUIPMENT SHOWCASE

Exhibiting companies (20x20 & 10x20 booths) have the opportunity to bring equipment to the venue. MAPA must be notified by **November 10** for accommodations.

DRINK TICKETS

All beverages **MUST** be purchased through Mystic Lake Casino Hotel. When registering, please indicate how many drink tickets you would like to have onsite. Please note: Sponsors will be billed at the end of the conference, based on the amount of drink tickets used.

MONDAY DINNER

If you wish to participate in the Awards Dinner, you can purchase meal tickets for \$100 per person.

COMPANY REPRESENTATIVES

REGISTERING YOUR REPRESENTATIVES:

A registration form will be sent to your main company contact to submit your representative name(s) based on the size of your booth (1 for 10'x10', 2 for 10'x20', and 3 for 20'x20'). Substitutions for half day or less time will not be allowed. A registration form will be sent to your main company contact to submit your representative name. Substitutions for half day or less time will not be allowed.

ADDITIONAL BOOTH REPRESENTATIVES:

Additional representative badges may be purchased during online registration or via the registration form sent to your main contact. The cost of an additional booth representative is \$200. This fee includes access to the exhibit hall, food, and beverage on Monday, November 30, but **does not include the Awards Dinner**. This fee **does include the Awards Lunch**.

DEADLINES

SUBMISSION DEADLINES

To have your organization listed as an exhibitor on conference materials, registration must be received by November 17, 2026.

BALANCE DUE DEADLINE

All invoices for booth spaces, sponsorships and membership must be paid in full by November 17, 2026. Failure to meet this deadline may result in reassignment of the space at the discretion of the Association and full payment will be required prior to set-up at the hotel. For exhibitors applying after November 17, 2026, applications must be accompanied by full payment in order for exhibit space to be assigned.

CANCELLATION POLICY

Exhibitor and sponsor cancellations before November 3, 2026 will receive a 50% refund. No refund will be provided for cancellations after November 3, 2026.

This form can also be filled out at: www.asphaltisbest.com



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SPONSORSHIP LEVELS

MONDAY, NOVEMBER 30 – TUESDAY, DECEMBER 1, 2026

Maximize your presence and extend your company message beyond the exhibit floor by taking advantage of our sponsorship opportunities.

Take part in one of the many sponsorship opportunities and your company's brand message will reach more than 400 professionals in the asphalt industry.

SPONSORSHIP LEVELS

	PLATINUM \$2,000	GOLD \$1,250	SILVER \$750
Recognition on event website, in conference social media, and member communications	logo & link	logo & link	logo & link
Listing on conference signage	logo	logo	logo
Recognition in conference materials	X	X	X
Recognition during the conference	X	X	
Complimentary registrations	2	1	
Post event attendee list (Name, company, title, mailing address, phone number)	X	X	

AWARDS DINNER SPONSOR: \$2,500 (1 available)

- Logo recognition prior to and during dinner presentation
- Option to address attendees for 2 minutes at awards dinner
- Same benefits as listed above for Platinum

LANYARD SPONSOR: \$2,250 (1 available)

- Includes company logo on all conference attendee name badge lanyards - Sponsor provides lanyard
- Same benefits as listed above for Platinum

TOTE BAG SPONSOR: \$2,250 (1 available)

- Includes company logo on all conference attendee tote bags - Sponsor provides tote bag
- Same benefits as listed above for Platinum

KEYNOTE SPONSOR: \$2,000 (1 available)

- Logo recognition and opportunity to introduce the Keynote Speaker
- Option to address attendees for 2 minutes at keynote session
- Same benefits as listed above for Platinum

AWARDS LUNCH SPONSOR: \$1,750 (1 available)

- Logo recognition prior to and during lunch
- Same benefits as listed above for Gold

GENERAL SESSION SPONSOR (DAY 1): \$1,750

(1 available)

- Logo recognition and opportunity to introduce the speaker
- Same benefits as listed above for Gold

GENERAL SESSION SPONSOR (DAY 2): \$1,750

(1 available)

- Logo recognition and opportunity to introduce the speaker
- Same benefits as listed above for Gold

AUCTION SPONSOR: \$1,500 (1 available)

- Recognition prior to and during live auction
- Same benefits as listed above for Gold

WIFI SPONSOR: \$1,500 (1 available)

- Company logo listed on Wi-Fi signage during conference

- Same benefits as listed above for Gold

BREAKFAST SPONSOR: \$1,250 (2 available)

- Logo recognition during breakfast
- Same benefits as listed above for Silver

SCHEDULE-AT-A-GLANCE SPONSOR: \$1,250

(1 available)

- Recognition on Schedule-at-a-Glance
- Same benefits as listed above for Silver

BREAK SPONSOR: \$750 (3 available)

- Logo recognition during break
- Same benefits as listed above for Silver



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EXHIBIT BOOTH/SPONSOR APPLICATION

A completed application with payment MUST be received before space assignments can be made. (Please type or print clearly, all fields are required.)

Name (the contact person to receive materials): _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____ Fax: _____

Onsite Rep Name: _____ Onsite Rep Email: _____

MAPA will request your company representative name in November if not provided here.

EXHIBIT BOOTH:

Members

Prospective-Members

10' x 10' ☐ \$950 ☐ \$1,250

10' x 20' ☐ \$1,450 ☐ \$1,750

20' x 20' ☐ \$2,200 ☐ \$3,200

DRINK TICKETS:

☐ I would like # _____ drink tickets

Billed after conference based on actual # used.

LIVE & SILENT AUCTION:

☐ Dinner Ticket - # _____ x \$100

ADDITIONAL REPS:

☐ Additional Rep - # _____ x \$200

I am planning on bringing equipment to the venue to showcase in the exhibit hall: ☐ Yes ☐ No

I would like to contribute a silent auction item:

Item Description: _____

SPONSORSHIPS:

☐ Platinum Sponsor - \$2,000

☐ Gold Sponsor - \$1,250

☐ Silver Sponsor - \$750

☐ Awards Dinner Sponsor - \$2,500

☐ Lanyard Sponsor - \$2,250

☐ Tote Bag Sponsor - \$2,250

☐ Keynote Sponsor - \$2,000

☐ Awards Lunch Sponsor - \$1,750

☐ General Session Sponsor: Day 1 - \$1,750

☐ General Session Sponsor: Day 2 - \$1,750

☐ Auction Sponsor - \$1,500

☐ WiFi Sponsor - \$1,500

☐ Parking Sponsor - \$1,500

☐ Breakfast Sponsor - \$1,250

☐ Schedule-at-a-Glance Sponsor - \$1,250

☐ Break Sponsor - \$750

TOTAL = \$ _____

TERMS & CONDITIONS

I have read and agree to the MAPA event registration policies. ☐ I agree

I have read and grant consent to use my data as outlined in the privacy policy. ☐ I agree

Signature: _____

PAYMENT

METHOD OF PAYMENT: ☐ Check enclosed (payable to MAPA) ☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Full payment must accompany form to reserve your space. If paying by credit card, all of the following fields are required.

Card Number _____ Expiration Date _____ Security Code _____

Cardholder Name (print) _____ Cardholder Signature _____

Email _____ Phone _____

Billing Address _____ City/State/Zip _____

All applications to exhibit/sponsor must be accompanied by full payment to be secured.

****To comply with PCI guidance, MAPA may only accept this form via fax or mail. Emails with this completed form attached will not be accepted****

CANCELLATION / REFUND / NO-SHOW POLICY

Exhibitor and sponsor cancellations before November 3, 2026 will receive a 50% refund. No refund will be provided for cancellations after November 3, 2026.

FOR SPONSORSHIP QUESTIONS, CONTACT MAPA AT:

Ky Carlson: ky.carlson@ewald.com | 651-288-3727

Mail form to: MAPA

1601 Utica Ave S, Suite 213
St. Louis Park, MN 55416
or fax to: 651-290-2266



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REGISTRATION POLICIES

REGISTRATION AGREEMENT

This Registration Agreement (this "Registration Agreement" or "Agreement") sets forth the terms and conditions upon which the Minnesota Asphalt Pavement Association, together with its respective subsidiaries and affiliates (collectively, "MAPA," "we," "our," or "us"), conducts and provides access to MAPA conferences, webinars, trainings, meetings, receptions, social events, or other sponsored events (each an "Event"). By registering online or otherwise agreeing to register for an Event, or by attending such an Event, you agree to be bound by the terms of this Registration Agreement. If you do not agree to this Registration Agreement, do not register for or attend an Event.

REGISTRATION INFORMATION

Both members and nonmembers need to log in to <https://www.asphaltisbest.com/login> (the "Site") to register for Events. If you are a member or have previously created an account on the Site, login at <https://www.asphaltisbest.com/login>. If you are a nonmember, please create a guest account at <https://www.asphaltisbest.com/login>; we will require your first and last name, organization, email, username and password.

You are responsible for paying the registration fee and any tax for your purchase as noted on the Site's shopping cart or final sales page. Online registration requires credit card payment; MAPA accepts American Express, Visa, Mastercard, and Discover. If you want to pay by check, please download the form here and send to info@mnapa.org. Payment is required prior to the Event. MAPA will not allow participation in this Event if there is an outstanding receivable to MAPA.

To edit your registration, please contact MAPA HQ at or 1+ (651) 636-4666.

JOIN MAPA

To obtain the MAPA member discount, you or your organization must be a fully paid member in good standing. If you are not a member and would like to join to receive reduced Event rates, please join at <https://www.asphaltisbest.com/page/membership>. To renew your membership and receive member rates, log into your account <https://www.asphaltisbest.com/login>, renew, then return to register for the Event. These will be two separate transactions. You also have the option to pay for both by downloading forms.

SPONSORSHIP CANCELLATION

Exhibitor and sponsor cancellations before November 3, 2026 will receive a 50% refund. No refund will be provided for cancellations after November 3, 2026. All cancellations must be received by the specific event deadline at 11:59 p.m. U.S. Eastern Time. No refunds will be granted thereafter. No-shows will not be refunded.

CONFERENCE MODIFICATION OR CANCELLATION

MAPA reserves the right to modify the course's schedule or program as necessary without notice. MAPA also reserves the right to cancel this Event, in which case a full refund of the registration fee will be provided. We are unable to refund any travel costs (hotel, etc.) in the case of MAPA cancellation.

PRIVACY

MAPA is committed to data privacy and protecting your personal information. Information on how MAPA collects, processes, and uses your data is included in the MAPA Privacy Policy (<https://www.asphaltisbest.com/page/privacy>), which is hereby incorporated into this Registration Agreement.

If you are a member and register for one of our Events, we will access the information in your member account to provide you with information and services associated with the Event. If you are not a member and you register for one of our Events, we will collect your name and contact information, which we will store in our database and use to provide you with information and services associated with the Event. If you are a presenter at one of our Events, we will collect information about you, including your name, employer and contact information, and photograph, and we may also collect information provided by Event attendees who evaluated your performance as a presenter. As an attendee, speaker, or sponsor/exhibitor, we will keep a record of your participation to provide you

with post-Event information, including details on upcoming events you may be interested in.

MAPA uses the personal data you provide in the registration for administering your participation in this Event. This may include information about the Event's content, logistics, payment, updates, and additional information related to the Event.

MAPA may disclose your personal data to third party service providers engaged by MAPA to assist in the processing of your registration and conducting the Event. Your contact information may be shared via an Event mobile app or attendee list as part of your participation in the Event. Your hotel reservation information may be shared between MAPA and the hotel. Information you provide when registering for or participating in an Event managed or co-sponsored by parties other than or in addition to MAPA may be shared with those parties, and the treatment of such information is subject to the privacy policies of those parties. MAPA will not disclose your personal data to any other third party without your consent except where required to do so by law.

You may contact us at any time about any concern or question you have about our use of your information.

PAYMENT TERMS AND PCI COMPLIANCE

The registration payments are processed by third party provider(s) processing payments on behalf of MAPA. If you elect to pay for your registration by credit card, you are responsible for providing a valid credit card number at the time you register to pay. You represent and warrant that you are an authorized user of the credit card number provided, and you agree to pay all charges resulting from your order, including any unauthorized charges incurred prior to your notice to us of such charges. You agree that we may pass your credit card information and personally identifiable information to our designated third party provider(s) for its use in processing the credit card payment for the registration. We will comply and will ensure that our designated third party provider(s) comply, with any credit card processing rules and privacy regulations.

Please do not email forms with credit card information. To protect your data and to comply with PCI standards, the MAPA office will not accept emailed credit card information.

PHOTO/AUDIO/VIDEO RELEASE

By registering for or attending this Event, you acknowledge and consent to be recorded or photographed and authorize MAPA to use your likeness, personal characteristics, and any other proprietary and publicity rights for any such purposes without the requirement of further notice, royalty, payment, or other compensation to or consent from you. This includes photographs, video, recordings, screenshots, written text or verbal comments/questions on the virtual platform, social media or emails ("Recording(s)"). By registering for or attending this Event you also acknowledged that all Recordings are the property of MAPA.

We reserve the right to use any Recording taken at our Events, without the expressed written permission of those included within the Recording. We may use the Recording in publications or other media material produced, used or contracted, including, but not limited to: brochures, invitations, books, newspapers, magazines, television, websites, social media, emails, etc. Consenting to Recording includes the use, editing, copying, publishing, and/or exhibition of the Recordings which may include your voice, name, and/or likeness, in any and all forms of media. To ensure the privacy of individuals, images will not be identified using full names or personal identifying information without written approval from the photographed subject.

MAPA EVENT CODE OF CONDUCT

By registering for or attending the Event, you agree to comply with the following Code of Conduct at all time during the Event and any Event-related gatherings.

The MAPA leadership and staff are committed to providing a safe, productive, welcoming, and vibrant learning environment to all participants, including staff and vendors, at all of our Events. We welcome

REGISTRATION POLICIES (CONTINUED)

people from as many diverse backgrounds as possible. We expect our Events to be a respectful, harassment-free environment for people of all races, gender and trans identity, sexual orientation, ability, nationality, ethnicity, socioeconomic status and beliefs. We have no tolerance for discrimination, harassment, or bullying in any form at an Event for any reason, including on account of a person's age, ancestry, color, disability or handicap, national origin, race, religion, gender, sexual or affectional orientation, gender identity, appearance, matriculation, political affiliation, marital status, veteran status, or any other characteristic protected by law. Participants are expected to adhere to these principles and respect the rights of others.

We're grateful that our community is positive, friendly and supportive of one another — it's what makes our events such a draw each year.

In that spirit, the staff, supporters, volunteers, attendees and speakers at MAPA Events are expected to:

- Exercise consideration and respect in your speech and actions.
- Keep conversations professional, respectful and consider other parties' points of view. In short, don't make it personal. Passionate conversations are part of solving problems. Disagreements happen all the time, and are necessary to consider difficult questions.
- Remember that the boundaries of good taste, humor, personal space and physical interaction differ from person to person; if you sense someone feels uncomfortable — whether they explicitly state it or not — be respectful of those boundaries.
- Refrain from demeaning, discriminatory or harassing behavior. Harassment and inappropriate behavior may include, but are not limited to:
- Sexist, racist, homophobic, transphobic or otherwise discriminatory jokes or language, physical intimidation, stalking or following sustained disruption of talks or events.
- Posting or displaying sexually explicit or violent material; if for any reason you may need this material for an educational session, please contact MAPA staff first and we can discuss how to give an appropriate warning to participants.
- Unwelcome sexual attention. This includes sexualized comments or jokes; inappropriate touching, groping and unwelcomed sexual advances.
- Advocating for, or encouraging, any of the above behavior.

WEBSITE TERMS

Access to and use of the Site and any other MAPA websites linked to or referenced during the Event or any materials distributed by MAPA during the Event shall be subject to the terms of the applicable Terms of Use and Privacy Policy made available on the MAPA website.

LIABILITY WAIVER, RELEASE AND INDEMNITY

In consideration of being allowed to register for, and participate in the Event, you hereby warrant and represent that you are age 18 or above and freely waive, release from liability, assume all risks, and covenant not to sue MAPA and its officers, directors, employees, members and agents (the "Released Parties") from any and all liability for any injury, loss, or damage arising out of or in connection with your participation in the Event, including loss of life, illness, including, but not limited to, COVID-19, disability, property damage, or property theft or actions of any kind that you may hereafter suffer or sustain before, during, or after the Event, unless said expense, loss, damage, personal injury, including loss of life, illness, disability, property damage or property theft or actions of any kind is caused by the sole, gross negligence of the Released Parties. You further agree to indemnify and hold the Released Parties harmless from and against any liability for any injury, loss, damage, cost or expense arising out of or in connection with any negligence or misconduct at or in connection with the Event.

Recommendations given and views expressed by third-party speakers, sponsors and/or exhibitors are their own and MAPA in no way endorses or guarantees such recommendations or views. MAPA shall have no liability for any advice given, or views expressed, by any third-party speaker, sponsor and/or exhibitor at the Event or in any material provided to

attendees that is prepared by third-parties.

YOU EXPRESSLY UNDERSTAND AND AGREE THAT TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, YOUR ATTENDANCE AT THE EVENT IS AT YOUR SOLE RISK, AND THE EVENT AND ALL INFORMATION AND MATERIALS ARE PROVIDED "AS-IS" AND WITHOUT WARRANTY OF ANY KIND. FURTHER, TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW AND REGARDLESS OF THE NATURE OF THE ACTION OR THEORY OF LIABILITY, IN NO EVENT WILL MAPA OR ITS CONFERENCE ORGANIZERS BE LIABLE FOR ANY LOST PROFITS, LOST OPPORTUNITY, LOST SAVINGS, LOSS OF GOODWILL, LOST BUSINESS, LOSS OF ANTICIPATED BENEFITS, OR ANY INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL, PUNITIVE OR OTHER DAMAGES ARISING OUT OF OR AS A RESULT OF THIS REGISTRATION AGREEMENT, THE EVENT, OR ANY INFORMATION OR MATERIALS PRESENTED OR MADE AVAILABLE DURING THE EVENT, EVEN IF MAPA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

GENERAL

MAPA reserves the right to change, amend, add or remove any of the above terms in its sole discretion and without prior notice. If one or more of the conditions outlined in this Registration Agreement should become invalid, the remaining conditions will continue to be valid and apply. This Registration Agreement applies to all Event participants, including but not limited to attendees, speakers, sponsors, and exhibitors.

Unless you are subject to a separate agreement with MAPA, this Agreement constitutes the entire agreement and understanding among the parties with respect to the subject matter hereof and supersedes all prior and contemporaneous agreements, understandings, inducements and conditions expressed or implied, oral or written, of any nature whatsoever with respect to the subject matter hereof. This Agreement shall be binding upon and inure to the benefit of the parties, their successors, and assigns. This Agreement may not be assigned without MAPA's express, prior written consent which may be withheld at MAPA's sole discretion.

This Agreement and the resolution of any dispute related to the terms of this Agreement shall be governed by and construed in accordance with the laws of the State of Minnesota without giving effect to any principles of conflicts of law provisions.

GUEST ATTENDANCE POLICY

All Event activities (including educational sessions, meal functions, exhibit hall, etc.) are exclusively reserved for Event attendees. Non-registered guests (including children, family members, colleagues, etc.) are not allowed in the Event areas. Badges provided at registration are required for entrance into all functions and will be strictly enforced.

Last revised as of March 30, 2021

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