



VAA PARTNER PROGRAM

Why Partner with VAA?

Partnering with Virginia Asphalt Association allows your company brand to be front and center at every asphalt event sponsored by VAA during the year.

Large clear signage showing your company logo will be **displayed at all VAA events and seen by more than 1000 individuals in 2024**. Conferences like those shown below are held annually, attracting large numbers of government and Industry professionals offering outstanding marketing opportunities. Additional seminars, workshops and outings as well as the VAA Magazine and Website, all provide even more exposure for your brand.

Here are just a few benefits of Partnership with VAA

1. Shape Consumer Attitudes
2. Build Brand Awareness
3. Increase Reach
4. Differentiate Yourself From Competitors
5. Generate New Leads

✓ **VAA Annual Meeting**

Annual summer event bringing together the membership's senior company leadership with an agenda addressing topics critical to the asphalt industry. Planned activities and outings to allow time to enjoy family, friends, colleagues, and competitors.

✓ **Mid-Atlantic Asphalt Expo & Conference**

Exceptional exposition and conference event drawing over 700 industry professionals from across the Mid-Atlantic showcasing the latest equipment, technology and education. Expand your market, showcase your product, and show your company's support of the asphalt industry.

✓ **Discussion With The Department**

VAA's Board of Directors meets with VDOT senior leadership in a board plus format. Members are invited to attend and participate in the discussion.

2024

PARTNER BENEFITS

As a VAA Partner in 2024, your organization will receive the follow benefits and recognition for your generous support!

DIAMOND \$2500

All of the Platinum and Gold Benefits Plus:

Full page ad in 2024 Membership Directory.

200X200 Pixel Ad on VAA Website for one year.

GOLD \$1000

Logo on Signage Displayed at all VAA Events.

Logo on MAAE Whova App

Logo in presentations and rolling slideshows used at events.

DIAMOND PLUS

\$3500

All of the Diamond, Platinum and Gold Benefits

Plus:

Two (2) Free Delegate Passes To VAA Annual Meeting

PLATINUM \$1500

All of the Gold Benefits Plus:

Recognition in the VAA *Virginia Asphalt Magazine*.

Logo on VAA Website Homepage with a Link to Your Company's Website.

Recognition on MAAE & Annual Meeting Brochures.

This program is only available to VAA Members. Each Partnership is valid for one year, January 1 thru December 31.

Registration Deadline January 31, 2024