

RISE ABOVE THE CROWD

2026 PARTNER PROGRAM



WHY PARTNER WITH VAA?

Partnering with Virginia Asphalt Association allows your company brand to be front and center at every asphalt event organized 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 2026**. Conferences like those listed 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 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

What primary association events will your company brand be displayed at?

✓ 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.

✓ 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.

✓ MID-ATLANTIC ASPHALT EXPO & SAFETY SUMMIT

Exceptional exposition and conference event drawing over 1,000 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.

Register Online at vaasphalt.org or Email cfahed@vaasphalt.com | 804.288.3169

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2026 PARTNER BENEFITS



By investing in our Partner Program, you gain access to exclusive promotional benefits tailored to your selected Partner tier. Beyond showcasing your company, your support enables VAA to provide essential technical assistance and education. Becoming a Partner highlights your company as a dedicated supporter of the asphalt industry and its success.

As a 2026 VAA Partner, your organization will receive the following benefits and recognition for your generous support!

Benefits:	BLACK DIAMOND \$5,000	DIAMOND \$3,500	PLATINUM \$2,000
Includes Two (2) Delegate Passes to VAA Annual Meeting	✓		
200x200 Pixel Ad on VAA Website for one year	✓	✓	
Full Page Ad in 2026 Membership Directory	✓	✓	
Recognition on Annual Meeting, Discussion with the Department, and MAAE Brochures	✓	✓	✓
Logo on VAA Website Homepage with a Link to Your Company's Website	✓	✓	✓
Logo in presentations and rolling slideshows used at events	✓	✓	✓
Logo on Signage Displayed at all VAA Events	✓	✓	✓

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

Registration Deadline: January 31, 2026