



ASLRRRA 2026 EXHIBITOR INFORMATION GUIDE

ASLRRRA.ORG/CONFERENCE · MEETINGS@ASLRRRA.ORG · [#ASLRRRA2026](https://twitter.com/ASLRRRA2026)



Welcome to the American Short Line and Regional Railroad Association's 2026 Annual Conference & Exhibition!

We're thrilled to be in Minneapolis for three days of learning, networking, and industry engagement, and we're grateful you've chosen to participate as an exhibitor.

ASLRRA's exhibit hall is the heart of the conference experience. Your presence helps create a vibrant marketplace of ideas, innovations, and solutions for short line and regional railroads across North America. Our team is committed to ensuring that your experience is smooth, productive, and worthwhile from planning through teardown.

This Exhibitor Information Guide contains all logistical details, ordering information, deadlines, and guidelines you will need to prepare for a successful exhibition. We encourage you to review it thoroughly and share it with everyone supporting your booth.

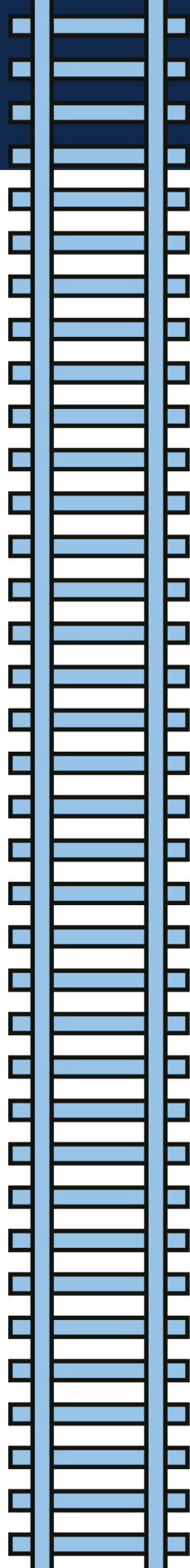
If you need assistance at any point, please reach out.

ASLRRA Meetings Team
meetings@aslrta.org

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Key Dates & Deadlines

Below is a consolidated list of important deadlines for exhibitor preparation, shipping, registrations, and contracting services. Meeting these dates ensures the lowest possible pricing and a seamless on-site experience.

Attendee Registration

- January 14 – Early Bird Rate deadline
- February 25 – Regular Rate deadline
- March 25 – Late Rate deadline
- March 25 – Exhibitor comp registration deadline

Hotel Room Blocks

- March 11 – Last day for discounted rooms (or until sold out)

Booth & Membership Payments

- March 13 – Final booth payment due
- March 13 – 2026 membership dues deadline (required for exhibiting)

Heritage (GSC) Deadlines

- March 13 – Discount deadline for custom rentals
- March 25 – Discount deadline for carpet, furniture, accessories, and other services

MCC (Convention Center) Deadlines

- March 25 – Advanced rate deadline
- April 8 – Online ordering closes

Shipping & Material Handling

- March 13 – First day for advance warehouse shipments
- April 3 – Last day for advance warehouse shipments
- April 11 – First day for direct-to-show-site shipments (starting 8:00 AM)

Move-In / Move-Out

- April 11 – General move-in (8:00 AM–4:00 PM)
- April 12 – General move-in (8:00 AM–3:00 PM)
- April 14 – Move-out (12:30 PM–8:00 PM)

Late arrival, early departure, or early teardown are not permitted.

Exhibit Hall Details

Location

Minneapolis Convention Center – Hall B, Level One
1301 2nd Ave S, Minneapolis, MN 55403

[View the Exhibit Hall Floorplan](#)

Food functions, networking events, and dedicated exhibit hall features will take place in Hall B to maximize exhibitor visibility and attendee traffic.

Exhibit Hall Schedule

Saturday, April 11

8:00 AM–4:00 PM – Exhibitor Set-Up

Sunday, April 12

8:00 AM–3:00 PM – Exhibitor Set-Up

4:00 PM–7:00 PM – Opening Reception in the Exhibit Hall

Monday, April 13

10:00 AM–6:30 PM – Exhibit Hall Open

10:00 AM–10:30 AM – Morning Refreshment Break

11:30 AM–1:00 PM – Lunch

2:50 PM–3:50 PM – Afternoon Refreshment Break

5:00 PM–6:30 PM – Exhibit Hall Happy Hour

Tuesday, April 14

7:00 AM–8:00 AM – Breakfast

7:00 AM–12:30 PM – Exhibit Hall Open

10:30 AM–12:30 PM – Lunch

12:30 PM–8:00 PM – Exhibitor Tear-Down

Booth Packages (Per 10'x10' Space)

Included

- 8' high back wall drape
- 3' high side rail drape
- One (1) 11"x17" one-line identification sign (per booth, regardless of size)
- One (1) full conference registration
- \$200 discount on up to two (2) additional conference registrations
- Basic Wi-Fi
- Attendee lists (provided by 1/16/26, 2/27/26, 3/27/26, and 4/10/26)
- Company listing on the interactive floor plan and mobile app
- Branded marketing and social media assets
- Exhibitor ribbons for all company attendees

Not Included

- Carpet
- Booth furnishings (tables, chairs, counters, etc.)
- Electricity
- Internet upgrades
- Monitor/AV equipment
- Specialty lighting, rigging, or structures



Exhibitor Service Providers

The ASLRRRA 2026 conference partners with the following official providers. Placing orders early avoids on-site surcharges and ensures availability.

Heritage — General Service Contractor

Heritage is the general service contractor and your primary resource exhibitor services. Please reference the Exhibitor Service Manual that you received directly from their team for detailed instructions and order forms. The Heritage team is available to answer questions throughout the process.

Heritage manages:

- Booth furnishings
- Carpet and flooring
- Shipping and freight handling
- Labor services
- Custom booth rentals
- Installation/dismantle support

Contact:

exhibitor.services@heritagesvs.com

1-800-360-4323 (phone)

314-534-8050 (fax)

[Order Online](#)

Note: Material handling is managed exclusively by Heritage, regardless of your carrier. Material handling should be included in your budget and arranged for with Heritage in advance.

Minneapolis Convention Center (MCC)

For:

- Electricity
- Audio-visual
- Plumbing
- Utility services

Contact:

exhibitorservices@minneapolismn.gov

(612) 335-6550 (phone)

[Order Online](#)

Smart City Networks — Internet & Telecom

Basic Wi-Fi is included for all exhibitors.

Additional bandwidth, dedicated services, or hardline connections can be ordered through Smart City.

Contact:

612-335-6165 (phone)

[Order Online](#)

Kelber — Catering

Kelber is the exclusive food and beverage provider for MCC. All in-booth food and beverage must be ordered through Kelber. Outside food and beverage is prohibited.

Contact:
612-335-6045 (phone)
exhibitor@kelber.com

Shipping, Material Handling & Labor

Shipping and material handling are often among the most misunderstood tradeshow costs; reviewing this section carefully can help prevent delays and unexpected fees.

Please refer to the Heritage Exhibitor Services Manual for additional information and specifics. You can also reach out to their team with any questions at exhibitor.services@heritagesvs.com

Shipping

Shipping refers to the movement of your items from your origin to either:

1. The Heritage advance warehouse, or
2. The show-site dock (starting April 11 at 8:00 AM)

You may use any carrier of your choice.

Material Handling

Material handling is managed exclusively by Heritage and includes:

- Receiving freight from your carrier
- Moving freight to your booth
- Storing empty crates and boxes
- Returning empties after the show
- Moving outbound freight to the loading dock
- Loading onto your outbound carrier

Material handling fees are typically based on the weight of your shipment.

To Reduce Costs - Consolidate your freight!

Each shipment that arrives at a separate time is assessed the minimum charge, whether you ship to the advance warehouse or show site.

Hand-Carry Policy

The Minneapolis Convention Center permits small, individually hand-carried items only. Exhibitors are not permitted to use dollies, hand trucks, wheeled carts, or pallet jacks.

If you need equipment, labor must be ordered through Heritage.

Union Labor

It's important to understand in advance that union labor will be required for certain aspects of your exhibit handling. Since Work Rules and Union Jurisdictions vary from city to city, please familiarize yourself with the following statements to help you understand the Union Requirements in the facility.

Heritage is responsible for maintaining in and out traffic schedules at the show site. Even local exhibitors should clear all movements of exhibit materials through this department, as they will have priority at the unloading area at all times.

If you encounter any difficulty with any laborer, or if you are not satisfied with the work performed, please bring this to the attention of the Heritage Show Manager during the show. Please refrain from voicing complaints directly to craft personnel. The person in charge of your exhibit should carefully inspect and sign all work order forms. If there are any questions about any bills, bring the bill to the appropriate Service Desk and discuss it with the person in charge.

Registration Procedures

Complimentary Registration

Each 10'x10' booth (100 SF) receives one (1) complimentary full conference registration. Submit the following to meetings@aslrra.org by March 25, 2026:

- First Name
- Last Name
- Email
- Emergency Contact Name
- Emergency Contact Relationship
- Emergency Contact Phone Number

Discounted Registrations

You may purchase up to two (2) discounted registrations per 10'x10' booth (100 SF).
Discount: \$200 off the current rate.

To redeem:

- Log-in to the registration page for the Annual Conference (linked [HERE](#))
- Select the number of tickets that you are allocated, and assign them to your company attendees
- Enter the promo code provided to you via e-mail, and check-out.

Discounted registrations should be processed by the primary exhibit contact, separately from any full price registrations. Promo codes are not to be shared across your organization.

To ensure the lowest available rates for your team, we strongly encourage registering early. Discounted pricing will increase in line with published registration deadlines. Please do not wait until a rate deadline to register!

Registration Policies

- Unused complimentary or discounted registrations are not transferable to other ASLRRRA events.
- Complimentary or discounted registrations may not be transferred to an existing paid registrant after the registration refund deadline of March 25, 2026.
- No registration refunds will be issued after March 25, 2026.
- ASLRRRA reserves the right to audit exhibitor registrations and adjust fees to the appropriate category if necessary. If registrations exceed the number included with your booth, the exhibiting company may be invoiced for the difference at the applicable registration rate.
- Conference registration does not include the Tuesday Closing Reception. This event requires separate registration.

Badge Pickup & On-Site Registration

All attendees will pick up their badges at the on-site registration desk starting Sunday morning. Full on-site registration will be available for any last-minute substitutions or paid registrations. Swapping badges is strictly prohibited. All attendees must be registered with their own badge to access any part of the conference.

Marketing & Attendee Engagement

Attendee Lists

To support your outreach, attendee lists will be distributed by January 16, February 27, March 27, and April 10. These lists are provided exclusively for your participation in this event and may not be used for ongoing marketing without attendee consent.

ASLRRA does not sell or rent attendee, exhibitor, or member contact information to outside organizations, and you should disregard any email or phone solicitation offering to sell attendee or membership data. Fraudulent outreach should be reported to the Meetings Team.

Giveaways & Raffles

In-booth giveaways and raffles are welcomed and often help drive foot traffic. Exhibitors are responsible for ensuring their activities comply with state and local regulations. Please note that ASLRRA does not promote or announce exhibitor giveaways and is unable to support individual advertising (outside of paid channels) or exhibit hall announcements.

Sponsorship & Branding Opportunities

If you are interested in additional exposure, a limited number of sponsorships and convention center branding opportunities remain available, including digital signage advertisements, column wraps, and escalator runners. To view available opportunities, click [HERE](#).

Interactive Floor Plan Exhibitor Profile

Your listing in the interactive floorplan is pre-loaded with your company name and website. It is HIGHLY RECOMMENDED that you complete your profile and upload your company logo. A separate e-mail will be sent in early 2026 with instructions on accessing and updating your profile information.

Marketing Assets

Branded marketing and social media assets are available to all exhibiting companies. Click [HERE](#) to access all digital assets, logos, and recommendations.

Exhibitor Tips for Success

The ASLRRA Annual Conference is a relationship-driven event designed to encourage meaningful conversations between exhibitors and attendees. The tips below are intended to help you maximize visibility, engagement, and return on your investment.

1. **Reach Out Before You Arrive** - Let customers, prospects, and partners know you'll be onsite and invite them to visit your booth. Share your booth number in pre-conference emails and on LinkedIn, and tag ASLRRA when possible. A simple "We'll be in Minneapolis" message helps build awareness!
2. **Bring the Right Team** - Consider who will be onsite and how attendees prefer to engage. Having technical experts, decision-makers, or familiar faces available can be a strong draw for booth visits.
3. **Staff Your Booth Intentionally** - Keep team members standing, engaged, and facing the aisle during peak exhibit hall hours. Rotate staff often to maintain energy and avoid long periods of inactivity.
4. **Lead With Conversation, Not a Pitch** - Open with a question and focus on learning about attendees' needs before jumping into product details. Meaningful conversations drive stronger, longer-term relationships.
5. **Make Your Booth Visually Inviting** - Ensure your company name and core message are easy to read from the aisle. Avoid clutter and create an open, welcoming space that encourages attendees to step in.
6. **Give Attendees a Reason to Stop** - Consider a brief demo, interactive element, or thoughtful giveaway (drink koozies, hats, etc.). Time-based activities, such as short demos at set times, can help increase traffic.
7. **Capitalize on Peak Traffic Times** - Be fully staffed immediately following General Sessions, during exhibit hall happy hours, and at networking events when attendee traffic is highest.
8. **Engage Beyond the Exhibit Hall** - Your exhibitor registration provides full access to the conference! Attend education sessions relevant to your products or services and connect with railroaders outside the booth.
9. **Extend the Conversation Offsite** - Host a happy hour or dinner outside of conference hours for existing and prospective customers. Don't forget to register for the conference closing reception at Topgolf. This event offers a unique networking environment with a lower supplier-to-railroad ratio.
10. **Follow Up While It's Fresh** - Personalize post-conference outreach and follow up promptly while conversations are still top of mind. Reference specific discussions or sessions attended to stand out.

Additional Rules, Regulations & Policies

Please review your ASLRRA Exhibitor Contract, the Heritage Exhibitor Service Manual, and the Minneapolis Convention Center policies for full rules governing booth design, installation and dismantling, safety and fire regulations, and in-hall behavior. The contract also includes ASLRRA's policy prohibiting exhibitors from hosting events that conflict with exhibition hall hours or major conference functions.

Additional Information

To book your hotel, click [HERE](#).

ASLRRA does not contract with outside housing companies/representatives or third-party groups to book hotel rooms. Fraudulent outreach should be reported to the Meetings Team.

To review general conference information, click [HERE](#).

To explore Minneapolis restaurants and attractions, click [HERE](#).

**See you in
Minneapolis!**