2026 Salt Symposium

October 27-28, 2026

The 2026 Salt Symposium marks an exciting new chapter in one of the nation's leading forums on chloride reduction, winter maintenance, and freshwater protection. Now hosted by the University of Minnesota Cold Climate Stormwater Center of Excellence (CCSCoE), the Symposium continues its long-standing mission of bringing together researchers, public agencies, industry leaders, educators, and practitioners to advance innovative, science-based solutions for managing salt use in cold climates. Building on more than two decades of collaboration and leadership established by Fortin Consulting, the Freshwater Society, and Bolton & Menk, the 2026 Salt Symposium will expand opportunities for research, training, and cross-sector collaboration focused on protecting infrastructure, water resources, and community safety while designing a lower salt future.

For decades, the Salt Symposium has brought together professionals from transportation agencies, municipalities, watershed organizations, consulting firms, academia, environmental organizations, and private industry ***to share practical solutions and emerging research that support safer winter operations while protecting critical water resources***. As stewardship of the Symposium transitions to CCSCoE, we are excited to build on this strong foundation and expand opportunities for research partnerships, technical education, and industry engagement.

We invite organizations and individuals to participate as sponsors of the 2026 Salt Symposium. Sponsorship provides a valuable opportunity to demonstrate your commitment to sustainable winter maintenance practices and environmental stewardship while connecting directly with a highly engaged audience of decision-makers, practitioners, researchers, and industry leaders from across the USA, Canada, and beyond. Sponsor support also helps make the Symposium possible by advancing educational programming, supporting student and practitioner participation, and fostering the collaborative exchange of ideas that drives meaningful progress in salt reduction and water quality protection. This guide provides details on sponsorship tiers and benefits.

Sponsorship Tiers & Benefits

Sponsoring the 2026 Salt Symposium is accepted in any of the tiers shown below:

	Logo	Comp. Reg. (n)	Slides (n)	Chats (n)	LinkedIn Post	Pre-recorded Video	Session Sponsor
Platinum ($4,000)	✓	6	5	3	✓	✓	✓
Gold ($2,500)	✓	3	4	2	✓		
Silver ($1,000)	✓	2	3	1			
Bronze ($500)	✓	1	2	1			
Special ($0)**	?						

Benefits Description:

- Logo = logo placement on conference materials. Higher tiers receive more prominent placement of logos.
- Comp. Reg. = Free Registration for "n" number of guests
- Slides = Advertisement slides shown during "n" break periods
- Chats = Sponsor customized promotional message and/or link shared via conference chat "n" times during the conference.
- LinkedIn Post = Directly tagged on a social media sponsorship post(s) on LinkedIn
- Pre-recorded Video = Sponsor submits pre-recorded 30-second to 1-minute promotional video that will be played during one of the event days.
- Session Sponsor = Recognition as the sponsor of a morning or afternoon block of presentations.
- ***Special Tier: Available subject to agreement*.

Who will see your sponsorship?

The 2026 Salt Symposium is expected to attract between 100 and 500 salt professionals from the USA, Canada, and beyond. Logos, slides, chats, pre-recorded videos, and session sponsorship will be visible to all attendees during the conference. LinkedIn posts will be shared via networks reaching 500+ contacts, and often thousands. Sponsors will be advertised in email announcements, which are distributed to 2000+ email subscribers. Finally, sponsors' logos will be displayed on the conference website. Potential clients, partners, sponsors, funding agencies, and many others are expected to see your Salt Symposium Sponsorship.

How to claim your sponsorship

To claim your sponsorship, please email Andy Erickson at eric0706@umn.edu for more information.