

ATLANTA



EXHIBITOR PROSPECTUS

Underground Construction Technology
International Conference & Exhibition

February 3-4, 2016

Georgia World Congress Center, (Downtown) Atlanta, GA



UCT is the **TOTAL**



SOURCE

for the underground construction market

For 20 years the Underground Construction Technology International Conference & Exhibition (UCT) has connected the industry's most influential water, sewer, gas, telecom and electric owners, operators and decision makers with equipment manufacturers and service and technology providers.

Join us for the 21st UCT, February 3-4, 2016 at the Georgia World Congress Center in Atlanta, GA, as we continue our mission. UCT remains the premier meeting place for business-minded professionals in the underground utility pipe industry and focuses on the total industry, not simply one aspect of it.

Whether you are looking to build strategic partnerships, unveil new equipment, attend educational sessions or network with key industry people during one business trip, UCT is where you can find the right partners to expand your business and make the deals that will change your business forever.



What Brings Attendees To UCT?

UCT's education program is about real business; however, it's not business as usual. Real world problems, experiences and solutions are presented during the informative seminars. The speakers are the foremost authorities on underground and rehabilitation construction. Academic partners ranging from Purdue University School of Engineering and Technology at Indianapolis, to Texas A&M University Engineering Extension Services, to the Trenchless Technology Center at Louisiana Tech University, round out the

program. Industry partners include NASSCO; NASTT; WEF Collections Systems Committee; Association of Equipment Manufacturers; Plastic Pipe Institute; INGAA and NACE International, to name a few. Additionally, attendees earn valuable educational credits (CEUs and PDHs) granted by the University of Texas at Arlington.

With a flexible schedule offering a myriad of seminars, top notch speakers and the best academic and industry partners, it's no wonder that attendees return to UCT year after year.

Who Should Exhibit?

Companies involved in operational, engineering, construction and rehabilitation, maintenance and service-related companies, as they directly relate to the underground utility pipe industry, including:

- Horizontal directional drilling (HDD)
- Sewer/water
- Health and safety equipment
- Leak detection
- Pumps
- Insurance
- Tools
- Boring machines/guidance systems
- CCTV inspection systems
- Manhole
- Mapping systems
- Mud (mixing systems, motors, vacuums, fluids)
- Cured-in-place-pipe (CIPP)
- Pipe bursting
- Liners/lining systems
- Rental companies
- Robotic inspection
- Root control
- Spot repair
- Vacuum excavators/potholing
- Utility locating
- ...anything related to the underground utility industry

"I thought the educational sessions were very well done and a good effort was made to get people with recent, relevant and applicable experience."

Attendee: Nate Greer,
Utility Mapping Services
Montana City, MT

Trenchless Technology



Conduct a year's worth of business

IN THREE DAYS!

Why Exhibit At UCT?

To Generate Business Leads.

Nearly 200 companies exhibit at UCT each year to connect with customers, meet new prospects, develop relationships, find suppliers, stay current on industry trends, debut new products and unveil emerging technologies. For long-time exhibitors, UCT is the most productive, efficient platform for growth and profitability. Of the UCT 2015 exhibitors renting lead retrieval devices, one received 400+ leads, followed by another exhibitor that received 83, and another received 54. While these results are not typical of every exhibiting company that rents a device, the average number of leads generated by those that did, was 32. Exhibitors returning to UCT confirms that their investment is worthwhile.

UCT attracts a diverse attendance from every segment of the industry including: contractors, engineering firms, personnel involved in managing damage prevention and safety issues, public works officials, telecommunications companies, and more. Attendees come from the U.S. and abroad because they know that UCT offers the best value in education and the largest number of exhibits.



New Construction

UCT is your best opportunity to...

Expand your market presence

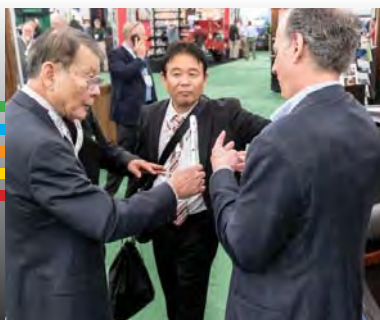
to contractors, gas utilities, municipal sewer and water authorities, pipeline companies and engineering firms.

Network

with a diverse global attendance from across the U.S. and 16 countries worldwide – saving you 1,000s in travel expenses.

Create brand loyalty

by establishing relationships with your current customers and suppliers.

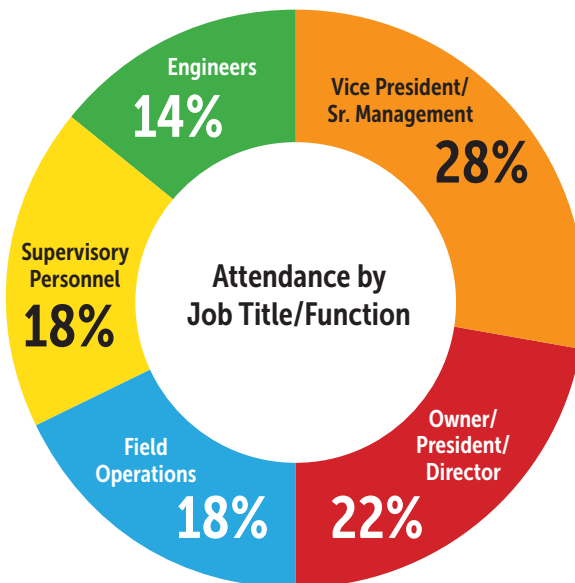


Diverse Attendance

At UCT, you can meet with industry professionals from every segment of the underground utility pipe industry. They come from the U.S. and abroad because they know that UCT offers the best value in education and the largest number of exhibits in any trade show focusing on the total underground utility infrastructure.

Country

Afghanistan
Argentina
Brazil
Canada
Costa Rica
Ecuador
Germany
Haiti
Israel
Japan
Korea, Republic of
Lebanon
Mexico
United Arab Emirates
United States

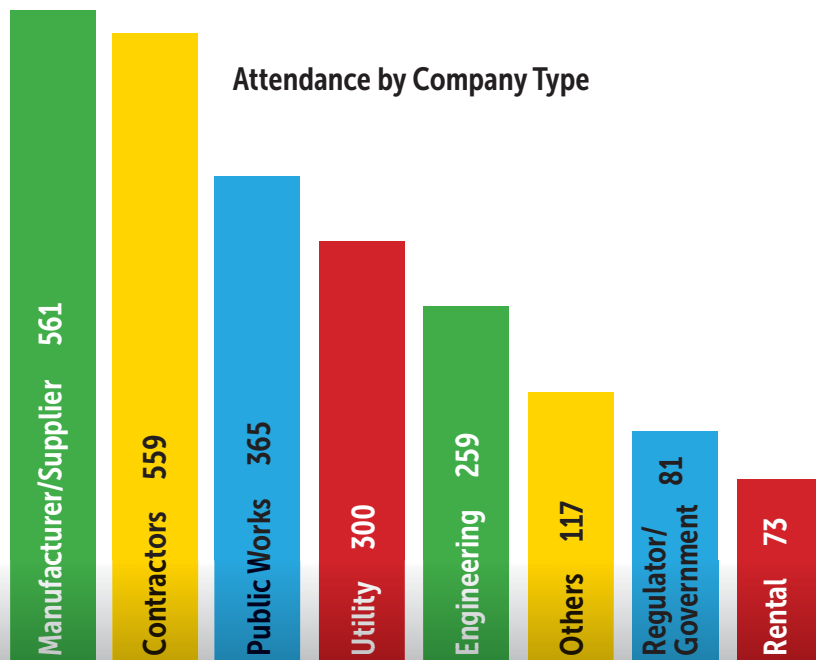


"Being the first show of the year and in the winter when work for many contractors has slowed or stopped, we always see customers, prospects, industry colleagues, all at the same place. Once again, we had one of the best shows ever at UCT 2015."

Exhibitor:

Chris Brahler, president,
TT Technologies

Attendance by Company Type





Sponsorship & Marketing/Promotional Opportunities

Your booth at UCT is only part of the picture. Promotional opportunities provide creative ways to promote your presence at the show, enhance your results and set yourself apart from the competition. Becoming a sponsor can maximize your exposure before, during and after the show, dramatically increasing the return on your investment.

Make the most of your marketing efforts and increase your company's visibility. Sponsor logos will appear in all promotional material – order early to take full advantage of all promotions. Contact Karen E. Francis at kfrancis@uctonline.com for availability and pricing or if you have ideas for additional options. Complete sponsorship opportunities can be found on the official show website, uctonline.com.

Availability (partial list):
Aisle Banners
Attendee Bag Sponsor
Conference Proceedings CD
Hotel Key Cards
"No-Spin" Lanyards
Networking Reception

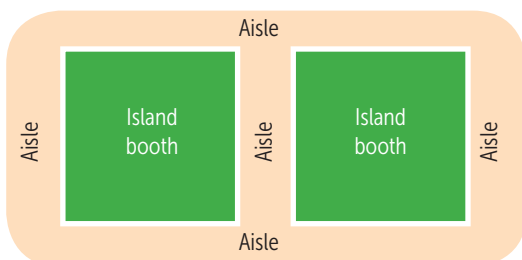
UCT is the TOTAL

The Bottom Line

Reinforce and develop profitable relationships; brand your company and showcase your equipment or technology with a booth at UCT. For booth configurations not listed, please refer to the exhibit space application or contact our office. A current floor plan is always available at uctonline.com. Sorry, cross-aisle booths are not allowed. (Example of cross-aisle booths: 709 & 808, 913 & 1012, etc.)

Island Exhibits (aisles on all sides)

- 10'x20' ... \$4,375 25% Deposit due w/contract: \$1,094
- 20'x20' ... \$8,300 25% Deposit due w/contract: \$2,075



Dates

Wednesday, Feb. 3 – Thursday, Feb. 4, 2016

Facility

Georgia World Congress Center
285 Andrew Young International Blvd., NW Atlanta,
Georgia 30313-1591 (downtown Atlanta)
Exhibit Hall: B3
Ceiling Height: 30'
Floor Load: 350 lbs/sq. ft.
Utilities: In floor pockets
Loading Docks: 9 docks, 4 drive-in freight doors

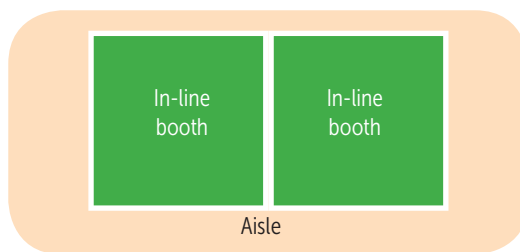
Marketing Support

We provide exhibitors with proven pre-show and on-site marketing services to help you promote your participation and enhance your overall show experience.



In-line Exhibits (booths with at least one neighbor)

- Booth Numbers 61-99
\$2,365 each. 25% Deposit due w/contract: \$591.25
- All other in-line space rates:
10'x10' ... \$2,070
25% Deposit due w/contract: \$517.50
- 10'x20' ... \$4,140
25% Deposit due w/contract: \$1,035



What's Included In The Price?

The booth fee is for raw/unfurnished space only and includes the items listed below. Please note, there are deadlines associated with the promotional items, therefore the sooner booth space is confirmed, the more promotional items you'll be able to take advantage of.

- 24 hr. security
- Booth sign
- Aisle cleaning
- Side and back drapes to frame the space (no drapes for island booths)

- Product/service feature on the UCT website – **Free!**
- Email templates to promote your presence – **Free!**
- Pre-show public relations support – **Free!**
- Social media promotion – **Free!**
- Exhibitor Showcase in the December issue of *Underground Construction* magazine – **Free!**
- Exhibitor Showcase in the December issue of *Pipeline & Gas Journal** – **Free!**
- Exhibitor Showcase in the January issue of *Pipeline News** – **Free!**
- Distribution of press materials in the on-site Press Center – **Free!**
- Unlimited exhibit hall passes for your clients/guests – **Free!**

*Option only available to exhibitors advertising in the pipeline magazines.

Georgia World Congress Center





DOWNTOWN



Why Atlanta?

Atlanta has long been heralded as the Hub of the Southeast.

Inspiring Attractions

located within walking distance of the headquarter hotel

Easily Accessible

As the region's geographic center, not only is Atlanta easily accessible for flights, but also for drivers

Downtown Atlanta is fast becoming a 24-hour neighborhood with renowned venues and premier facilities.



Hartsfield-Jackson Airport

Daily non-stop flights to and from every major city in the world make commuting to Atlanta a breeze.

- 80 percent of the U.S. population is within a 2-hour flight.
- 6 continents enjoy direct, non-stop flights to Atlanta.
- 12 dedicated international gates at the Maynard H. Jackson Jr. International Terminal.
- 150+ U.S. destinations with direct non-stops to ATL.
- 225+ non-stop destinations world-wide.



Getting from the airport to the Georgia World Congress Center in downtown Atlanta couldn't be easier. Whether you travel via MARTA, shuttle or cab, **you're less than 20 minutes from Downtown Atlanta.**



General Information, Rules & Regulations

1. GENERAL

This show is sponsored and managed by Oildom Publishing Co. of Texas, Inc. The words "Show Management" used herein shall mean the sponsors acting through their officers, the Conference Chairman, or Conference and Exposition Managers. All matters and questions not covered by the following rules and regulations or the Exhibitor Service Manual are subject to the decision of Show Management. The General Information, Rules and Regulations may be amended or supplemented at any time by Show Management, and all such amendments or additions shall, upon reasonable notice, be as equally binding on all parties affected as the original General Information, Rules and Regulations. Show Management reserves the right to publish official show photography for the purpose of promoting the show.

2. USE OF SPACE

The space contracted for is to be used solely for the Exhibitor whose name appears on the contract, and it is agreed the Exhibitor will not sublet nor assign any portion of same without the written consent of Show Management.

3. HOLD HARMLESS AND INSURANCE

Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of personal injury or damage to Exhibitor's displays, equipment and other property brought upon the premises of the exhibit hall. Exhibitors shall indemnify and hold harmless the exhibit hall, Show Management, their agents and employees from losses, damages and claims inside or outside the exhibit hall that may arise as a result of actions of the Exhibitor, its employees or agents. Show Management will not be liable to the Exhibitor, its employees, agents or guests for any damages, loss or injury from fire, electricity, water, storm, riot, smoke, theft, accident or any other cause. The Exhibitor agrees to provide insurance coverage for personal injury and property damage liability covering the Exhibitor and his property of at least \$1 million. Insurance protection against fire, theft or damage to the Exhibitor's materials must be carried at the Exhibitor's expense.

4. TAXES AND FEES

Exhibitor assumes responsibility for all state, federal and local taxes associated with sales activities. Exhibitor assumes responsibility for all licensing in association with any use of copyrighted material.

5. ADA COMPLIANCE

The Exhibitor understands that the Americans with Disabilities Act (ADA) requires that its display must be accessible to persons with disabilities, and the Exhibitor agrees that it is solely responsible for assuring that its display complies with the ADA.

The Exhibitor hereby warrants that it will provide auxiliary aids and services to individuals with disabilities suitable for effective communication between all parties in accordance with the requirements of the ADA, so that the Exhibitor's display will be accessible, as defined in the ADA, to persons with disabilities. The Exhibitor further warrants that where the provision of such auxiliary aids would fundamentally alter the nature of the goods and/or services provided by the Exhibitor, or would result in an undue burden to the Exhibitor, the Exhibitor will notify Show Management of that fact at least two weeks in advance of the exposition and of the alternative measures it intends to take to assure compliance with the ADA during the period of the exposition.

The Exhibitor agrees to indemnify and hold Show Management harmless for any claims arising out of or in connection with the Exhibitor's display's failure to comply with the ADA.

6. INSTALLATION AND DISMANTLING

Exhibitors have move-in and move-out times as indicated in the Exhibitor Service Manual. Failure to remove an exhibit in the allowed time will afford Show Management the right to remove and place same in a warehouse, subject to the Exhibitor's disposition, with all charges to follow at no liability to Show Management. All exhibits must remain intact until the exposition is officially closed.

7. REFRESHMENTS, GIFTS AND CONTESTS, ETC.

Show Management reserves the right to prohibit, limit or discontinue the distribution of gifts, give-aways or similar promotions. Contests, raffles and drawings, if permitted under state or

local laws, will be subject to the written approval of Show Management. There will be no announcement of Exhibitor's contests, drawings or raffle winners during the exposition.

8. EXHIBIT DESIGN AND INCLUSIONS

All exhibits must conform to the size of the booth and must not be of such a nature as to obstruct the view of or interfere with exhibits of others.

9. USE OF AISLES AND COMMON AREAS

The aisles, passageways and overhead spaces remain strictly under control of Show Management and no signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by special written permission of Show Management. Uniformed attendants, models and other employees must remain within the booths occupied by their employers. Any and all advertising distribution must be made from the Exhibitor's booth space. The Exhibitor will be responsible to abide by all city fire and safety codes which may be in effect.

10. RESTRICTIONS

Show Management reserves the right to restrict exhibits that may have been falsely entered, or may be deemed unsuitable or objectionable. This reservation applies to noise, persons, apparel, conduct, things, printed matter or anything of a character that might be objectionable to the Exposition as a whole. Public address systems are specifically prohibited. Electric or electronic amplification or musical instruments is specifically prohibited. Camera use in the exhibit hall will not be permitted either before or after exhibit hours. Children under the age of 18 are specifically prohibited from being on the trade show floor during move-in and move-out hours. Children under the age of 16 are specifically prohibited from being on the Exposition floor at any time.

11. SERVICE ORGANIZATIONS

In the interest of making available the best qualified craftsmen in numbers sufficient to handle all of the services necessary for the operation of the Exposition, Show Management has contracted, on an exclusive basis, official contractors to provide such services. Service companies other than the designated contractors will not be allowed to work on the exhibit areas unless specifically authorized by Show Management. Details regarding exhibitor-appointed contractors will be distributed with the Exhibitor Service Manual.

12. RIGHTS IN THE EVENT EXPOSITION IS NOT HELD

Should Show Management elect to cancel the Exposition, Show Management's liability to the Exhibitor shall be the refund of any payments for booth space received. Show Management shall not be liable for any consequential damages which may arise from such cancellation. Should the Exposition be canceled due to circumstances beyond the control of Show Management including, but not limited to, acts of God, acts of war, governmental emergency, labor strike or destruction of exhibit facility, Show Management shall return each Exhibitor's space payment less a pro rata share of costs and expenses incurred.

13. CHANGES IN FLOOR PLAN

Show Management reserves the right to make appropriate changes in the floor plan and booth locations as it deems necessary for the overall success of the Exposition.

14. OUTSIDE EXHIBITS/HOSPITALITY SUITES

By executing this contract, Exhibitors agree that their entire exhibit and display will be confined to the indoor and outdoor exhibit halls and the booth space assigned. This prohibits Exhibitors from displaying products/services and/or other advertising materials in areas outside their booth space such as, but not limited to, parking lots and hotel lobbies. Exhibitors, by executing this contract, also expressly agree not to operate hospitality suites, conduct meetings or demonstrations during hours in which the Exposition is open or when any official sponsored events are in progress.

15. VIOLATIONS OF RULES AND REGULATIONS

Violations of these rules and regulations as well as those published in the Exhibitor Service Manual will afford Show Management the right to prohibit the Exhibitor from exhibiting at the current year's exhibition and will forfeit all booth payments.



Exhibit Space Contract

Underground Construction Technology International Conference & Exhibition
February 3-4, 2016, Georgia World Congress Center, Atlanta, GA

APPLY ONLINE!

uctonline.com

Contact Information



Check if address has changed



Check if contact name has changed

Company Name (as it should appear in ALL printed material)

Main Show Contact Name

Email (for correspondence only, it will not appear in the show program)

CC / Secondary Contact Name (cc of all correspondence)

CC Email (used for cc of show correspondence)

Address:

City

State/Province

Zip/Postal Code

Country (If USA leave blank)

Business Phone Number

Fax Number

Company E-mail (this will appear in the show program)

Website (this will appear in the show program)

Space Requirements *Please view the floor plan at uctonline.com prior to submitting the contract*

Size of Space Requested _____ x _____

☐ Check here if you require an island booth

Space Choices	1st	2nd	3rd	4th	5th	6th	7th	8th
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Rates: Booth Numbers 61-99 are \$2,365 per 100 sq. ft. All other in-line 10'x10' booths are \$2,070. (10x20 - \$4,140 • 10x30 - \$6,210)

Island Booths (aisles on all sides, no back drape provided):

10'x20' - \$4,375 • 10'x30' - \$6,570 • 20'x20' - \$8,300 • 20'x30' - \$12,450 • 20'x40' - \$16,595 • 30'x30' - \$18,670 • 20'x50' - \$20,745 • 50'x40' - \$41,000

List names of companies you do not wish to be near (list name, NOT product/industry).

UCT will make every effort to accommodate your request. Exhibitor understands and accepts that the final booth assignment will be made solely at UCT's discretion.

Payment Information

☐ Check

Check Number

A 25% deposit is due with your signed contract. Full payment of the balance is due no later than Nov. 1, 2015. After Nov 1, full payment must accompany your signed contract. Full refunds on cancellations prior to Oct. 1, 2015. 50% refund on cancellations between Oct.1-Dec.1. No refunds on cancellations after Dec. 1, 2015.

☐ Credit Card

If billing address differs from above, please provide:

Amount Enclosed/
OR to charge: \$

☐ VISA

Card Number

Exp Date

Security Code

☐ MasterCard

☐ Discover

☐ Amex

Name as it appears on card (please print)

Card Holder Signature

Checks are payable to UCT.

Mail: UCT – Oildom Publishing Company, PO Box 941669,
Houston, TX 77094

OR: UCT/Oildom Publishing, 1160 Dairy Ashford, Ste. 610,
Houston, TX 77079.

Fax Credit Card Payments: 281-558-7029

Email Credit Card Payments: kfrancis@uctonline.com

Questions: kfrancis@uctonline.com or 281-558-6930 x 222

UCT USE ONLY

BOOTH NO: _____ SIZE _____ REC'D _____

FP _____ QB _____ DB _____ REG _____ WEB _____ FREEMAN _____

NOTES: _____

uctonline.com

Tear here. Fax or mail in application. Rules and regulations on back.



For more information:

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Houston, TX 77079

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