



Sponsorship & Marketing



Create awareness, drive attendees to your booth!

uctonline.com

SPONSORSHIP AND MARKETING OPPORTUNITIES

Your booth at the Underground Construction Technology International Conference & Exhibition (UCT) is only part of the picture. Promotional opportunities provide creative ways to promote your presence at the show and enhance your results. Becoming a sponsor can maximize your exposure before, during and after the show, dramatically increasing the return on your investment!

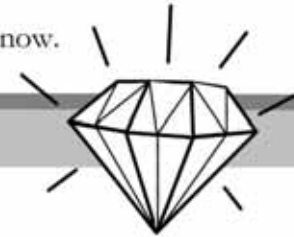
Something For Every Budget

Opportunities on the next few pages offer something for every size exhibitor and every budget. Not an exhibitor? You can sponsor an item as well however, you get greater exposure if you have a booth.

Have an idea for a sponsorship not listed? No problem! Contact Karen at kfrancis@uctonline.com or phone 281-558-6930 x 222.

Take advantage of all of the promotional opportunities, become a sponsor **now.**

DIAMOND



***EXCLUSIVE!* Bus Sponsorship - \$10,000**

This diamond level sponsorship is a great way for your logo to be in front of attendees before they reach UCT. Shuttle buses will operate between the hotel and the GWCC.

Sponsorship includes:

- Logo (1 color) on the headrest cover. (Logo side **faces** the attendee)
- Logo on Bus schedule billboards
- Logo on Registration Kick-Panel
- Logo on conference e-mails
- Logo on conference website
- Exhibit Hall Aisle Banner
- Logo on cover of pre-conference brochure
- Logo and company description in pre-conference brochure
- Logo and company description in select conference e-mails
- Logo on exhibit hall entrance unit
- Logo on direct-mail campaign
- Logo on cover of show program
- Enhanced listing in show program
- 10 diamond sponsor ribbons
- Logo in Thank You sponsor ad (in select issues of *Underground Construction* magazine)
- Recognition in every UCT section appearing in *Underground Construction* magazine and if you are an advertiser in *Pipeline & Gas Journal* or *Pipeline News*, you'll receive recognition in those publications as well!

PLATINUM

***EXCLUSIVE!* Attendee Luncheon Sponsorship - \$5,000**

Treat FULL CONFERENCE attendees to lunch on Thursday (Feb. 4). This exclusive platinum sponsorship is a great way to focus attention on your company.

Sponsorship Features:

- Logo on lunch ticket given to paid full conference attendees
- Logo on signage in the lunch area

EXCLUSIVE!* Lanyards - \$4,400 **SOLD!*

Know who you're speaking with -- this exclusive platinum sponsorship keeps name badges facing forward.

Sponsorship Feature:

- Logo on lanyard given to every attendee

Open to Non-Competing Exhibitors!

Networking Reception - \$5,000

Uncork an evening of fun, co-sponsor the Networking Reception on Thursday night, held in the exhibit hall.

Sponsorship Feature:

- Logo included on signage throughout the exhibit hall

Sponsorship includes:

- Logo on conference e-mails
- Logo on conference website
- Exhibit Hall Aisle Banner
- Logo on cover of pre-conference brochure
- Logo and company description in pre-conference brochure
- Logo and company description in select conference e-mails
- Logo on exhibit hall entrance unit
- Logo on direct-mail campaign
- Logo on cover of show program
- Enhanced listing in show program
- 10 platinum sponsor ribbons
- Logo in Thank You sponsor ad (in select issues of *Underground Construction* magazine)
- Recognition in every UCT section appearing in *Underground Construction* magazine and if you are an advertiser in *Pipeline & Gas Journal* or *Pipeline News*, you'll receive recognition in those publications as well!

GOLD

***EXCLUSIVE!* Hotel Key Cards - \$3,950** **(\$4,150 if we create your artwork)**

Put your message in the palm of everyone's hands with this exclusive gold level sponsorship. Hotel guests search for their keycard several times a day. Your color message will be on the front and back of this RFID hotel key card.

1 Hotel – Westin Peachtree Plaza.

***EXCLUSIVE!* Attendee Bag** **Co-Sponsor - \$3,150**

Co-sponsor the bag given to every attendee at registration. Bag is royal blue, logo is white. Your logo/UCT logo print on the same side.

***EXCLUSIVE!* Online Registration** **Page - \$3,200**

EVERYONE visiting the UCT Registration Page will see your Leader Board ad! This unique sponsorship will run September (when registration opens) through April (months after the close of UCT). Size 720p x 90p. Ad will link to your site.

Audio/Visual - \$3,400 (per track)

Target your customers before the exhibits open with an A/V sponsorship. In addition to promotional items listed, your logo/booth number will be on a banner hanging from the head table and on signage outside of the room.

One sponsor per track.

Tracks Available:

- Horizontal Directional Drilling (2 days **SOLD!** Ditch Witch
- Pipe Bursting (2 days **SOLD!** HammerHead
- WaterWorks (2 days)
- Sewer (2 days)

Registration Kick Panels **- \$3,000 each**

Put your logo and booth number on a registration kick panel – and be seen by all!

Sponsorship includes:

- Logo on conference e-mails
- Logo on conference website
- Exhibit Hall Aisle Banner (based on availability)
- Logo on cover of pre-conference brochure
- Logo and company description in pre-conference brochure
- Logo on exhibit hall entrance unit
- Logo on direct-mail campaign
- Logo on cover of show program
- Enhanced listing in show program
- 10 gold sponsor ribbons
- Logo in Thank You sponsor ad (in select issues of *Underground Construction* magazine)
- Recognition in every UCT section appearing in *Underground Construction* magazine and if you are an advertiser in *Pipeline & Gas Journal* or *Pipeline News*, you'll receive recognition in those publications as well!

***EXCLUSIVE!* Conference** **Proceedings CD - \$3,100**

Given to full conference attendees. Used all year long to access educational papers from UCT. Your logo prominently featured on the CD, and your message and logo on the opening page while the CD is loading.

SILVER

Freestanding Billboards - \$2,000 (\$2,200 if we create your artwork)

Billboards are a great way to drive traffic to your booth. Placed in highly visible areas in the convention center, your message will be seen coming and going on these double sided billboards.

Attendee Prospect E-mail Advertising - \$2,500 per e-mail

Reach industry professionals by advertising in the pre-show attendee e-mail blasts. Banner ads available in various sizes or advertise a video of your product or service. Dates subject to availability. Limited to 2 sponsors per email (1 video or 1 banner ad).

***EXCLUSIVE!* Registration Confirmation Letter - \$2,000**

Confirmation letters and reminders are e-mailed to each pre-registered attendee. Your logo and "See Us In Booth #" will appear on each email.

Convention Center Escalator Runners - \$1,400 each

Your logo or message on one escalator runner.

Sponsorship includes:

- Logo on conference e-mails
- Logo on conference website
- Logo on cover of pre-conference brochure
- Logo in pre-conference brochure
- Logo on exhibit hall entrance unit
- Logo on direct-mail campaign
- Logo on cover of show program
- Enhanced listing in show program
- 10 silver sponsor ribbons
- Logo in Thank You sponsor ad (in select issues of *Underground Construction* magazine)
- Recognition in every UCT section appearing in *Underground Construction* magazine and if you are an advertiser in *Pipeline & Gas Journal* or *Pipeline News*, you'll receive recognition in those publications as well!

BRONZE

Aisle Banner - \$650 each

One exhibitor per aisle, based on availability. Banner will feature logo and booth number.

Ailes No Longer Available:

300 (Ditch Witch), 400 (HammerHead), 800 (Interplastic)
700 (Mud Technology)

Carpet Decals - \$650 each

4, 3'x3' decals placed throughout the exhibit hall.

Sponsorship includes:

- Logo on conference e-mails
- Logo in pre-conference brochure
- Logo on exhibit hall entrance unit
- Logo on direct-mail campaign
- 10 bronze sponsor ribbons
- Logo in Thank You sponsor ad (in select issues of *Underground Construction* magazine)
- Recognition in every UCT section appearing in *Underground Construction* magazine and if you are an advertiser in *Pipeline & Gas Journal* or *Pipeline News*, you'll receive recognition in those publications as well!



2016 Sponsorship Opportunities

February 3-4, 2016 • Georgia World Congress Center • Atlanta, GA, USA

This is an interactive .pdf, type directly onto it from your computer. (This feature is not supported in Firefox.)
Inactive boxes mean item is no longer available.

1

Name: _____

Company: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

2

Sponsorship Opportunities

Make your selection below by clicking the appropriate box. All marketing/sponsorship opportunities are on a first received basis, where applicable.

If the sponsorship is no longer available, you will be notified promptly.

- ☐ **Diamond: Bus Sponsorship \$10,000**
- ☐ **Platinum: Networking Reception \$5,000**
- ☐ **Platinum: Attendee Luncheon \$5,000**
- ☐ **Platinum: Lanyards \$5,000**
- ☐ **Gold: Hotel Key Cards \$3,950**
- ☐ **Gold: Attendee Bag \$3,150**
- ☐ **Gold: Online Registration Page \$3,200**
- ☐ **Gold: Audio/Visual \$3,400 (per track, select below)**
- ☐ **Horizontal Directional Drilling**
- ☐ **Pipe Bursting**
- ☐ **WaterWorks**
- ☐ **Sewer**
- ☐ **Gold: Registration Counter Kick Panel \$3,000 each**
- ☐ **Gold: Conference Proceedings CD \$3,100**
- ☐ **Silver: Freestanding Billboard \$2,000 (\$2,200 if we create)**
- ☐ **Silver: E-mail Advertising \$2,500**
- ☐ **Silver: Registration Confirmation Letter \$2,000**
- ☐ **Silver: Escalator Runners \$1,400 each**
- ☐ **Bronze: Aisle Banner \$650 each**
- Specify Aisle: _____
- ☐ **Bronze: Carpet Decals \$650 (for 4)**

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Payment & Authorization

- 50% deposit is required at time of order. Balance payable by Dec. 1, 2015. Forms received without payment will not be accepted.
- Confirmation and receipts will be sent after application has been processed.

Authorization

By submitting this application and contract, we agree to the sponsorship(s) that we have selected. We further agree to comply with all such instructions, rules and regulations.

Sponsorships are assigned on a "first received" basis. All sponsorship payments are nonrefundable.

TOTAL sponsorship amount: \$ _____

Deposit/amount to charge: \$ _____

If paying by check, make it payable to UCT and send with the completed application to the address below:

UCT-Oildom Publishing Company
1160 Dairy Ashford, Suite 610
Houston, Texas 77079

For credit card payments, e-mail this form to: kfrancis@uctonline.com or fax 1-281-558-7029. If you have not heard from me within 24 hours after submission, contact me to confirm that your order has been received.

☐ MasterCard ☐ VISA ☐ AMEX ☐ Discover

Card number: _____

Expiration date _____ Security code _____ Today's date _____

Name on card: _____

Signature: _____

Billing address (if different from section 1):

Address _____

City, ST, Zip _____

Questions/Information contact: Karen E. Francis
kfrancis@uctonline.com or 1-281-558-6930 x 222

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Find us on Facebook: UCT - Underground Construction Technology

SUBMIT FORM

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UCT USE ONLY

Sponsorship Confirmed: _____

Date Received: _____

Notes: _____

Notes: _____