



# BUSINESS

## By the Numbers

### Attendees

#### Industry Roles

- Utility owner/operators
- Public works officials
- Engineers
- Consultants
- Contractors/subcontractors
- Key manufacturers/suppliers
- Government/regulatory
- Executive; management
- Business Development
- Subject Matter Experts
- Supply Chain/Purchasing

#### Industry Segments

- Natural gas
- Water
- Sewer
- Electric
- Telecom

#### Activity Focus

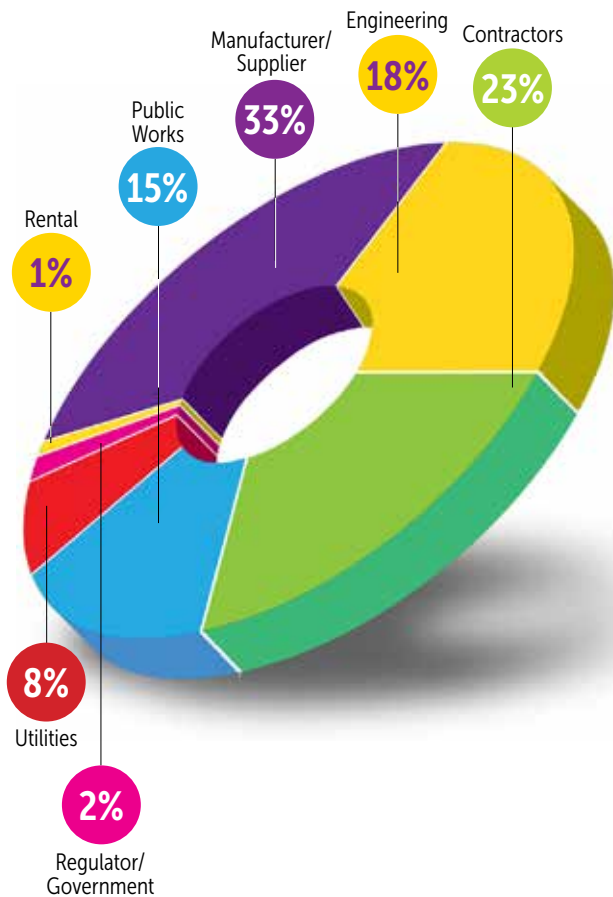
- Design
- Construction
- Maintenance
- Inspection
- Rehabilitation

### Exhibitors

Companies involved in operational, engineering, construction, rehabilitation, maintenance and service-related companies, as they directly connect 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

### 2017 Attendance Spans Entire Supply chain



# A BETTER BUSINESS EXPERIENCE

Underground Construction magazine's Underground Construction Technology International Conference & Exhibition (UCT) is Jan. 30 through Feb. 1, 2018 at the Ernest N. Morial Convention Center in New Orleans, LA.

### What Makes UCT Unique

- Business oriented trade show
- Trenchless and open-cut construction & rehabilitation technologies
- Attracts buyers early in the year, before construction season
- Attendees are decision makers
- Attendees earn valuable credit

### Why Exhibit/Sponsor UCT

- Brand reinforcement
- Showcase your equipment or technology to key decision makers
- Reinforce existing customer relationships
- New product introductions
- Networking with a diverse global attendance
- Identify partnering/supplier opportunities
- Size up the competition

### What You Can Expect From Exhibiting

- Expanded market presence
- Networking with a diverse global attendance
- Create brand loyalty
- Showcase your equipment or technology to key decision makers
- Generate valuable business leads
- Build strategic partnerships
- Conduct a year's worth of business in just three days!

### UCT Promotes You!

**How UCT Promotes You As An Exhibitor/Sponsor** (For complete list, visit [uctonline.com](http://uctonline.com). Deadlines apply, exhibit early to take full advantage of all these opportunities):

#### Pre-Conference

- Website – exhibitor listing with booth number; sponsor listing with logo
- Buyer's Guide – exhibitor/sponsor listings included year-round
- E-mail promotions – exhibitor/sponsor listing (multiple)
- Exhibitor Showcase – featured in December issue of *Underground Construction*

#### At Conference

- Show Program – sponsor listing with logo; exhibitor listing with booth number
- Signage – sponsor logo
- I.D. Badges – exhibitor/sponsor designation

#### Post-Conference

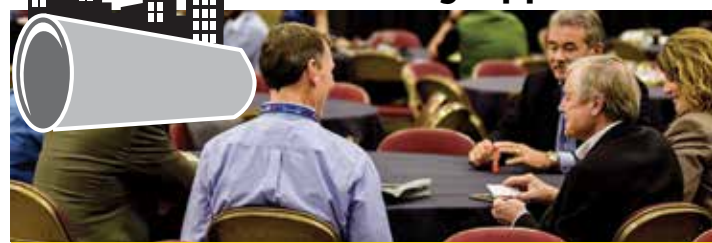
- Thank you Email – sponsor logo
- Thank you ad in *Underground Construction* magazine - exhibitor & sponsor recognition
- Website – exhibitor page featuring product or service

#### Other (Available for a fee)

- Advertising in *Underground Construction*, *Pipeline & Gas Journal*, *Pipeline News* and the Show Program

UCT is the meeting place for professionals who need to get **REAL** business done.

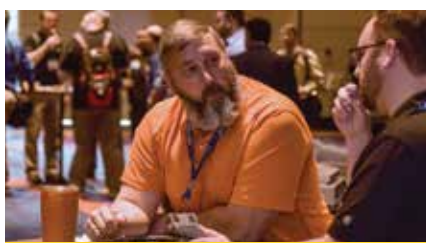
## UCT Networking Opportunities



Lunch



Exhibit Hall



Networking Reception



Educational Program



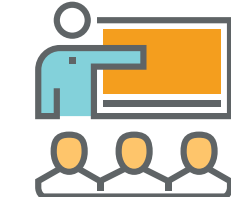
Breaks



MVP Lunch

### Past UCT Metrics

#### Number of Attendees



1,800-3,100

#### Number of Exhibitors/Sponsors



160-250

#### Number of States Represented



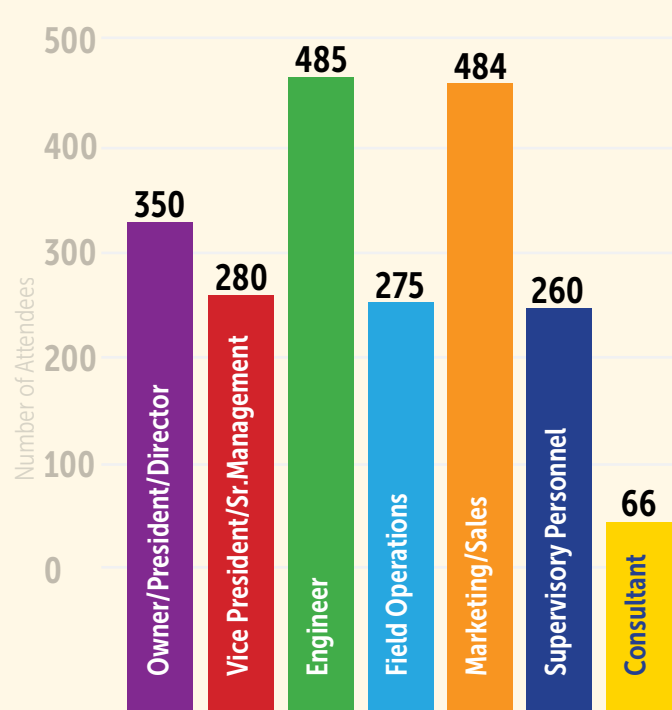
50

#### Number of Countries



Up to 20

### 2017 Attendance by Business Title



I liked the ability to network with people from all over the world and see what is new on the product front. Was worth the visit, travelling from Australia.

Attendee: David Warner, UEA Trenchless, Australia





**23rd Annual  
Underground Construction  
Technology**  
 International Conference & Exhibition

**January 30 - February 1, 2018**  
 Ernest N. Morial Convention Center, New Orleans, LA  
[uctonline.com](http://uctonline.com)

**UCT 2018 in  
NEW ORLEANS**

**Exhibitor Prospectus**  
**January 30 - February 1, 2018**  
 Ernest N. Morial Convention Center  
 New Orleans, LA

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 Presented by  
**underground  
construction**

# CONNECTION

## Beyond Exhibiting

- Promote your presence at the show
- Set yourself apart from the competition
- Maximize your exposure before, during and after the show
- Increase your company's visibility
- Sponsor logos appear in all promotional material

- Sponsorships** (partial list):
- Aisle Banners
  - Attendee Bag Sponsor
  - Hotel Key Cards
  - "No-Spin" Lanyards
  - Networking Reception
  - Attendee Breaks

## The Bottom Line

Reach attendees involved in trenchless and open-cut underground utility construction. **Secure your space now at [uctonline.com](http://uctonline.com).**

### Booth Rates

**10'x10' booth \$2,200**

Other sizes available please visit [uctonline.com](http://uctonline.com) or contact [kfrancis@uctonline.com](mailto:kfrancis@uctonline.com).

## Key Dates

Monday JUNE <b>5</b> 2017 Sales begin	Monday SEPTEMBER <b>11</b> 2017 Hotel block opens	Friday DECEMBER <b>29</b> 2017 Sales end	Monday JANUARY <b>29</b> 2018 Exhibitor move-in	Tuesday JANUARY <b>30</b> 2018 Exhibits open	Wednesday JANUARY <b>31</b> 2018 Exhibits	Thursday FEBRUARY <b>1</b> 2018 Last day & move-out
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## Schedule-at-a-Glance

<b>Monday, Jan. 29</b>	
Exhibitor move-in	8:00 a.m.-8:00 p.m.
<b>Tuesday, Jan. 30</b>	
Exhibitor move-in	8:00 - 10:00 a.m.
Education	8:30 a.m. - 11:55 a.m.
Attendee Coffee Service	9:30-10:30 a.m.
MVP luncheon	11:30 a.m.-12:55 p.m.
Exhibits open	12:00-5:00 p.m.
Networking lunch in exhibit hall	12:00-1:30 p.m.
Welcome reception in exhibit hall	4:00-5:00 p.m.
<b>Wednesday, Jan. 31</b>	
Education	8:30 a.m. - 11:55 a.m.
Attendee Coffee Service	9:30-10:30 a.m.
Exhibits open	12:00-4:00 p.m.
Networking lunch in exhibit hall	12:00-1:30 p.m.
Exhibit Hall Happy Hour	3:00-4:00 p.m.
<b>Thursday, Feb. 1</b>	
Networking Breakfast in exhibit hall	8:00-9:00 a.m.
Exhibits open	8:00-11:00 a.m.
Education in exhibit hall	8:30-10:25 a.m.
Exhibitor move-out	11:15 a.m.-8:00 p.m.



## 23rd Annual Underground Construction Technology

International Conference & Exhibition

**January 30 - February 1, 2018**

Ernest N. Morial Convention Center, New Orleans, LA

[uctonline.com](http://uctonline.com)

“UCT expanded my knowledge of equipment available for our contractors and the capabilities of the various types of machines.”

Attendee: David Muller, ARCADIS

### For more information:

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Related Infrastructure Titles:  
**underground  
construction**

**PIPELINE**News

**Pipeline &  
Gas Journal**

**BCU Pipeline**

## About New Orleans

- New Orleans is ideal for your customers and prospects.
- Attendees can fly direct to New Orleans from 55 cities across the U.S. and abroad.
- *The Washington Post's* "10 Best Food Cities in America"
- Sheraton New Orleans is the headquarters hotel
- Shuttle service will be provided from hotel to Ernest N. Morial Convention Center

**Submit your exhibit space application today and  
 Laissez les bon temps roulez (let the good times roll)!**

