# Underground Construction Technology International Conference & Exhibition

**January 30 - February 1, 2018** 

Ernest N. Morial Convention Center, New Orleans, LA



# UCT 2018 SHOW PROGRAM Advertising Rate Card



# **UCT** is the

# LARGEST

# industry event focused on underground utility infrastructure

- Attendance is expected to reach 2,500
- Each delegate receives the Show Program
- Delegates refer to the Show Program repeatedly throughout the event
- UCT 2018 Delegates are:

# **An Excellent Advertising Value!**

Benefits of Advertising at UCT 2018

- · Undivided attention
- Engaged audience
- · Qualified prospects
- · Available to non-exhibitors

## A unique opportunity to... **Promote Your Brand**

and products to thousands of qualified and engaged delegates at the largest event focused on underground utility infrastructure

# **Expand Your Market Presence**

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

Sponsorship opportunities for increased exposure are also available, including:

- Delegate bag inserts
- Networking Receptions
- Attendee Breakfast
- Prizes
- Lunch
- · Aisles Banners
- Audio Visual









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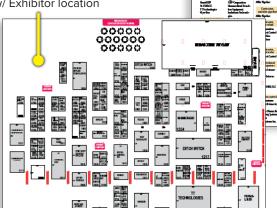
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### What's in the UCT Show Program:

- Complete list of UCT Educational Tracks
- Alphabetical list of exhibitors with booth number and company description
- Exhibitor listing by category <
- Floor Plan w/ Exhibitor location





# Rates

### **Black and White**

2 page spread	\$2400
1 page	\$1500
1/2 page	\$950

#### Four Color

single color	\$300
matched ink	\$600
4/color process	.\$1000
Spread 4/color process	.\$1100
Add your logo to	
your exhibitor listing	\$250

#### Combo Offer!

#### Special Advertising promotion for UCT 2018!

Run at least a 1/4 page ad in Dec. or Jan. issue of Underground Construction or Pipeline & Gas Journal and receive a 50% discount to advertise in UCT 2018 Show Program





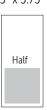
## **Specs**

REDUCE COSTLY SSOS

Irım sıze	4.5″ x 8.5′
2 page spread (live area)	8.5" x 8
2 page spread (bleed)	9.25" x 8.75
full page (live area)	3.75" x 8
full page (bleed)	4.75" x 8.75
1/2 page	3.75" x 3.75









4.75

### **UCT 2018 Publication Distribution**

All attendees along with speakers and exhibitors receive the UCT Show Program as well as the January issue of *Underground* Construction upon registration.

The January issue of Pipeline & Gas Journal will also be distributed.

### **December Pre-Show Issues**

UCT pre-show coverage in both magazines includes a list of exhibitors and products and will be available at UCT 2018.

### **Deadlines**

ad insertion deadline	.Dec.	15
materials deadline	.Dec.	22

### **Advertising Sales Contacts**

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