



Don't miss your opportunity to attract new business through enhanced visibility and exposure to UCT's highly-engaged attendees. Sponsorships are open to exhibitors and non-exhibitors. Select from a sponsorship tier or a specific item.

Based on level of engagement, sponsors can benefit from:

- Exclusive access to attendee information
- Brand positioning in front of potential customers
- Networking opportunities with new clients
- Recognition in and on conference materials, signage, emails and webpages

Take advantage of early promotional opportunities, secure your sponsorship now!

	Diamond \$15,000 <b>Exclusive!</b>	Platinum \$10,000 <b>Exclusive!</b>	Gold \$5,000 <b>Exclusive!</b>
Logo/Booth number on banner in UCT classrooms	•		
Logo/booth number on classroom welcome signs	•		
Logo on all pre-show promotions	•		
Prominent logo placement on exhibit hall entrance unit	•		
Literature placement in each classroom	•		
Profile featured in Attendee Brochure	•	•	
Profile featured on conference website	•	•	
Profile featured in select email campaigns	•	•	
Logo included on conference website	•	•	
Pre- and post-attendee list	•	•	
Logo included in conference email campaign	•	•	
Logo included in Attendee thank-you ad in Underground Construction	•	•	
Full-Conference Passes (for clients or staff)	8	5	4
Sponsor Recognition Ribbons	10	8	5
Logo appears monthly in Underground Construction magazine	•	•	•
Logo featured in the email campaign	•	•	•
Mention in social media campaign	•	•	•
Logo in Attendee Registration Brochure	•	•	•
Logo on the UCT online registration page		•	
Logo on the registration confirmation email sent to every attendee		•	
Logo on the registration counters at showsite!		•	
Logo on Conference Presentation Page			•
Banner ad on conference presentation password email			•

### **Bus Sponsorship - \$10,000 Exclusive!**

This is a great way to be in front of attendees before they reach UCT. Shuttle buses will operate between the Sheraton hotel and the convention center.

Sponsorship includes:

- Logo on Bus schedule billboards
- Logo on conference e-mails
- Logo on conference website
- Sponsor may place company flyer in buses
- 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
- 8 platinum sponsor ribbons
- Pre- and post-attendee list
- Logo in Thank You attendee ad (in select issues of *Underground Construction* magazine)
- Recognition in every UCT section appearing in *Underground Construction* magazine

### **Attendee Coffee Break - \$6,000. Exclusive!**

- Branding in the coffee area near educational seminars
- Logo in all promotional material
- Logo on conference website
- Tuesday & Wednesday service
- Special mention in select email campaigns promoting you as the sponsor

### **Annual Networking Reception – Open to non-competing exhibitors only.**

Uncork an evening of fun, co-sponsor the Welcome Reception on Tuesday in the exhibit hall.

#### **\$6,000**

- Logo in all promotional material
- Branding at bars and food stations
- Logo included in attendee thank you ad
- Sponsor may provide giveaways or napkins (production not included in sponsorship.)
- Special mention in select email campaigns promoting you as the sponsor

#### **\$4,500**

- Logo in all promotional material
- Branding at bars and food stations
- Logo in attendee thank you ad

**Sponsors to date: TT Technologies**

**Attendee Lunch (Tuesday & Wednesday). Two Available - \$6,000 each.**

- Recognition as sponsor in all marketing materials
- Signage at lunch area
- Logo on that day's lunch voucher (vouchers print with the attendee badge)
- Announcement in the exhibit hall identifying you as the lunch sponsor that day
- Branding at lunch tables

**Cappuccino Cart - \$5,000.**

Everyone needs an afternoon pick-me-up.

- The cart features specialty coffees (cappuccino, latte, mocha).
- Includes Barista
- The price is per cart/per day.
- Recognition as sponsor in all marketing material
- Additional recognition at the event.

**Rejuvenation Station - \$4,500. Exclusive!**

- This lounge sponsorship includes a device charging station, water & cooler, and seating.
- Logo on wrap at top of charging station
- Logo on water bottle wrap
- Logo included in all promotional material

**UCT Daily E-news - \$4,500. Exclusive!**

Sponsor the "Today at UCT" email sent to attendees and prospects. Sent Mon.-Thurs of UCT, the focus is what is going on that day.

- Banner ad featured/sponsor message
- Logo included in all promotional material

**Hotel Key Cards - \$3,900. Exclusive! Sold!**

Hotel guests search for their keycard several times a day. Put your message in the palm of their hands with this exclusive sponsorship.

- Logo/message on both sides of key card
- Logo included in all promotional material
- One hotel – Sheraton New Orleans

**Attendee Bag - \$3,300 (1C logo). \$4,000 (2C logo). Exclusive! Sold!**

- Co-sponsor the "Sport Pack" bag given to every attendee at the registration desk.
- Bag features open main compartment with drawstring rope closure and front pocket with Velcro closure.
- Bag color is yellow with a black pocket
- Sponsor logo and UCT logo print on yellow

**Twitter Feed - \$3,000. Exclusive!**

Logo and booth # on the UCT Twitter page August 2017 through February 2018.

**Lanyards - \$3,450. Sold!**

- This exclusive sponsorship keeps name badges facing forward.
- Open to one exhibitor.
- Logo on lanyard given to every attendee.
- Recognition as sponsor in all marketing material

**Conference Bag Insert - \$3,000.**

- Company flyer, pen or small gift placed in the conference bag given to all attendees
- Sponsor responsible for production of item.
- UCT staff will place in bags.
- Open to three sponsors.
- Recognition as sponsor in all marketing material

**On-site Education/Program Schedule Billboards - \$3,000.**

- Logo on the education/program schedule billboard
- Open to one exhibitor.

**Attendee Prospect E-mail - \$2,500 per email.**

- Reach industry professionals by sponsoring a pre-conference e-mail blast.
- One ad or video per e-mail blast.
- Dates subject to availability.

**Aisle Banner - \$700 each.**

- Logo and booth number featured on an aisle banner.
- One exhibitor per aisle. **AISLES NOT AVAILABLE: 500**

**Carpet Clings - \$700 per set.**

- Price is for four, 3'x3' color carpet clings
- Clings are placed throughout the exhibit hall except at entrance

To secure a sponsorship, complete the application and return it with a 50% deposit.

We look forward to working with you!

**UCT Convention Director:**

Karen Francis  
P/F: 713-520-4450  
[kfrancis@uctonline.com](mailto:kfrancis@uctonline.com).

**UCT Sponsorship Sales:**

Dave Parker  
P/F: 713-525-4680  
[Dave.parker@petroleum-economist.com](mailto:Dave.parker@petroleum-economist.com)



## 2018 Sponsorship Opportunities

Jan. 30 - Feb. 1, 2018 • Morial Convention Center • New Orleans, LA, USA

This is an interactive .pdf, type directly onto it from your computer.  
Inactive boxes mean item is no longer available.

1

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

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### 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: \$15,000**
- ☐ **Platinum: \$10,000**
- ☐ **Gold: \$ 5,000**
- ☐ **Bus Sponsorship \$10,000**
- ☐ **Coffee Break \$6,000**
- ☐ **Annual Networking Reception \$6,000**
- ☐ **Annual Networking Reception \$4,500**
- ☐ **Attendee Lunch \$6,000**
- ☐ **Cappuccino Cart \$5,000**
- ☐ **Rejuvenation Station \$4,500**
- ☐ **Hotel Key Cards \$3,900**
- ☐ **Attendee Bag \$3,300 (\$4,000 for 2C logo)**
- ☐ **Lanyards \$3,450**
- ☐ **Twitter Feed \$3,000**
- ☐ **Conference Bag Insert \$3,000**
- ☐ **Education Schedule Billboard \$3,000**
- ☐ **8UjmE-bYk gfl !XUngt \$ (,500**
- ☐ **Aisle Banner \$700**  
Specify Aisle: \_\_\_\_\_
- ☐ **Carpet Clings \$700**

**\_\_\_ New! Attendee Prospect Email \$2,500**

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### Payment & Authorization

- 50% deposit is required at time of order. Balance payable by Nov. 1, 2017. 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. Sponsorship payments are nonrefundable.

**TOTAL sponsorship amount: \$ \_\_\_\_\_**

**Deposit/amount to charge: \$ \_\_\_\_\_**

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

UCT-Gulf Publishing Company  
2 Greenway Plaza, Suite 1020  
Houston, Texas 77046

For credit card payments, fax this form to: 1-713-520-4450.

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 1-713-520-4450 (phone & fax)

Follow us: Twitter.com/UCTonline

Find us on Facebook: UCT - Underground Construction Technology

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### UCT USE ONLY

Sponsorship  
Confirmed: \_\_\_\_\_

Date Received: \_\_\_\_\_

Notes: \_\_\_\_\_

Notes: \_\_\_\_\_