



# THE UNDERGROUND UTILITIES EVENT

Underground Construction Technology | January 29-31, 2019 | Fort Worth, TX

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:

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

### 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	•		
Prominent logo placement on exhibit hall entrance unit	•		
Literature placement in each classroom	•		
Five, full-conference passes (for guests or staff)	•		
10 Diamond Sponsor Recognition Ribbons	•		
Profile featured in Conference App	•	•	
Profile featured on conference website	•	•	
Profile featured in select email campaigns	•	•	
Logo included on conference website	•	•	
10x10 booth	•	•	
8 Platinum Sponsor Recognition Ribbons		•	
Four, full-conference passes (for guests or staff)		•	
Banner ad on the UCT registration page		•	
Banner ad on registration confirmation email sent to every attendee		•	
Logo on the registration counters at show site!	•	•	•
Logo featured in the email campaign	•	•	•
Mention in social media campaign	•	•	•
Logo included in Attendee thank-you ad in <i>Underground Construction</i>	•	•	•
5 Gold Sponsor Recognition Ribbons			•
Logo on Conference Presentation Page			•
Banner ad on email containing password and link to conference presentations			•

### A-la-carte Sponsorships feature items listed below each item:

#### Coffee with the Keynote (Tuesday & Wednesday). Two Available - \$4,000 each.

- Branding in the coffee area near educational seminars
- Logo in all promotional material
- Logo on conference website
- Select Tuesday or Wednesday Keynote

- 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 (TT Technologies)**

- 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

### **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

### **App Push Notifications - \$500 each**

Promote in booth specials, time-sensitive announcements or invite attendees to your booth via the conference app. Notifications sent on a first scheduled basis.

- Logo included in all promotional material

### **Hotel Key Cards - 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 - 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 number on the UCT Twitter page runs through February.

**Lanyards - Exclusive! 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.**

- Billboard placed in hotel lobby and throughout convention center.
- Logo on the education/program schedule billboard
- Two exhibitors maximum

**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.

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

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

If you have an idea for a sponsorship not listed here, phone us, we will do our best to accommodate your request.

We look forward to working with you!

UCT Convention Director:

Karen E. Francis

Convention Director

P: 713-520-4450

[Karen.Francis@GulfEnergyInfo.com](mailto:Karen.Francis@GulfEnergyInfo.com)

UCT sponsorships:

Jenna Rutan

Sales Associate

P: 713-520-4413

[Jenna.Rutan@GulfEnergyInfo.com](mailto:Jenna.Rutan@GulfEnergyInfo.com)



**Underground Construction Technology  
 International Conference & Exhibition  
 Fort Worth Convention Center, Fort Worth, TX  
 Exhibits: Tuesday, Jan. 29 – Thursday, Jan. 31, 2019**

uctonline.com

The undersigned shall not assign any rights to or sublet any portion of the sponsorship or accompanying benefits to any company or entity without the prior written permission of UCT or its parent company, Gulf Energy Information.

IMPORTANT: Email company logo, saved as outlines (vector artwork, .eps. or .ai files) to Karen.Francis@GulfEnergyInfo.com. Please use your company name as the name of the file (ie, UCT logo).

2019 Sponsorship Agreement				UCT Exhibitor? Yes <input type="checkbox"/> No <input type="checkbox"/>	
Company Name:		Street Address:			
City	ST	Zip/Postal Code	Phone No:		
Contact Person:		Email			
Billing Contact		Email (used for billing purposes only)		Billing Phone No.:	

**Please make your sponsorship selection below:**

- |   |  |  |
|---|--|--|
| <b>Diamond:</b> <input type="checkbox"/> \$15,000   | <b>Platinum:</b> <input type="checkbox"/> \$10,000   | <b>Gold:</b> <input type="checkbox"/> \$5,000                    |
| <b>Coffee w/ Keynote):</b> <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> \$4,000 (ea.) |  |  |
| <b>Reception:</b> <input type="checkbox"/> \$6,000 <input type="checkbox"/> \$4,500   | <b>Attendee Lunch</b> <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> \$6,000 (ea.) |  |
| <b>Cappuccino Cart</b> <input type="checkbox"/> \$5,000   | <b>Twitter Feed</b> <input type="checkbox"/> \$3,000.  | <b>Attendee Prospect E-mail</b> <input type="checkbox"/> \$2,500 |
| <b>Rejuvenation Station</b> <input type="checkbox"/> \$4,500  | <b>Bag Insert</b> <input type="checkbox"/> \$3,000   | <b>Aisle Banner</b> <input type="checkbox"/> \$700               |
| <b>App Push Notifications</b> <input type="checkbox"/> \$500 (ea.)  | <b>Program Billboards</b> <input type="checkbox"/> \$3,000   | <b>Carpet Clings</b> <input type="checkbox"/> \$700              |

**Payment Information**

<ul style="list-style-type: none"> <li>• 50% deposit due to secure sponsorship</li> <li>• Final payment due by December 31, 2018.</li> <li>• Sponsorships are non-refundable</li> </ul>	<input type="checkbox"/> <b>Invoice Us</b> Invoices are payable via credit card or company check.	<input type="checkbox"/> <b>Check (payable to Gulf Publishing Co)</b> Send to: UCT/Gulf Publishing Company PO Box 2608, Houston, TX 77252-2608  Overnight mail: UCT/Gulf Publishing Co 2 Greenway Plaza, Ste. 1020, Houston, TX 77046
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Mail the contract with payment to the address above or to be invoiced, email the contract to: [Karen.Francis@GulfEnergyInfo.com](mailto:Karen.Francis@GulfEnergyInfo.com) or

**TOTAL DUE:** \_\_\_\_\_

[Jenna.Rutan@GulfEnergyInfo.com](mailto:Jenna.Rutan@GulfEnergyInfo.com).

Questions? Phone 713-520-4450.

<p><b>UCT USE ONLY</b></p> <p>NOTES: _____</p> <p>_____</p>
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