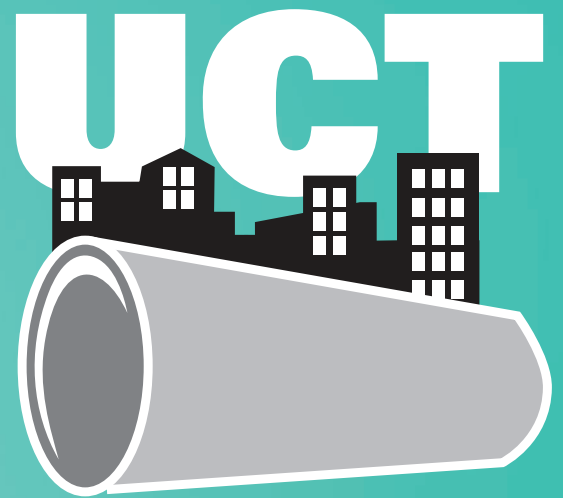


EXHIBITOR PROSPECTUS



UNDERGROUND CONSTRUCTION TECHNOLOGY

The Underground Utilities Event

July 13-15, 2021 | Music City Convention Center, Nashville, TN

UCTonline.com

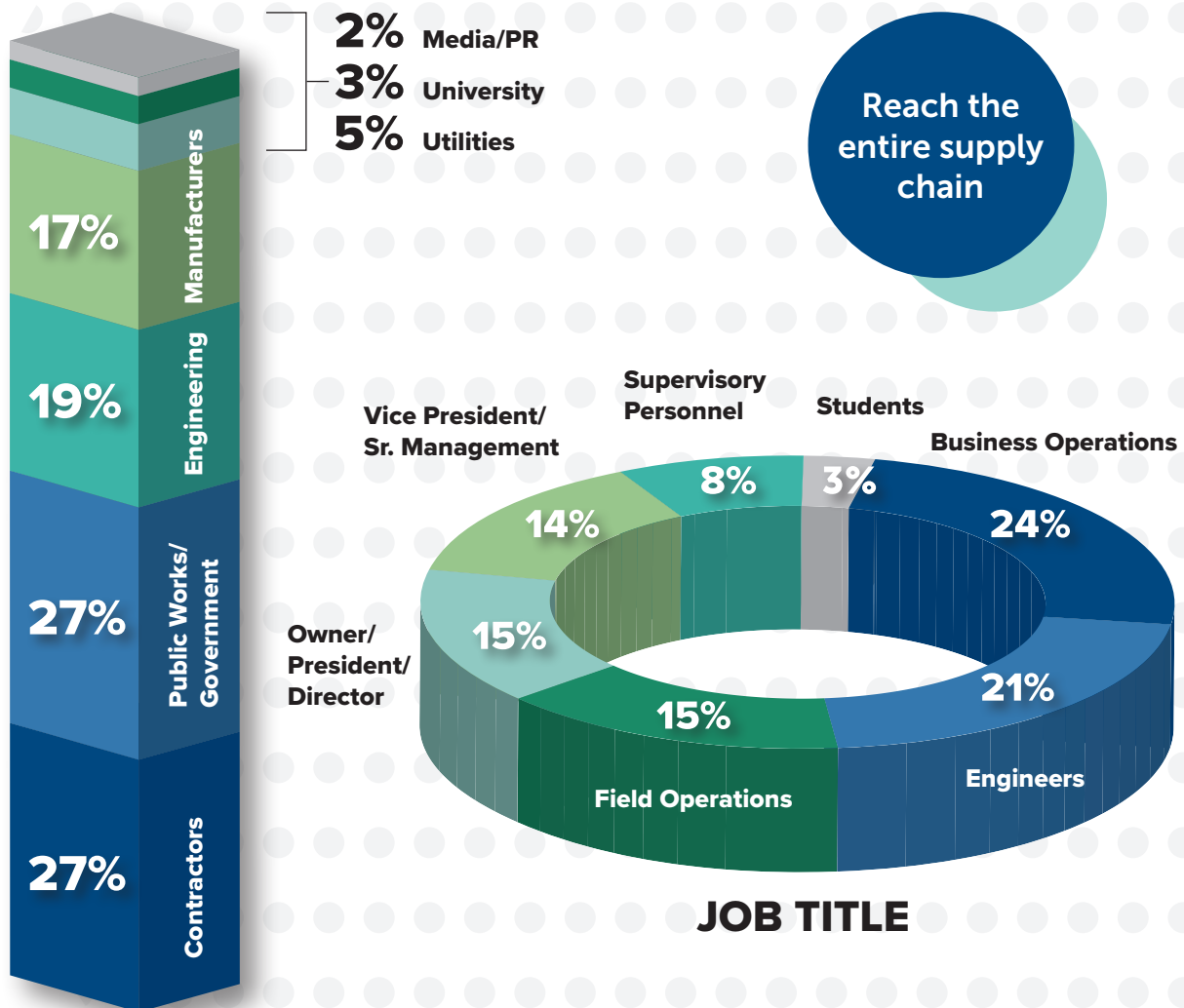
YOUR BEST BUSINESS CONNECTION

Underground Construction magazine's Underground Construction Technology International Conference & Exhibition (UCT) is the business event for everyone involved in the installation or rehabilitation of underground utility infrastructure. Taking place in the heart of music city—Nashville, Tenn.—July 13-15, 2021, UCT is the cost-effective and directly beneficial means of conducting business for industry professionals.

In an increasingly challenging business environment, UCT gives you an edge: a powerful, productive platform to connect and communicate with new and existing customers, reinforce and develop profitable relationships, build your brand, and showcase your equipment and technologies to decisions makers from a broad, cross-section of the underground utility industry.

No other show brings together trenchless and open-cut underground utility infrastructure professionals under one roof.

ATTENDEE PROFILE



Reach the entire supply chain





FACTS:

94% of exhibitors reported a “Good” to “Excellent” experience

89% of registrants found the exhibit hall “Beneficial”

82% of exhibitors said the right level of decision makers visited their booths

80% of registrants rated “Seeing Equipment/Networking” as their #1 reason for attending

Sources: UCT 2020 Registration report and post-event survey

EQUIPMENT/TECHNOLOGY

Attendees are looking for...

- Asset Management tools
- Attachments (excavator/skid steer, tractor)
- Augers
- Backhoe/loaders
- Barricades
- Bentonite/fluid additives
- Boring machines
- CCTV
- Chemical grouts
- CIPP
- Coatings
- Contractors (trenching, dewatering, HDD)
- Equipment rental
- Horizontal Directional Drilling (rigs, tools, services)
- Health and safety equipment
- Laterals rehabilitation services
- Leak detection
- Liners
- Manhole systems
- Mud mixing
- Pipe renewal systems
- Pumps
- Trucks, commercial
- Vacuum excavators, lifting equipment
- **And more!**





THE UCT DIFFERENCE

Business-First

Unlike typical technical or social conferences, UCT's business-first focus equips attendees with practical, real-world case histories and solutions that can be applied immediately on job sites, along with unveiling emerging technologies.

Networking

You'll meet key decision makers during UCT 2021's many networking functions: I&I Elimination workshop reception, HDD Reception, CIPP 50th Anniversary Celebration, exhibit hall networking reception, educational program, refreshment breaks, MVP luncheon, attendee lunches and exhibitor-sponsored functions.

Industry Support

Major industry associations support UCT, including the Underground Construction Technology Association (UCTA); Utility Engineering & Surveying Institute (UESI) of the American Society of Civil Engineers (ASCE); NASSCO (National Association of Sewer Service Companies), and many more.

Marketing Services

Exhibitors receive proven, pre-show and onsite marketing services to help promote their participation and enhance the overall show experience:

- ✓ A custom widget for your social media promotion - **free!**
- ✓ Exhibitor list in *Underground Construction* (March '21-June '21) - **free!**
- ✓ Exhibitor showcase in the June issue of *Underground Construction* - **free!**
- ✓ Exhibitor mini page on UCTonline.com - **free!**
- ✓ Exhibitor description and booth number in conference app - **free!**
- ✓ Exhibitor list in select email blasts - **free!**





SECURE YOUR BOOTH AND SPONSORSHIP

Expand your market presence to contractors, gas utilities, municipal sewer and water authorities, pipeline companies, engineering firms and others with a booth and sponsorship.

Proof of the value to your business is the average number of leads generated by exhibitors renting a lead retrieval device for UCT 2020, was 42. And the highest numbers of leads received were 176, 115 and 105.

Booth rates start at \$2,545 for a 10'x10'. Island booths start at \$5,590.
Contact Jenna.Rutan@GulfEnergyInfo.com, or (713) 520-4413 to exhibit.

For added visibility and engagement, sponsorships are also available.

Examples include:

Aisle Banners

Audio Visual (during the classes)

Attendee Lunch

Networking Reception (in exhibit hall)

Contact Karen.Francis@GulfEnergyInfo.com, or (713) 520-4450 for sponsor details.

When you think about the business of trenchless, open-cut, installation or rehabilitation, think UCT!





uctonline.com

**Underground Construction Technology
International Conference & Exhibition**
Music City Center | 201 Fifth Ave., South | Nashville, TN 37203
Exhibits: Tuesday, July 13 – Thursday, July 15, 2021

This is an application for exhibit space at the Underground Construction Technology International Conference & Exhibition (UCT). This agreement will become binding upon acceptance of this agreement by UCT. The undersigned exhibitor shall not assign any rights to or sublet exhibit space to any company or entity without the prior written permission of UCT or its parent company, Gulf Energy Information. The undersigned acknowledges that exhibit space is assigned on a first come, first served basis. Refer to page 2 for complete rules and regulations.

Exhibitor Information (please type)				
Company Name (as it should appear in ALL printed material)				
Mailing Address:		City	ST or Province	Country (If USA leave blank)
Business Phone Number	Fax Number	Company E-mail (will appear in show app)		Website (will appear in show app)
Main Show Contact (for show correspondence. will not appear in show app)			Email (for correspondence only. will appear in app if company email is not provided.)	
Alternate Contact Person (for cc of conference material. Will not appear in app.)			Email (for cc of correspondence, will not appear in app)	
Billing Contact	Billing contact's phone number		Email (used for billing purposes only)	

Space Requirements Please view the floor plan at uctonline.com prior to submitting the contract. Enter booth size requested and up to five booth numbers. Space is assigned on a first received basis.

Size of Space Requested:	Space Choices:	1st	2nd	3rd	4th	5th
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Rates:

- In-line Booths:** 10'x10': \$2,545 10'x20': \$4,875 10'x30': \$7,210
- Island Booths (aisles on all sides; back walls not allowed):** 10'x20': \$5,590 10'x30': \$8,005 20'x20': \$10,675
- 20'x30': \$15,570 20'x40': \$20,510 30'x30': \$22,965 20'x50': \$25,415 40'x40' - \$40,115

List names of companies you do not wish to be near (list name, **NOT** product/industry).

UCT will make every effort to accommodate your request. Exhibitor understands and accepts that the final booth assignment will be made solely at UCT's discretion.

Payment Information

- 50% deposit due on contracts submitted prior to Jan. 11, 2021 (balance payable by Feb. 15, 2021)
 - 100% payment due on contracts submitted after Jan. 11, 2021
 - Cancellations: 75% refund prior to Jan. 11. 50% Jan. 11 - Mar.15.
 - No refunds on cancellations after March 15, 2021. Refer to section 11 for Force Majeure (Acts of God, etc.)
 - Space will not be held without payment
- Invoices will be sent to the billing contact listed above. To pay by check ahead of the invoice, make payable and mail along with this contract to:
Gulf Publishing Co
 PO Box 2608, Houston, TX 77252-2608
- Overnight mail:** UCT/Gulf Publishing Co
 2 Greenway Plaza, Ste. 1020, Houston, TX 77046

Booth confirmation will be sent to the individuals listed above. Payment is due on receipt of invoice.

Questions:

karen.francis@gulfenergyinfo.com, 713-520-4450
Jenna.Rutan@GulfEnergyInfo.com, 713-520-4413

UCT USE ONLY		
BOOTH NO:	SIZE	REC'D
ACCOUNT #	PASSES:	
Sales Rep:		
Notes:		



General Information, Rules & Regulations

Underground Construction Technology International Conference & Exhibition (UCT) July 13-15, 2021. Music City Center, Nashville, TN

1. GENERAL

UCT is owned and produced by Gulf Publishing Company LLC. The words "Show Management" used herein shall mean the owner/producer acting through their officers, the Conference Director, or Conference and Exhibition Managers. All matters and questions not covered by the following rules and regulations or the Exhibitor Service Manual are subject to the decision of Show Management. The General Information, Rules and Regulations may be amended or supplemented at any time by Show Management, and all such amendments or additions shall, upon reasonable notice, be as equally binding on all parties affected as the original General Information, Rules and Regulations. Show Management reserves the right to publish official show photography for the purpose of promoting the show.

2. USE OF SPACE

The space contracted for is to be used solely for the Exhibitor whose name appears on the contract. The Exhibitor will not sublet nor assign any portion of same without the prior written consent of UCT or Gulf Publishing Company.

3. HOLD HARMLESS AND INSURANCE

Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of personal injury or damage to Exhibitor's displays, equipment and other property brought upon the premises of the exhibit hall. Exhibitors shall indemnify and hold harmless the convention facility and Show Management, their agents and employees from losses, damages and claims inside or outside the exhibit hall that may arise as a result of actions of the Exhibitor, its employees or agents. Show Management will not be liable to the Exhibitor, its employees, agents or guests for any damages, loss or injury from fire, electricity, water, storm, riot, smoke, theft, accident or any other cause.

The Exhibitor agrees to provide insurance coverage for PI/PD covering the Exhibitor and his property of at least \$1 million. Insurance protection against fire, theft or damage to the Exhibitor's materials must be carried at the Exhibitor's expense. Certificate effective dates are to cover exhibitor move-in through and including exhibitor move-out.

Certificate holder: Gulf Publishing Co/UCT, 2 Greenway Plaza, Ste 1020, Houston, TX 77046.

Description of operation: Music City Center, 201 Fifth Ave., South, Nashville, TN 37203.

4. TAXES AND FEES

Exhibitor assumes responsibility for all state, federal and local taxes associated with sales activities. Exhibitor assumes responsibility for all licensing in association with any use of copyrighted material.

5. ADA COMPLIANCE

The Exhibitor understands that the Americans with Disabilities Act (ADA) requires that its display must be accessible to persons with disabilities, and the Exhibitor agrees that it is solely responsible for assuring that its display complies with the ADA.

The Exhibitor hereby warrants that it will provide auxiliary aids and services to individuals with disabilities suitable for effective communication between all parties in accordance with the requirements of the ADA, so that the Exhibitor's display will be accessible, as defined in the ADA, to persons with disabilities. The Exhibitor further warrants that where the provision of such auxiliary aids would fundamentally alter the nature of the goods and/or services provided by the Exhibitor, or would result in an undue burden to the Exhibitor, the Exhibitor will notify Show Management of that fact at least two weeks in advance of the exhibition and of the alternative measures it intends to take to assure compliance with the ADA during the period of the exhibition.

The Exhibitor agrees to indemnify and hold Show Management harmless for any claims arising out of or in connection with the Exhibitor's display's failure to comply with the ADA.

6. INSTALLATION AND DISMANTLING

Exhibitors have move-in and move-out times as indicated in the Exhibitor Service Manual. Failure to remove an exhibit in the allowed time will afford Show Management the right to remove and place same in a warehouse, subject to the Exhibitor's disposition, with all charges to follow at no liability to Show Management. All exhibits must remain intact until the event is officially closed.

7. REFRESHMENTS, GIFTS AND CONTESTS, ETC.

Show Management reserves the right to prohibit, limit or discontinue the distribution of gifts, give-aways or similar promotions. Contests, raffles and drawings, if permitted under state or local laws, will be subject to the written approval of Show Management. There will be no announcement

of Exhibitor's contests, drawings or raffle winners during the event.

8. EXHIBIT DESIGN AND AISLES

All exhibits must conform to the size of the booth and must not be of such a nature as to obstruct the view of or interfere with exhibits of others. The aisles, passageways and overhead spaces remain strictly under control of Show Management and no signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by written permission of Show Management. Uniformed attendants, models and other employees must remain within the booths occupied by the exhibitor. Any and all advertising distribution must be made from the booth space. The Exhibitor will be responsible to abide by all city fire and safety codes which may be in effect.

9. RESTRICTIONS

Show Management reserves the right to restrict exhibits that may have been falsely entered, or may be deemed unsuitable or objectionable. This reservation applies to noise, persons, apparel, conduct, things, printed matter or anything of a character that might be objectionable to the Exhibition as a whole. Public address systems are specifically prohibited. Electric or electronic amplification or musical instruments are specifically prohibited. Camera use in the exhibit hall will not be permitted either before or after exhibit hours. Children under the age of 18 are prohibited from being on the exhibit floor during move-in and move-out hours. Children under the age of 16 are specifically prohibited from being on the exhibit floor at any time.

10. SERVICE ORGANIZATIONS

In the interest of making available the best qualified craftsmen in numbers sufficient to handle the services necessary for the operation of the Exhibition, Show Management has contracted, on an exclusive basis, official contractors to provide such services. Service companies other than the designated contractors will not be allowed to work on the exhibit areas unless specifically authorized by Show Management. Exhibitor-appointed contractors are allowed and must be fully insured. Refer to item 3 for limits.

11. FORCE MAJEURE

No damages shall be due for a failure of performance due to Acts of God, declared war in the United States, terrorist act in the city where UCT is being held, government regulation, riots, disaster, Centers for Disease Control Level 3 Travel Advisory regarding the city in which UCT is being held, government imposed prohibitions on gatherings in the city where UCT is being held, declaration of a pandemic by the World Health Organization, or any other circumstance beyond the Parties' reasonable control, which in the case of each of the foregoing makes it illegal or impossible to hold UCT. If UCT is cancelled due to a cause that the parties mutually agree is a Force Majeure, 100% of all deposits paid by Exhibitor will be refunded, less a pro rata share of costs and expenses incurred.

12. CHANGES IN FLOOR PLAN

Show Management reserves the right to make appropriate changes in the floor plan and booth locations as it deems necessary for the overall success of the event. Exhibitors will be timely notified of any changes.

13. OUTSIDE EXHIBITS/HOSPITALITY SUITES

By executing this contract, Exhibitors agree that their entire exhibit and display will be confined to the exhibit space assigned. This prohibits Exhibitors from displaying products/services and/or other advertising materials in areas outside their booth space such as, but not limited to, parking lots and hotel lobbies. Exhibitors, by executing this contract, also expressly agree not to operate hospitality suites, conduct meetings or demonstrations during hours in which UCT is open or when any official sponsored events are in progress.

14. VIOLATIONS OF RULES AND REGULATIONS

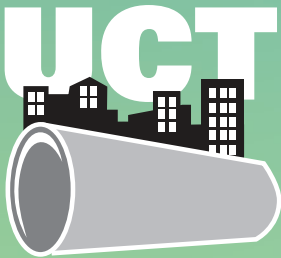
Violations of these rules and regulations as well as those published in the Exhibitor Service Manual will afford Show Management the right to prohibit the Exhibitor from exhibiting at the current year's exhibition and will forfeit all booth payments.

15. ACKNOWLEDGEMENT

Exhibitor acknowledges that the Rules & Regulations have been read and are in agreement with said rules & regulations.

Gulf Energy Information
PO Box 2608
Houston, TX 77252-2608

Make New Connections At The Underground Infrastructure Industry's **Best Business Event!**



Underground Construction Technology

July 13-15, 2021

Music City Convention Center, Nashville, TN

UCTonline.com

For more information:

Karen E. Francis
Convention Director
P: 713-520-4450
E: Karen.Francis@GulfEnergyInfo.com

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Sales Associate
P: 713-520-4413
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