2024

**UIC
underground**
infrastructure conference

Exhibit & Sponsor Prospectus

March 19-21, 2024 | Oklahoma City
Convention Center, Oklahoma City, OK
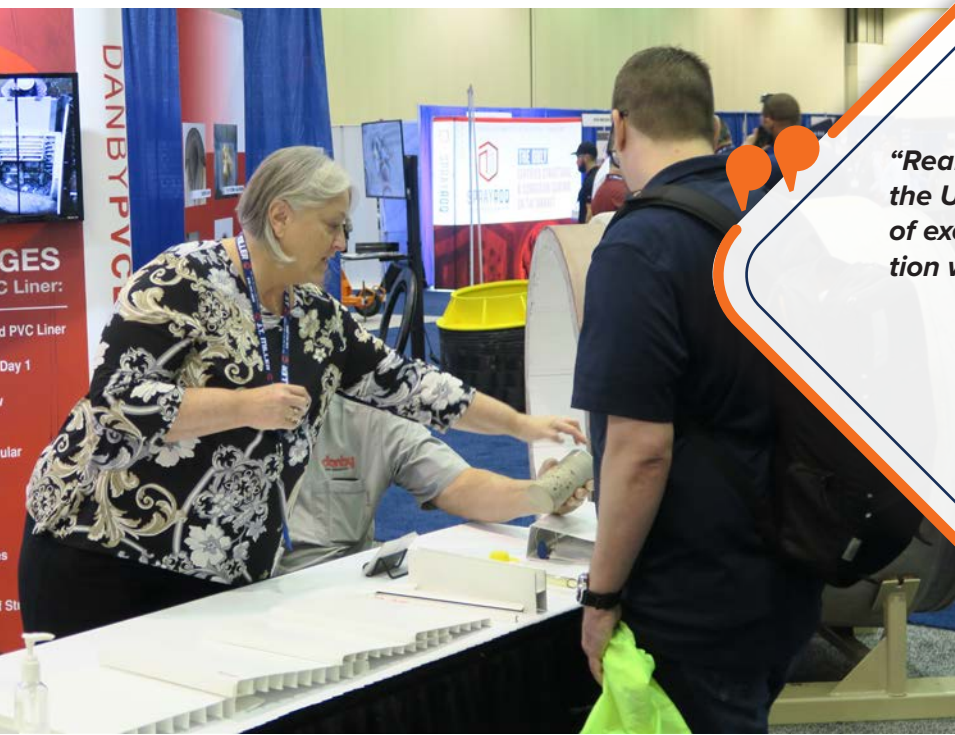
Expanded Focus to
Increase Your Business

Underground Infrastructure magazine's 29th Annual Underground Construction Technology conference is now the Underground Infrastructure Conference (UIC). Like the magazine, the name and direction convey a broader scope for the event and aligns with market trends and technologies – Construction, Rehabilitation and Asset Management, the core of the industry.

During the span of two-and-a-half days (Tuesday, March 19-Thursday, March 21), utility professionals will gather in Oklahoma City, OK, to exchange ideas and strategies for optimizing underground infrastructure systems, via classroom learning and an interactive exhibit hall.

A wide range of topics including sewer/water, HDD (medium-to-large rigs and small-to-medium rigs), asset management, emerging technology, women in underground infrastructure and microtunneling/tunneling will be presented. The program will explore methods for rehabilitating existing infrastructure, improving the efficiency of asset management, and installing new systems.

In an increasingly challenging business environment, you need an edge, a face-to-face marketing partner that will help you connect with new and existing customers. UIC's expanded focus and ability to weave trenchless and open-cut technologies into the program are sure to reach more high-quality attendees and prospects to help you build your brand.
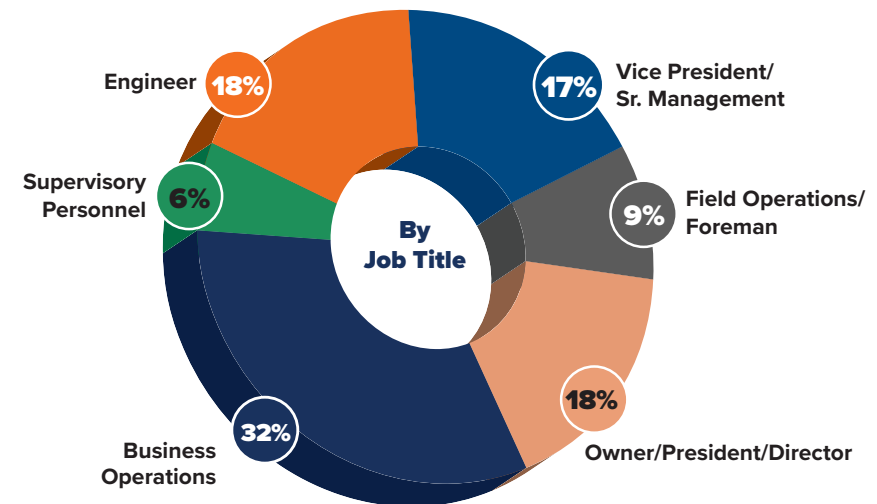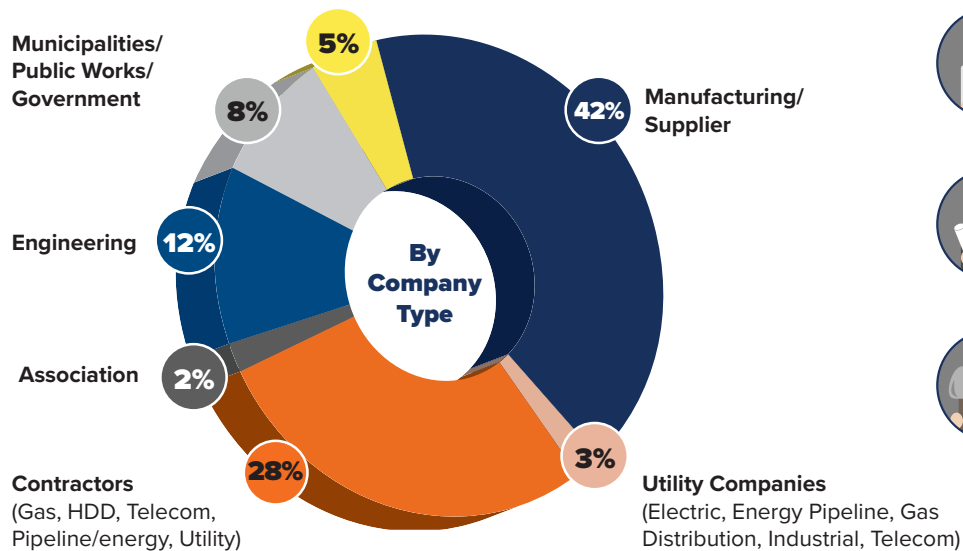
"Really enjoyed the UCT [UIC]. A lot of excellent information was available."

—Roger Ingall,
Project Manager,
Citrus County
Water Resources
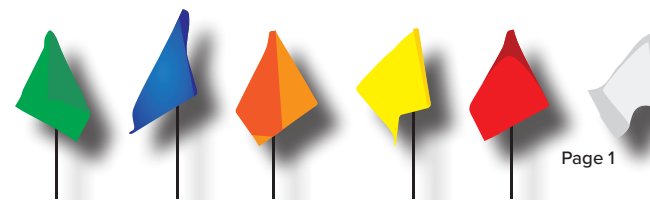
Your Customers
Are UIC Attendees

Get direct access to the decision makers responsible for billions of dollars in spending on new underground infrastructure and extending the life cycle of existing systems. Here's a snapshot of the 2023 attendees:

"Extremely informative and exhibits were very beneficial."

— Linda Thomasson, EBA Engineering

By Company Type

- Academia/Education Institute — 5%
- Municipalities/Public Works/Government — 8%
- Engineering — 12%
- Association — 2%
- Contractors (Gas, HDD, Telecom, Pipeline/energy, Utility) — 28%
- Utility Companies (Electric, Energy Pipeline, Gas Distribution, Industrial, Telecom) — 3%
- Manufacturing/Supplier — 42%

By Job Title

- Engineer — 18%
- Supervisory Personnel — 6%
- Business Operations — 32%
- Owner/President/Director — 18%
- Field Operations/Foreman — 9%
- Vice President/Sr. Management — 17%

Beyond the Confines of a Booth

Dedicated networking functions are a great way to catch up with current customers and make new connections. Several functions are free, some are fee-based, all will help you meet the individuals who can expand your brand. *Functions subject to change.*

- HDD Reunion
- Underground Infrastructure Awards
- Exhibit hall reception
- Educational program
- Attendee morning coffee
- MVP luncheon
- Attendee lunches
- ...and exhibitor-sponsored functions

"UCT [UIC] was a very good show for our company since we had some prearranged visits with a couple of exhibitors and met with other customers who were in attendance, which was very beneficial."

— Edward McLean, GD Energy Products
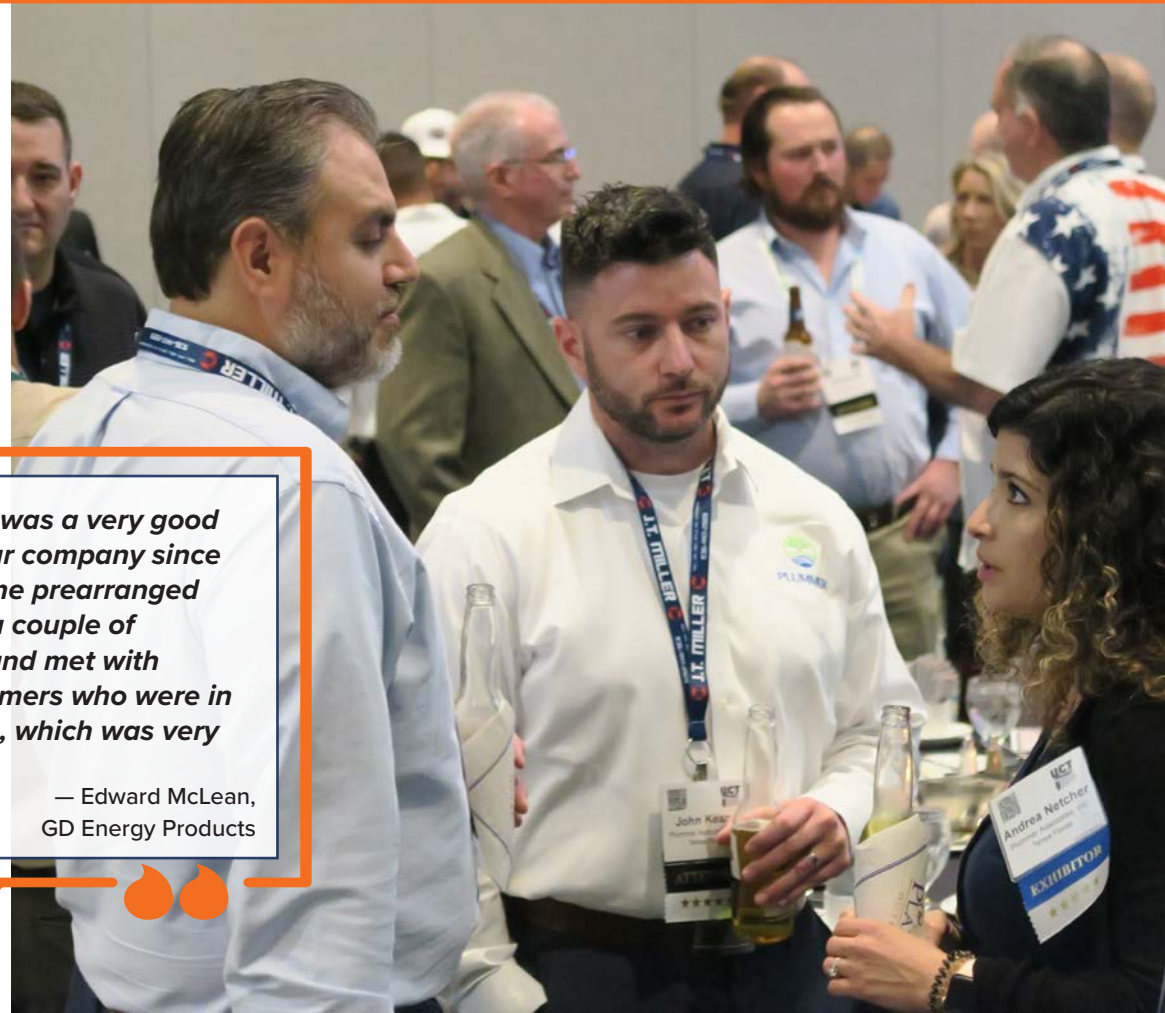
See the Right People

Attendees come to UIC to meet with solutions providers and learn about emerging technologies, services and available equipment. The number-one reason for attending was networking and seeing exhibits!

Proof of the value to your business is the average number of leads generated by exhibitors using a lead retrieval device in 2023 – which was 20. Here's a sample of the number of leads exhibitors received. Your results will vary.

Sealing Systems Inc. **51**

SewerAI Corporation **38**

Sunbelt Rentals **36**

Columbia Southern University **36**

Avanti International **26**

Infinity Tool Manufacturing **25**

I would like to see more directional boring rigs and support equipment."

— Jim Watland, Watland Custom Underground

Equipment/Technology Attendees are looking for...

- Attachments (excavator/skid steer, tractor)
- Augers
- Backhoe/loaders
- Mud (bentonite/fluid additives) and related equipment
- Boring machines
- CCTV
- Chemical grouts
- CIPP/close-fit liners
- Coatings
- Contractors for all facets of underground specialties
- Equipment rental
- Horizontal Directional Drilling (rigs, tools, services)
- Health and safety equipment
- Lateral rehabilitation services
- Leak detection
- Manhole systems
- Pipe renewal systems
- Pumps
- Commercial vehicles
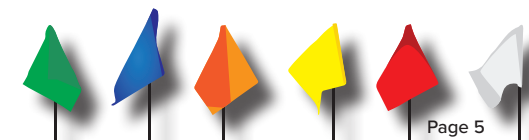- Vacuum excavators, lifting equipment
- And more!

Credible Program,
Informative Content

Highly respected associations support the conference and contribute to developing the benchmark education program. Real-world problems, solutions and experiences are the program's focus. Presenters are subject matter experts; attendees are the decision makers. The exhibit hall extends learning through in-person interaction with your equipment and services.

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Booth Rates

Download Space Agreement Here

Expand your market presence to contractors, gas utilities, municipal sewer and water authorities, pipeline companies, engineering firms and others with an exhibit booth. View the floorplan online at UI-Conference.com

Booths are available in 10'x10' increments and can be reconfigured to accommodate islands. Please note, except for island space, we do not create cross-aisle booths, as this blocks the sightline of the neighboring exhibitor. (Cross-aisle booths are from different aisles, 212 & 313, 400 & 501, etc.).

Payment can be made by company check, credit card and EFT/ACH. Common sizes/rates are below. For sizes not listed, please contact **Karen@UndergroundInfrastructure.com**.

In-line booths	RATES
10'x10'	2,975.00
10'x20'	5,525.00
10'x30'	8,000.00
Island Booths (aisles on all sides; back walls not allowed)	
10'x20'	6,300.00
10'x30'	8,900.00
20'x20'	11,900.00
20'x30'	17,290.00

"UCT [UIC] is one of the best resources to bring everyone together for the benefit of our infrastructure."

Eric Dupré,
Texas Infra Group

What's included?

The booth fee is for unfurnished space and includes:

- Side and back drapes to frame the space *(island booths excluded)*
- Exhibit staff passes
- Online exhibitor directory listing
- Exhibitor listing in *Underground Infrastructure* magazine (Aug. 2023-Feb. 2024)
- Custom social media graphics
- Exhibitor list appears in select pre-conference promotional e-blasts
- Exhibitor Showcase in the Feb. 2024 issue of *Underground Infrastructure* magazine

Enhance Visibility Before, During and After UIC

Download Sponsorship Agreement Here

Stand out in front of attendees, prospects and competitors through enhanced visibility sponsorships. Select from a sponsorship tier that includes an exhibit booth or an a-la-carte item. We are happy to work with you to create a sponsorship that meets your goals and objectives. Production deadlines apply.

Secure your sponsorship today!

Sponsorship benefits vary per item.

All sponsorships include:
- Logo on the conference website, June 2023-May, 2024
- Logo in show program (or conference app)
- Logo in the attendee brochure, subject to production deadline
- Logo in *Underground Infrastructure* magazine, Aug. 2023-Feb. 2024, subject to production deadline
- Logo in conference advertisements
- Logo in prospect email campaign, Aug. 2023-Mar. 2024

Benefit	Host - Exclusive! $20,000	Platinum $12,000	Gold $9,000
20x20 Booth	●		
Full-page ad in Attendee Brochure*	●		
8, full conference passes for staff	●		
8, full conference passes for clients	●		
Unlimited exhibit hall passes for clients	●		
Recognition as Host sponsor in all conference promotions	●		
Banner ad in select conference e-mail blasts	●		
One MPU ad in *Underground Infrastructure* e-news for one week *(subject to space availability)*	●		
Post-conference attendee list (email addresses excluded)	●	●	●
Company profile featured in Attendee Brochure	●	●	●
Company profile featured in *Underground Infrastructure* (issue TBD)	●	●	●
Logo included on registration kick panel	●	●	●
Logo on conference website	●	●	●
Custom social media graphic	●	●	●
Custom flyer to forward to clients and prospects	●	●	●
Recognition as Platinum sponsor in all conference promotions		●	
1/2 page ad in Attendee Brochure*		●	
10x20 island booth		●	
6, full-conference staff passes		●	
Unlimited exhibit hall passes for clients		●	
4, full-conference passes for clients		●	
Recognition as Gold sponsor in all conference promotions			●
10x10 booth (corner if available)			●
2, full conference passes for staff			●
2, full conference passes for clients			●
Unlimited exhibit hall passes for clients			●

based on production deadline

Hotel Key Cards ....Exclusive! PENDING
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

Attendee Bag .... Exclusive! PENDING
- Co-sponsor the eco-friendly bag given to every attendee at the registration desk (must include conference logo and date)
- Logo prints in 1-color

Lanyards .... Exclusive! PENDING
- This exclusive sponsorship keeps name badges facing forward.
- Logo on lanyard given to every attendee.

EMT Sponsor – Exclusive. $7,000
- Logo and booth number featured on sign where medical service is located
- Logo on mini first-aid packet placed in attendee bag
- Logo on exhibit hall aisle banner (subject to availability)

Registration – Exclusive... $6,000
- Banner ad on conference registration page
- Banner ad on registration confirmations emailed to attendees
- Banner ad in select conference prospect email blasts
- Logo on one registration counter kick panel
- Post-conference attendee list (emails excluded)

App Splash Screen .... Exclusive. $6,000
- Your logo on the opening screen, along with UIC date/location
- This full-screen experience launches each time the app is opened and is visible for up to 5 seconds
- Sponsorship includes two push notifications. Use them to invite attendees to your booth for a demonstration
- Post-conference attendee list (emails excluded)

Go BIG with a ProgramTrack Sponsorship.............$5,500
one sponsor per track.
(if track is in multiple rooms an additional $250 applies)
- Logo, booth number and product image on banner at head table – always attendee facing!
- 1-color logo on back of every other chair – always attendee facing
- Sponsor may provide flyer or small gift for attendee bag (production not provided in sponsorship)
- List of individuals who attended sessions in the track (emails excluded)

Exhibit Hall Welcome Reception. $5,500
(open to non-competing exhibitors).
- Logo on exhibit hall aisle banner (based on availability)
- Branding at bars and food stations
- Logo on drink ticket given to each attendee at registration
- 4 drink tickets for sponsor's company
- Sponsor may provide giveaways or napkins (production not included in sponsorship.)
- Post-conference attendee list limited to day of sponsorship (emails excluded)

Attendee Lunch, one sponsor per day $5,500
Tuesday or Wednesday).
- Signage on lunch tables listing your company as sponsor
- Announcement in the exhibit hall identifying you as the lunch sponsor
- Logo on exhibit hall aisle banner (based on availability)
- Logo on attendee lunch voucher
- Post-conference attendee list limited to day of sponsorship limited to day of sponsorship (emails excluded)

Make a huge impact with LED panels. $3,500
- Located in the registration lobby, these panels will broadcast your company video, still images, logo, whatever you want to share with attendees.
- Sponsor provides still images, link to video, etc., production company creates the stunning panel.

Conference Proceedings Sponsor – Exclusive. $3,000
- Banner ad on email containing password and link to conference presentations
- Banner ad on proceedings page

Attendee Coffee & Tea Service .... $2,500 per day
(Tues., Wed., or Thurs. mornings)
- Branding in the coffee area near educational seminars
- Sponsor may provide branded 8oz cups. (Production nor return of unused cups included in price)
- Logo in all promotional material

Attendee Prospect E-mail .... $2,500 per email.
- Reach industry professionals by sponsoring a pre-conference e-mail blast. One banner ad or video per sponsor.
- Two sponsors maximum per e-mail blast.

Bag Insert $1,500
- Company flyer, pen or small gift placed in the conference bag given to all attendees
- Sponsor responsible for production of item.
- Conference staff will place in bags

Aisle Banner .... $900 each.
- Logo and booth number featured on an aisle banner.
- One exhibitor per aisle. (subject to availability)
Aisles taken: 700

Carpet Clings ....$700 per set.
- Two, 3'x3' color carpet clings
- Placed in exhibit hall (except at entrance)

Download Sponsorship Agreement Here

The Underground Infrastructure Awards honors and recognizes accomplishments, projects and technology advances that made a significant contribution to the industry. Celebrate your team, client or colleague with a sponsorship. Save the date, the awards are Tuesday, March 19! UIA sponsorship benefits vary per item.

All sponsorships include:
- Logo on conference/event website, June 2023-May, 2024
- Logo on event signage
- Logo in the attendee brochure, subject to production deadline
- Logo in *Underground Infrastructure* magazine, Aug. 2023-Feb. 2024, subject to production deadline
- Logo in prospect email campaign, Aug. 2023-Mar. 2024

"Great conference all around, loved the awards ceremony as it offered an opportunity to highlight 2022 underground infrastructure projects."

— Jolie McShane,
Vesta Construction Websites
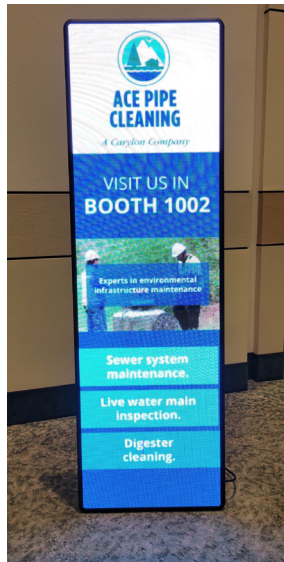
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Platinum Sponsor ....USD $8,000	Gold Sponsor ....USD $6,000
(Exclusive, limited to one)	• Event guest list (emails excluded)
• Opportunity to give welcome remarks and congratulatory toast at the event	• One table (seating for 8 VIPs)
• Event guest list (emails excluded)	• Opportunity to place an item in the swag bag (production of item not included)
• One table (seating for 8 VIPs)	• One leaderboard advertisement (one week) Placement and Dates TBD.
• Opportunity to place an item in the swag bag (production of item not included)	• Recognition in the post-event press release announcing the winners
• One leaderboard advertisement (two weeks) Placement and Dates TBD	
• Recognition in the post-event press release announcing the winners	
• Right of first refusal for the same sponsorship in 2025	

Photography Sponsor .... USD $6,000   PENDING
(Exclusive, limited to one)
- Event guest list (emails excluded)
- Winners will be photographed in front of a step and repeat backdrop, featuring the Underground Infrastructure and sponsor logos
- One leaderboard advertisement (one week) Placement and Dates TBD
- One table (seating for 8 VIPs)
- Opportunity to place an item in the swag bag (production of item not included)
- Recognition in the post-event press release announcing the winners
- Right of first refusal for same sponsorship in 2025

Welcome Reception Sponsor...............................USD $5,000
(Exclusive, limited to one)
- Event guest list (emails excluded)
- One MPU advertisement. Placement, Date and Position TBD.
- One table (seating for 8 VIPs)
- Opportunity to place an item in the swag bag (production of item not included)
- Recognition in the post-event press release announcing the winners

Audio Visual Sponsor .... USD $6,000
(Exclusive, limited to one)
- One MPU advertisement (top position for one week) Placement and Dates TBD.
- Event guest list (emails excluded)
- One table (seating for 8 VIPs)
- Opportunity to place an item in the swag bag (production of item not included)
- Recognition in the post-event press release announcing winners

Dessert Sponsor ....USD $5,500
(Exclusive, limited to one. Sponsorship deadline Fri., Feb. 16)
- Logo in chocolate placed on top of dessert
- Event guest list (emails excluded)
- One MPU advertisement Placement, Date and Position TBD.
- Opportunity to place an item in the swag bag (production of item not included)
- One table (seating for 8 VIPs)

Silver Sponsor ....USD $4,200
- Opportunity to place an item in the swag bag (production of item not included)
- Four (4) VIP seats (shared table)
- One MPU advertisement Placement, Date and position TBD.
- Recognition in the post-event press release announcing the winners

Gift Sponsor ....USD $6,000
(sponsorship deadline Mon., Jan. 15)
- Event guest list (emails excluded)
- One MPU advertisement Placement, Date and Position TBD
- Logo on gift item given to Awards guests
- One table (seating for 8 VIPs)
- Recognition in the post-event press release announcing winners

Spotlight on Technology .... USD $3,000
(Sponsorship deadline Mon., Feb. 26)
- LED panel prominently displayed at event
- Four (4) VIP seats (shared table)
- Opportunity to place an item in the swag bag (production of item not included)
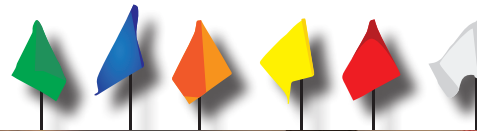- Recognition in the post-event press release announcing winners

Bronze Sponsor...USD $2,600
- Logo in all pre-event promotions
- Logo on conference website
- One table (seating for 8 VIPs)
- Recognition in the post-event press release announcing the winners

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The HDD Reunion is an evening of fun where former, current and future professionals gather to share industry experiences. This event is for everyone in the HDD industry: contractors, owners, engineers and manufacturers (regardless of rig size).

Save the date, the reunion is Wednesday, March 20!

Diamond sponsor (exclusive) $3,000	Bar sponsor (two available) $2,500
• Opportunity to give welcome remarks • Prominent logo placement at event • Plus all benefits listed below based on status (exhibitor or non-exhibitor)	• Prominent logo on bar signage • Plus all benefits listed below based on status (exhibitor or non-exhibitor)

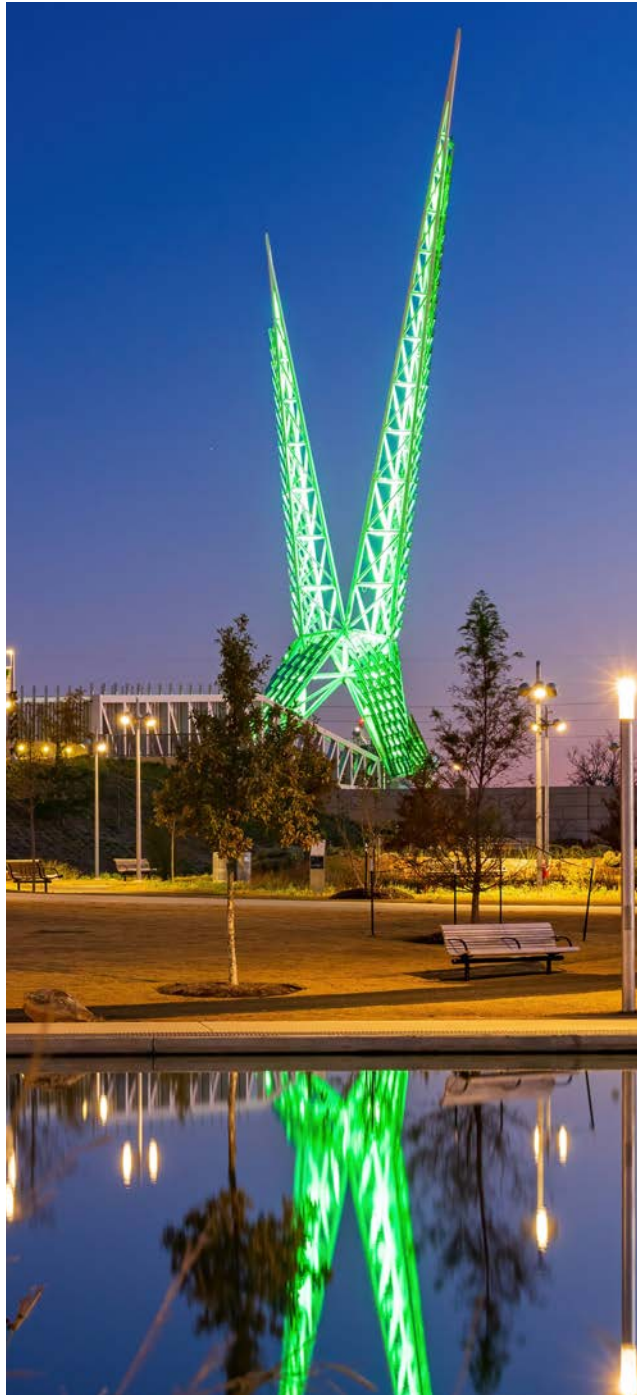| UIC exhibitor-sponsor $975	Non-exhibiting sponsor $1,950
Recognition in all pre-event marketing including: • HDD Reunion ads • Email and social media promotions • Recognition in pre-event coverage in *Underground Infrastructure* magazine • Recognition on conference website • Recognition on sponsor graphic displayed during the event • Four tickets to the event for staff or guests • 10% discount on additional tickets • Special placard for your booth indicating that you are an HDD Reunion Sponsor • Recognition in post-event coverage in *Underground Infrastructure* magazine • Special recognition in show program • Additional at-reunion recognition	Recognition in all pre-event marketing including: • HDD Reunion ads • Email and social media promotions • Recognition in pre-event coverage in *Underground Infrastructure* magazine • Recognition on conference website • Recognition on sponsor graphic displayed during the event • Four tickets to the event for staff or guests • 10% discount on additional tickets • Recognition in post-event coverage in *Underground Infrastructure* magazine • Additional at-reunion recognition

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Oklahoma City

Known as the modern frontier, Oklahoma City (OKC) is where the Southwest, South and Midwest meet. OKC is easily accessible from major cities via plane and automobile. Airlines offering non-stop flights include: American, Alaska, Delta, Frontier, Allegiant, Southwest and United.

Three major interstates connect with OKC. I-35 runs north-south from the U.S.-Mexico border city of Laredo, TX, to Duluth, MN; I-40 runs east-west from California to North Carolina and I-44 from Texas to Missouri. OKC is a three-hour drive from DFW, less than five hours from Kansas City and about seven hours from Houston.

Getting around downtown OKC is easy, too. The OKC Streetcar connects almost five miles of hotels, dining and districts in downtown Oklahoma City. This modern streetcar system is a convenient way to experience restaurants and nearby attractions.

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Contact Us

For additional information please contact
convention director Karen Francis at
Karen@UndergroundInfrastructure.com or
phone 713-487-5676

Ready to exhibit/sponsor?
Complete the agreement and return to:
Karen@UndergroundInfrastructure.com.

Mailing address:
Gulf Energy Information
2 Greenway Plaza, Suite 1020
Houston, Texas 77046
M: +1 (713) 487-5676

*Data sources and quotes are from the 2023 registration
reports, lead retrieval reports and post-conference survey.*