



Construction | Rehabilitation | Asset Management

March 4-6, 2025 | George R. Brown Convention Center | Houston, TX

uic
underground
infrastructure conference



2025 Exhibit & Sponsor Prospectus



The 2024 **Underground Infrastructure Conference, Underground Infrastructure Awards** and the **HDD Reunion** were made possible by the generous support of the sponsors below. To become a sponsor, see the options on

2024 SPONSORS INCLUDE





9-21, 2024
na City Convention Center
na City, OK

Expanded Focus to Increase Your Business

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“Really enjoyed the UIC. A lot of excellent information was available.”

—Roger Ingall, Project Manager,
Citrus County Water Resources

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Underground Infrastructure magazine's 30th Annual **Underground Infrastructure Conference (UIC)** attracts attendees who are focused on piping & conduit infrastructure. The entire event is designed around the core pillars of the industry - construction, rehabilitation and asset management.

During the span of two-and-a-half days (Tuesday, March 4 - Thursday, March 6), utility professionals will gather in Houston, Texas 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, corrosion prevention, coatings, 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.

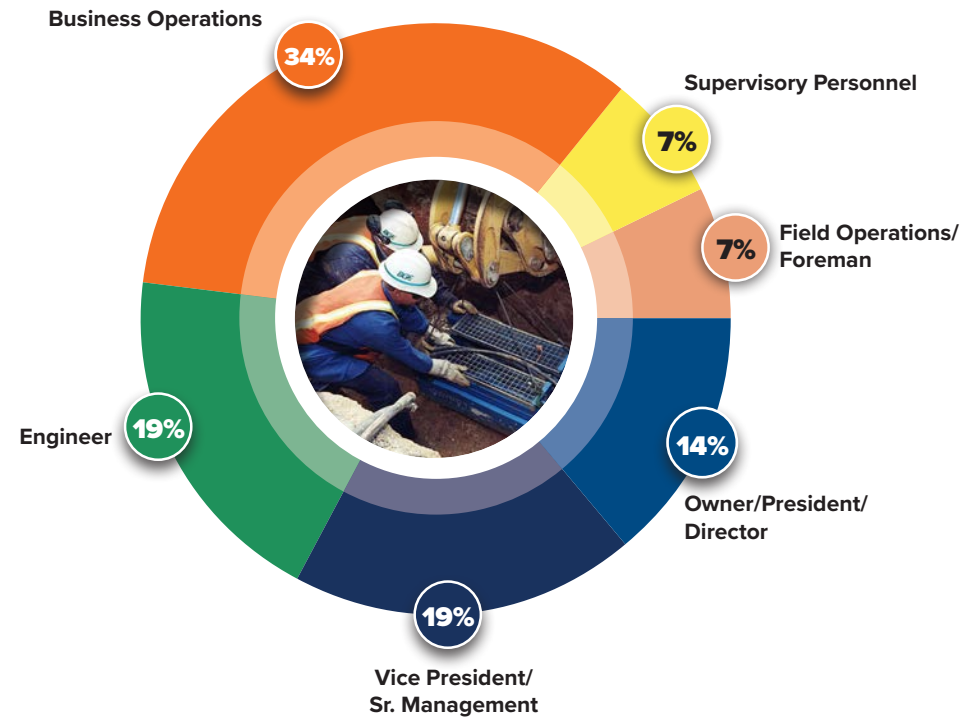
YOUR CUSTOMERS ARE UIC ATTENDEES

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 2024 attendees:

By Company Type



By Job Title



“

“Extremely informative and exhibits were very beneficial.”

— Linda Thomasson, EBA Engineering

”

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.

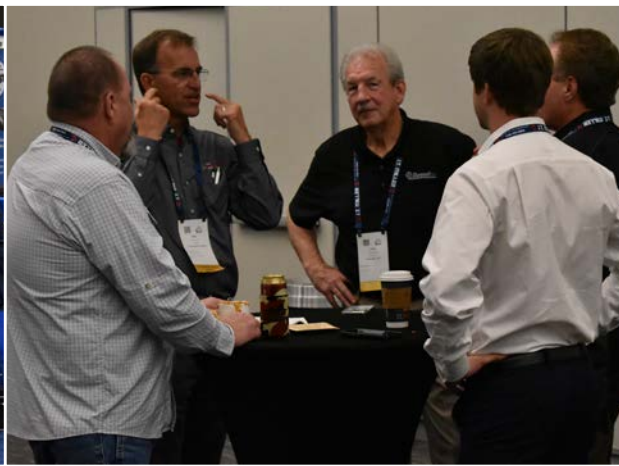
- HDD Reunion/Hall of Fame
- Underground Infrastructure Awards
- Exhibit hall reception
- Educational program
- Attendee morning coffee
- MVP luncheon
- Attendee lunches
- Exhibitor-sponsored functions

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“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

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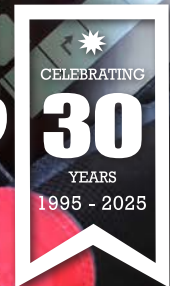


CREDIBLE PROGRAM, INFORMATIVE CONTENT

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

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 via secure credit card portal, company check, and EFT/ACH. Common sizes/rates are below. For sizes not listed, please contact Karen@UndergroundInfrastructure.com

HURRY!
Rates Increase
5% Sept. 16

In-line booths

10'x10'	\$2,975
10'x20'	\$5,525
10'x30'	\$8,000

Island Booths

(aisles on all sides; back walls not allowed)

10'x20'	\$6,300
10'x30'	\$8,900
20'x20'	\$11,900
20'x30'	\$17,290

What's included?

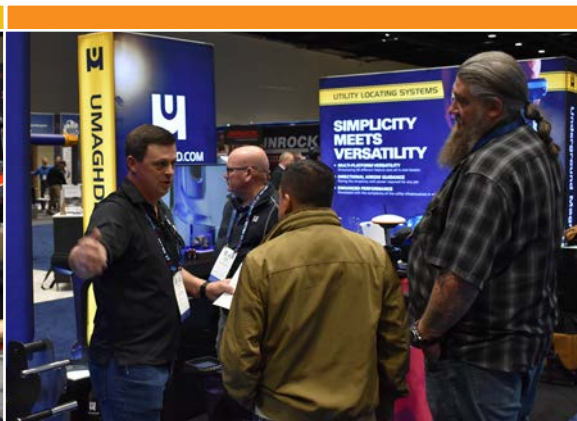
The booth fee is for unfurnished space and includes:

- Side and back drapes to frame the space (*island booths excluded*)
- Exhibit staff passes
- Online exhibitor directory listing
- Exhibitor listing in *Underground Infrastructure* magazine (September 2024-February 2025)
- Custom social media graphics
- Exhibitor list appears in select pre-conference promotional e-blasts
- Exhibitor Showcase in the February 2025 issue of *Underground Infrastructure* magazine



How to reserve your booth?

1. Go to ui-conference.com/exhibit to view the floorplan.
2. Choose from the available booths. Occupied booths contain name of exhibiting company. Questions? Contact: Karen@UndergroundInfrastructure.com.
3. Complete the exhibit/sponsor contract and email it to your rep.





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!

Lead retrieval transforms fleeting interactions into enduring connections. It's beneficial not just to organize a well-thought-out booth for the event but also to incorporate lead retrieval solutions that significantly enhance exhibitor experiences.

Interested in adding lead retrieval to your UIC 2025 exhibitor experience? Contact EnergyEvents@GulfEnergyInfo.com for additional details.

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
- Corrosion solutions
- 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!

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

— Jim Watland,
Watland Custom Underground

ENHANCE VISIBILITY BEFORE, DURING AND AFTER UIC

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!

All UIC sponsorships include:

- Recognition in UIC marketing materials (August 2024 - March 2025), including but not limited to:
 - conference advertisements in *Underground Infrastructure**
 - promotional brochures and flyers*
 - e-mail marketing and other promotions
 - conference website, with logo linked to company's website
 - social media campaigns
 - onsite event signage and conference program*
- Custom social media graphic

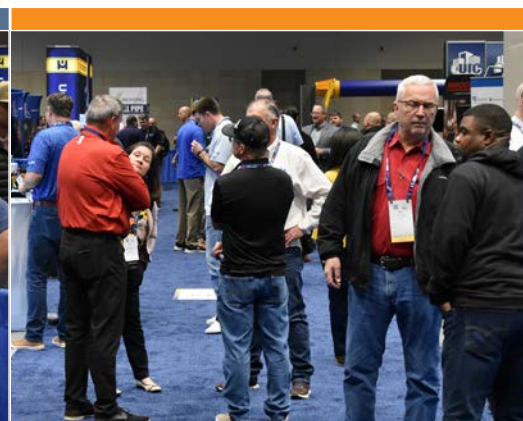
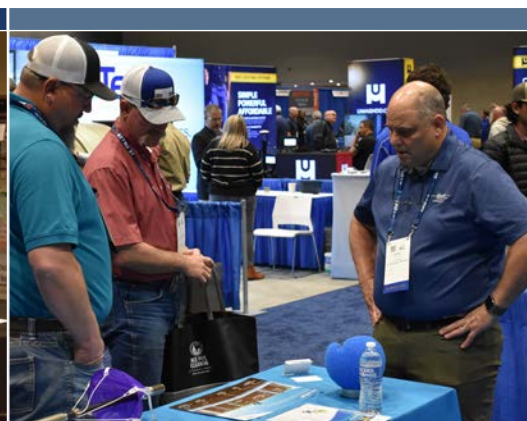
Host Sponsor Benefits:

- Keynote speaker on day one, track of your choice. (track selection on first come basis)
- Continental breakfast available outside of your track
- Afternoon soft drinks available inside the classroom of your track
- Company logo on back of every other chair
- Banner on head table featuring your logo, booth number and product image

*Subject to production deadline

Benefit	Host (Exclusive) \$20,000	Platinum \$12,000	Gold \$9,000
Exhibit booth	20x20	10x20	10x10
Advertisement in Conference Program (or app)*	Full page	Half page	
Complimentary full-conference passes for staff	8	6	2
Complimentary full-conference passes for clients	8	4	2
Exhibit Hall passes for clients	Unlimited	Unlimited	Unlimited
Banner ad in conference email promotions	●		
One (1) MPU Ad in <i>Underground Infrastructure</i> e-news for 1 week (subject to space availability)	●		
Post-conference attendee list (email addresses excluded)	●	●	●
Company profile featured in Conference Program (or app)*	●	●	●
Company profile featured in <i>Underground Infrastructure</i> *	●	●	●

***Sponsorship benefits vary per item and can be added when you select a booth. To sponsor without exhibiting, please contact EnergyEvents@GulfEnergyInfo.com.**



EXCLUSIVE SPONSORSHIPS

Sponsorship	Investment	Benefits
EMT Sponsor*	\$8,000	<ul style="list-style-type: none"> 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	\$8,000	<ul style="list-style-type: none"> Banner ad on conference registration page, registration confirmation emailed to attendees, and in select conference promotional email blasts Logo on one registration counter kick panel Post-conference attendee list (emails excluded)
App Splash Screen	\$6,000	<ul style="list-style-type: none"> 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)
Attendee Bag With production	\$10,000	<ul style="list-style-type: none"> Sponsor the eco-friendly bag given to every attendee at the registration desk (must include conference logo). Logo prints in 1-color.
Lanyards*	\$5,000	<ul style="list-style-type: none"> This exclusive sponsorship keeps name badges facing forward. Logo printed on lanyard given to every attendee.
Conference Proceedings	\$5,000	<ul style="list-style-type: none"> Banner ad on email containing password and link to conference presentations Banner ad on proceedings page

**Subject to production deadlines.*

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“UIC is one of the best resources to bring everyone together for the benefit of our infrastructure.”

Eric Dupré,
 Texas Infra Group

OTHER SPONSORSHIPS

Sponsorship	Investment	Benefits
Exhibit Hall Welcome Reception (open to non-competing exhibitors)	\$10,000	<ul style="list-style-type: none"> • Logo on exhibit hall aisle banner (subject to availability) • Branding at bars, food stations • Logo on drink ticket given to each attendee • 4 drink tickets for sponsor's company • Sponsor may provide giveaways or napkins (production not included in sponsorship.) • Post-conference attendee list (emails excluded) • Leaderboard ad on conference website
Program Track Sponsorship (if track is in multiple rooms an additional \$250 applies)	\$9,000	<ul style="list-style-type: none"> • 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 • Post-conference attendee list (emails excluded)
Attendee Lunch (one sponsor per day, Tuesday or Wednesday)	\$9,000	<ul style="list-style-type: none"> • 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 (subject to availability) • Logo on attendee lunch voucher • Post-conference attendee list (emails excluded)
Hotel Key Cards	\$7,000	<ul style="list-style-type: none"> • Hotel guests search for their keycard several times a day. Put your message in the palm of their hands. • Logo/message printed on both sides of keycard. • Post-conference attendee list (emails excluded)
Video Kiosk	\$4,000	<ul style="list-style-type: none"> • 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.
Attendee Coffee & Tea Service (Tuesday, Wednesday, or Thursday mornings)	\$5,000	<ul style="list-style-type: none"> • Branding in the coffee area near educational sessions • Sponsor may provide branded 8oz cups (Production nor return of unused cups included in price).
Attendee Prospect Email	\$3,000 per email	<ul style="list-style-type: none"> • Reach industry professionals by sponsoring a preconference e-mail blast. One banner ad or video per sponsor.
Bag Insert	\$1,500	<ul style="list-style-type: none"> • Company flyer, pen or small gift placed in the conference bag given to all attendees (Sponsor is responsible for the production of the item. Available if conference bag is produced).
Carpet Clings (Meeting Space Hall)	\$1,200 per set	<ul style="list-style-type: none"> • Three (3) 3'x3' color carpet clings placed in the hallway between the registration area to the meeting space on level 3.
Aisle Banner	\$3,000	<ul style="list-style-type: none"> • Logo and booth number featured on an aisle banner. One exhibitor per aisle (subject to availability).
Carpet Clings (Exhibit Hall)	\$800 per set	<ul style="list-style-type: none"> • Two (2) 3'x3' color carpet clings placed in exhibit hall (except at entrance)



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“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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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 5!**

To sponsor without exhibiting, please contact
EnergyEvents@GulfEnergyInfo.com.

Diamond Sponsor – Exclusive

- Opportunity to give welcome remarks
- Prominent logo placement at event
- Plus, all benefits listed below based on status (exhibitor or non-exhibitor)

Investment: \$3,500

Bar Sponsor

- Prominent display of logo on bar signage
- Plus, all benefits listed below based on status (exhibitor or non-exhibitor)

Investment: \$3,000

HDD Reunion Supporting Sponsor

UIC Exhibitor/Sponsor

- Recognition in all HDD Reunion marketing materials including:
 - HDD Reunion ads
 - Promotional flyers and brochures
 - Email marketing and other promotions
 - Pre- and post-event coverage in *Underground Infrastructure* magazine
 - conference website, with logo linked to company's website
 - onsite event signage and conference program
- Four (4) 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
- Additional at-reunion recognition

Investment: \$1,200

Non-UIC Exhibitor/Sponsor

- Recognition in all HDD Reunion marketing materials including:
 - HDD Reunion ads
 - Promotional flyers and brochures
 - Email marketing and other promotions
 - Pre- and post-event coverage in *Underground Infrastructure* magazine
 - Conference website, with logo linked to company's website
 - Onsite event signage and conference program
- Four tickets to the event for staff or guests
- 10% discount on additional tickets
- Additional at-reunion recognition

Investment: \$1,950



ABOUT HOUSTON

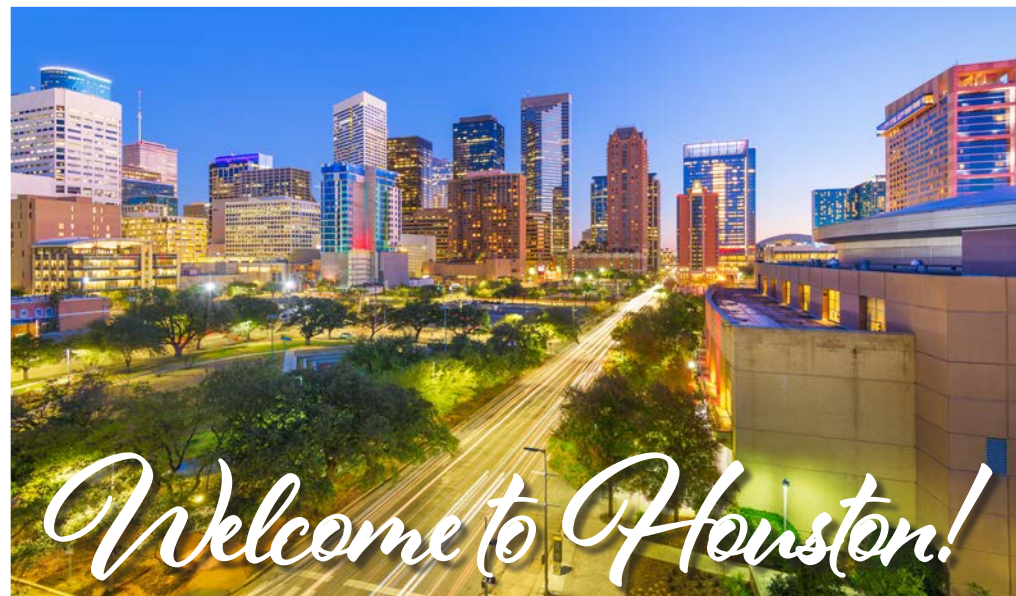
Discover Houston: The New Capital of Southern Cool

Join us in Houston, the nation's fourth-largest city, where style, innovation, and culinary excellence meet Southern charm and outdoor living. Experience the vibrant life of a city renowned for its world-class arts, dynamic business scene, thrilling pro sports, and a culinary landscape that's as diverse as its community. Celebrated by *GQ* and *Food & Wine*, Houston is making national headlines as a must-visit destination, offering a unique blend of flavors and experiences you won't find anywhere else.

Explore the city's eclectic neighborhoods, award-winning galleries, and attractions under the mild, year-round temperatures. Dine out in a city known for its groundbreaking chefs and James Beard Award-winning cuisine, where eating out is a way of life. Discover Houston's professional arts scene, rivaling only four other U.S. cities, and the Museum District, the country's fourth-largest, with 18 cultural institutions.

Enjoy the greenery at Houston's own version of Central Park, Memorial Park, or the downtown oasis, Discovery Green, along with over 650 urban green spaces. With 25 Fortune 500 companies, pioneering aeronautic research at NASA, and the world's largest medical center, Houston's appeal is undeniable.

Live like a local and see why Houston's international appeal and Southern charm are capturing the hearts of people around the world. Join us in celebrating this dynamic city at **UIC 2025** in Houston.





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Contact Us

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

To exhibit/sponsor, contact:
EnergyEvents@GulfEnergyInformation.com

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*Data sources: 2024 registration reports and the
post-conference survey.*