



**Construction | Rehabilitation | Asset Management**  
March 4-6, 2025 | George R. Brown Convention Center | Houston, TX

**ouic**  
**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



*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.



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

—Roger Ingall, Project Manager,  
 Citrus County Water Resources





# YOUR CUSTOMERS ARE UIC ATTENDEES

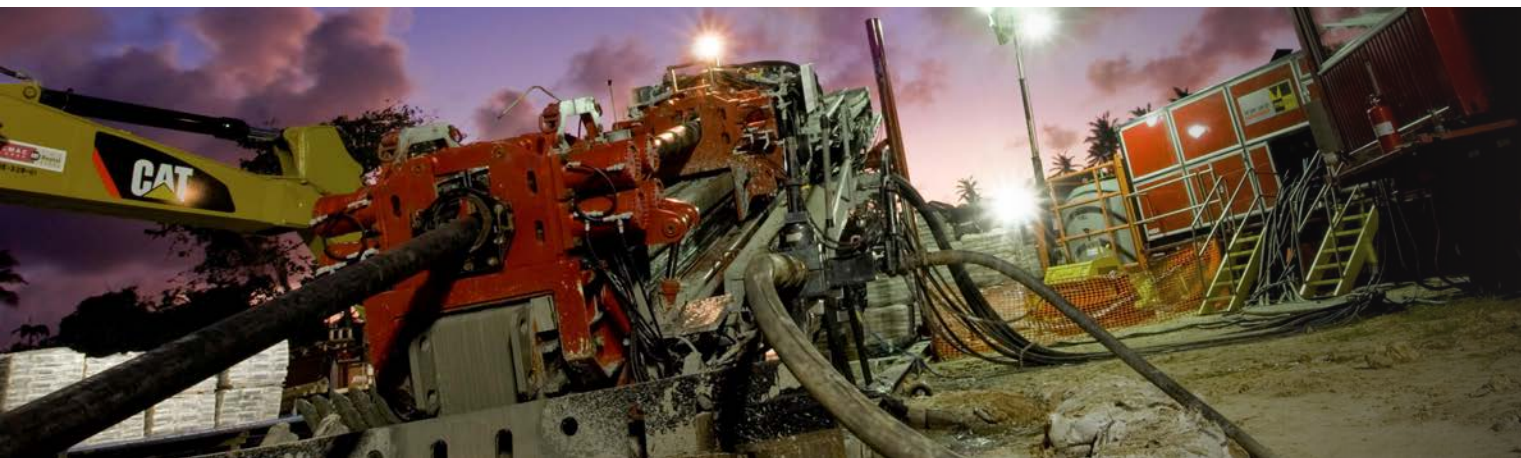
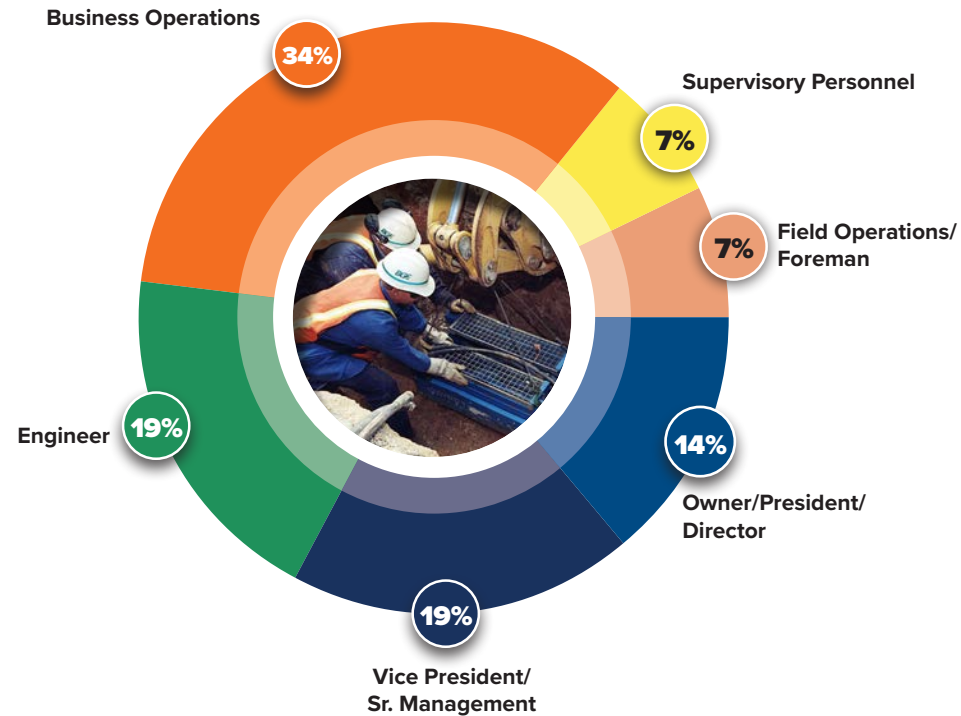
Get direct access to the decision makers responsible for billions of dollars in spending on new underground infrastructure and extending the life cycle of existing systems. Here's a snapshot of the 2024 attendees:



## 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.*

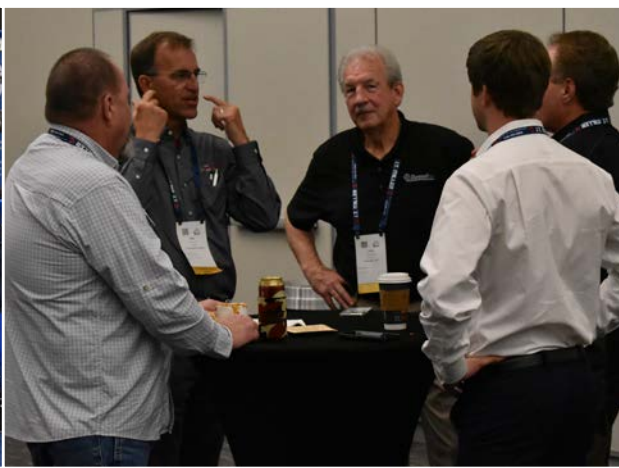
- HDD Reunion/Hall of Fame
- Underground Infrastructure Awards
- Exhibit hall reception
- Educational program
- Attendee morning coffee
- MVP luncheon
- Attendee lunches
- Exhibitor-sponsored functions

“

***“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

”





# 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.



**underground**  
infrastructure conference  
March 4-6, 2025  
George R. Brown Convention Center  
Houston, TX

CELEBRATING  
**30**  
YEARS  
1995 - 2025

## 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](http://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](mailto: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?

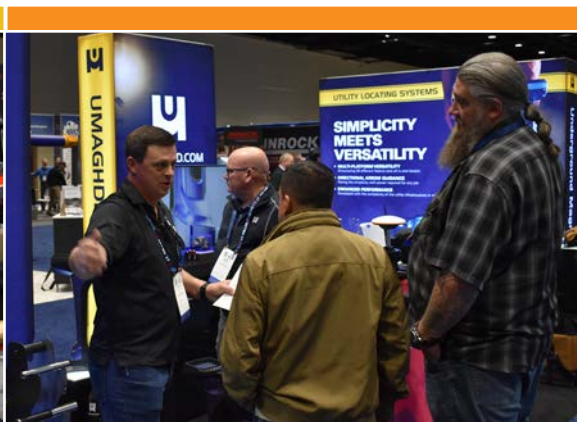
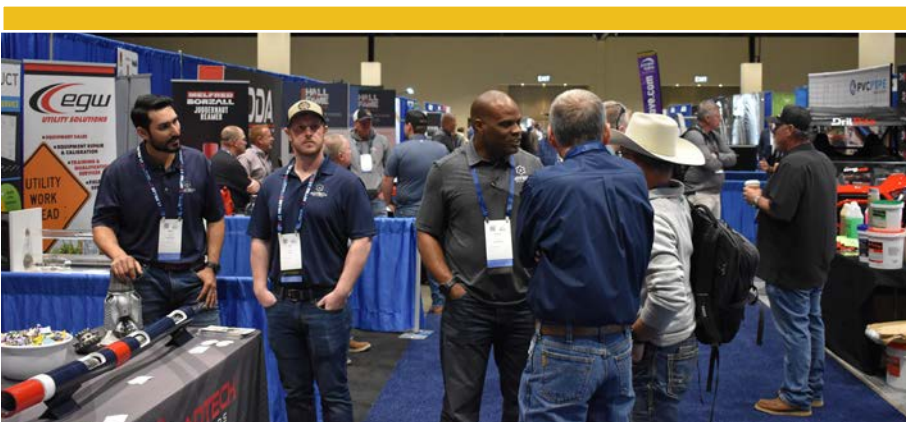
The booth fee is for unfurnished space and includes:

- 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](http://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](mailto: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](mailto: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

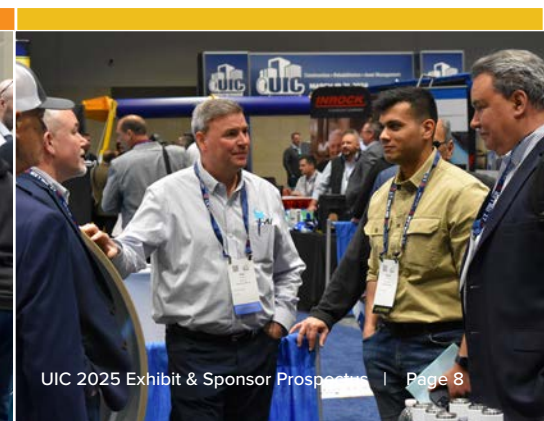
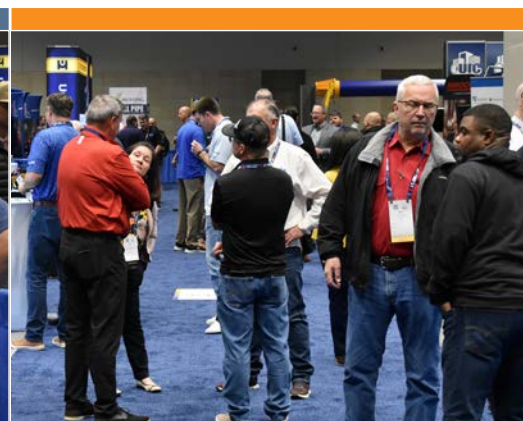
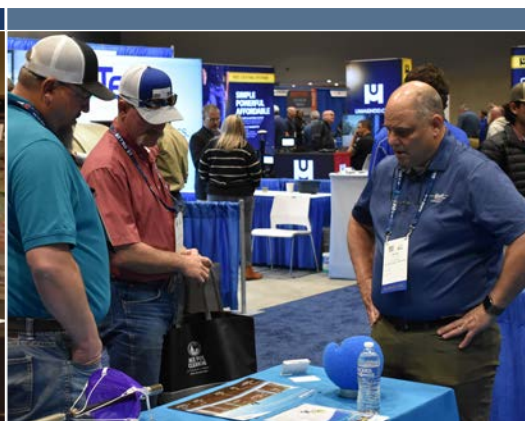
### Host Sponsor Benefits:

- 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<br>(Exclusive)<br>\$20,000 | Platinum<br>\$12,000 | Gold<br>\$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](mailto:EnergyEvents@GulfEnergyInfo.com).







# EXCLUSIVE SPONSORSHIPS

| Sponsorship                         | Investment              | Benefits   |
|-------------------------------------|-------------------------|--|
| <b>EMT Sponsor*</b>                 | \$8,000                 | <ul style="list-style-type: none"> <li>• Logo and booth number featured on sign where medical service is located</li> <li>• Logo on mini first-aid packet placed in attendee bag</li> <li>• Logo on exhibit hall aisle banner (subject to availability)</li> </ul>   |
| <b>Registration</b>                 | \$8,000                 | <ul style="list-style-type: none"> <li>• Banner ad on conference registration page, registration confirmation emailed to attendees, and in select conference promotional email blasts</li> <li>• Logo on one registration counter kick panel</li> <li>• Post-conference attendee list (emails excluded)</li> </ul>   |
| <b>App Splash Screen</b>            | \$6,000                 | <ul style="list-style-type: none"> <li>• 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</li> <li>• Sponsorship includes two push notifications. Use them to invite attendees to your booth for a demonstration</li> <li>• Post-conference attendee list (emails excluded)</li> </ul> |
| <b>Attendee Bag With production</b> | \$10,000                | <ul style="list-style-type: none"> <li>• Sponsor the eco-friendly bag given to every attendee at the registration desk (must include conference logo). Logo prints in 1-color.</li> </ul>  |
| <b>Lanyards*</b>                    | \$5,000<br><b>SOLD!</b> | <ul style="list-style-type: none"> <li>• This exclusive sponsorship keeps name badges facing forward. Logo printed on lanyard given to every attendee.</li> </ul>  |
| <b>Conference Proceedings</b>       | \$5,000                 | <ul style="list-style-type: none"> <li>• Banner ad on email containing password and link to conference presentations</li> <li>• Banner ad on proceedings page</li> </ul>   |

\*Subject to production deadlines.

To sponsor without exhibiting, please contact [EnergyEvents@GulfEnergyInfo.com](mailto:EnergyEvents@GulfEnergyInfo.com).



“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  |
|---|-------------------------|---|
| <b>Exhibit Hall Welcome Reception</b><br>(open to non-competing exhibitors)                     | \$10,000                | <ul style="list-style-type: none"> <li>• Logo on exhibit hall aisle banner (subject to availability)</li> <li>• Branding at bars, food stations</li> <li>• Logo on drink ticket given to each attendee</li> <li>• 4 drink tickets for sponsor's company</li> <li>• Sponsor may provide giveaways or napkins (production not included in sponsorship.)</li> <li>• Post-conference attendee list (emails excluded)</li> <li>• Leaderboard ad on conference website</li> </ul> |
| <b>Program Track Sponsorship</b><br>(if track is in multiple rooms an additional \$250 applies) | \$9,000                 | <ul style="list-style-type: none"> <li>• Logo, booth number and product image on banner at head table – always attendee facing!</li> <li>• 1-color logo on back of every other chair – always attendee facing</li> <li>• Post-conference attendee list (emails excluded)</li> </ul>   |
| <b>Attendee Lunch</b><br>(one sponsor per day, Tuesday or Wednesday)                            | \$9,000                 | <ul style="list-style-type: none"> <li>• Signage on lunch tables listing your company as sponsor</li> <li>• Announcement in the exhibit hall identifying you as the lunch sponsor</li> <li>• Logo on exhibit hall aisle banner (subject to availability)</li> <li>• Logo on attendee lunch voucher</li> <li>• Post-conference attendee list (emails excluded)</li> </ul>  |
| <b>Hotel Key Cards</b>  | \$7,000<br><b>SOLD!</b> | <ul style="list-style-type: none"> <li>• Hotel guests search for their keycard several times a day. Put your message in the palm of their hands.</li> <li>• Logo/message printed on both sides of keycard.</li> <li>• Post-conference attendee list (emails excluded)</li> </ul>  |
| <b>Video Kiosk</b>  | \$4,000                 | <ul style="list-style-type: none"> <li>• Located in the registration lobby, these panels will broadcast your company video, still images, logo, whatever you want to share with attendees.</li> <li>• Sponsor provides still images, link to video, etc., production company creates the stunning panel.</li> </ul>   |
| <b>Attendee Coffee &amp; Tea Service</b><br>(Tuesday, Wednesday, or Thursday mornings)          | \$5,000                 | <ul style="list-style-type: none"> <li>• Branding in the coffee area near educational sessions</li> <li>• Sponsor may provide branded 8oz cups (Production nor return of unused cups included in price).</li> </ul>   |
| <b>Attendee Prospect Email</b>  | \$3,000 per email       | <ul style="list-style-type: none"> <li>• Reach industry professionals by sponsoring a preconference e-mail blast. One banner ad or video per sponsor.</li> </ul>  |
| <b>Bag Insert</b>   | \$1,500                 | <ul style="list-style-type: none"> <li>• 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).</li> </ul>  |
| <b>Carpet Clings</b><br>(Meeting Space Hall)  | \$1,200 per set         | <ul style="list-style-type: none"> <li>• Three (3) 3'x3' color carpet clings placed in the hallway between the registration area to the meeting space on level 3.</li> </ul>  |
| <b>Aisle Banner</b>   | \$3,000                 | <ul style="list-style-type: none"> <li>• Logo and booth number featured on an aisle banner. One exhibitor per aisle (subject to availability).</li> </ul>   |
| <b>Carpet Clings</b><br>(Exhibit Hall)  | \$800 per set           | <ul style="list-style-type: none"> <li>• Two (2) 3'x3' color carpet clings placed in exhibit hall (except at entrance)</li> </ul>   |



“

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

— Jolie McShane,  
Vesta Construction Websites

”





**UIA**  
underground  
infrastructure awards

**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 4!

UIA sponsorship benefits vary per item.



#### All UIA sponsorships include:

- Recognition in UIA marketing materials (August 2024 - March 2025), including but not limited to:
  - UIA 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 (or app)\*
- Recognition in the post-event press release announcing the winners

\*Subject to production deadline

#### Platinum Sponsor – Exclusive

- Opportunity to give welcome remarks and congratulatory toast at the event
- Event guest list (emails excluded)
- One table, premium upfront spot (seating for 10 VIPs)
- Opportunity to place an item in the swag bag (production of item not included)
- One leaderboard advertisement (2 weeks) – placement and dates TBD
- Right of first refusal for the same sponsorship in 2026

**Investment: \$9,000**

#### Gold Sponsor

- Event guest list (emails excluded)
- One table (seating for 10 VIPs)
- Opportunity to place an item in the swag bag (production of item not included)
- One leaderboard advertisement (1 week) – placement and dates TBD.

**Investment: \$6,500**

#### Silver Sponsor

- Opportunity to place an item in the swag bag (production of item not included)
- One table (seating for 10 VIPs)
- One MPU advertisement – placement, date and position TBD.

**Investment: \$4,500**

#### Bronze Sponsor

- One table (seating for 10 VIPs)

**Investment: \$2,295**

Tables without a sponsorship are \$1,795 and may be purchased on the registration page at [UI-Conference.com](http://UI-Conference.com)



## OTHER SPONSORSHIPS



### Photography Sponsor – Exclusive

- Winners will be photographed in front of a step and repeat backdrop, featuring the Underground Infrastructure Awards and sponsor logos
- One table (seating for 10 VIPs)
- One leaderboard advertisement (1 week) – placement and dates TBD
- Opportunity to place an item in the swag bag (production of item not included)
- Event guest list (emails excluded)
- Right of first refusal for same sponsorship in 2026

**Investment: \$6,000**



### Audio Visual Sponsor – Exclusive

- One table (seating for 10 VIPs)
- One MPU advertisement – placement, dates and position TBD
- Opportunity to place an item in the swag bag (production of item not included)
  - Event guest list (emails excluded)

**Investment: \$6,000**

### Gift Sponsor

*(Sponsorship deadline: January 15)*

- Logo on gift item given to Awards guests
- One table (seating for 10 VIPs)
- One MPU advertisement – placement, dates and position TBD

**Investment: \$7,000**

### Dessert Sponsor – Exclusive

*(Sponsorship deadline: February 3)*

- Logo in chocolate placed on top of dessert
- One table (seating for 10 VIPs)
- Opportunity to place an item in the swag bag (production of item not included)
- Event guest list (emails excluded) **Investment: \$5,500**

### Welcome Reception Sponsor – Exclusive

- One table (seating for 10 VIPs)
- One MPU advertisement – placement, dates and position TBD
- Opportunity to place an item in the swag bag (production of item not included)
  - Event guest list (emails excluded)

**Investment: \$5,000**

### Spotlight on Technology

*(Sponsorship deadline: February 10)*

- 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)

**Investment: \$3,000**





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](mailto:EnergyEvents@GulfEnergyInfo.com).

| Diamond Sponsor – Exclusive   | Bar Sponsor  |
|---|--|
| <ul style="list-style-type: none"> <li>• Opportunity to give welcome remarks</li> <li>• Prominent logo placement at event</li> <li>• Plus, all benefits listed below based on status (exhibitor or non-exhibitor)</li> </ul> <p><b>Investment: \$3,500 <span style="color: red;">SOLD!</span></b></p>   | <ul style="list-style-type: none"> <li>• Prominent display of logo on bar signage</li> <li>• Plus, all benefits listed below based on status (exhibitor or non-exhibitor)</li> </ul> <p><b>Investment: \$3,000</b></p>   |
| <b>HDD Reunion Supporting Sponsor</b>   |  |
| UIC Exhibitor/Sponsor   | Non-UIC Exhibitor/Sponsor  |
| <ul style="list-style-type: none"> <li>• Recognition in all HDD Reunion marketing materials including:                             <ul style="list-style-type: none"> <li>○ HDD Reunion ads</li> <li>○ Promotional flyers and brochures</li> <li>○ Email marketing and other promotions</li> <li>○ Pre- and post-event coverage in <i>Underground Infrastructure</i> magazine</li> <li>○ conference website, with logo linked to company's website</li> <li>○ onsite event signage and conference program</li> </ul> </li> <li>• Four (4) tickets to the event for staff or guests</li> <li>• 10% discount on additional tickets</li> <li>• Special placard for your booth indicating that you are an HDD Reunion Sponsor</li> <li>• Additional at-reunion recognition</li> </ul> <p><b>Investment: \$1,200</b></p> | <ul style="list-style-type: none"> <li>• Recognition in all HDD Reunion marketing materials including:                             <ul style="list-style-type: none"> <li>○ HDD Reunion ads</li> <li>○ Promotional flyers and brochures</li> <li>○ Email marketing and other promotions</li> <li>○ Pre- and post-event coverage in <i>Underground Infrastructure</i> magazine</li> <li>○ Conference website, with logo linked to company's website</li> <li>○ Onsite event signage and conference program</li> </ul> </li> <li>• Four tickets to the event for staff or guests</li> <li>• 10% discount on additional tickets</li> <li>• Additional at-reunion recognition</li> </ul> <p><b>Investment: \$1,950</b></p> |





## ABOUT HOUSTON

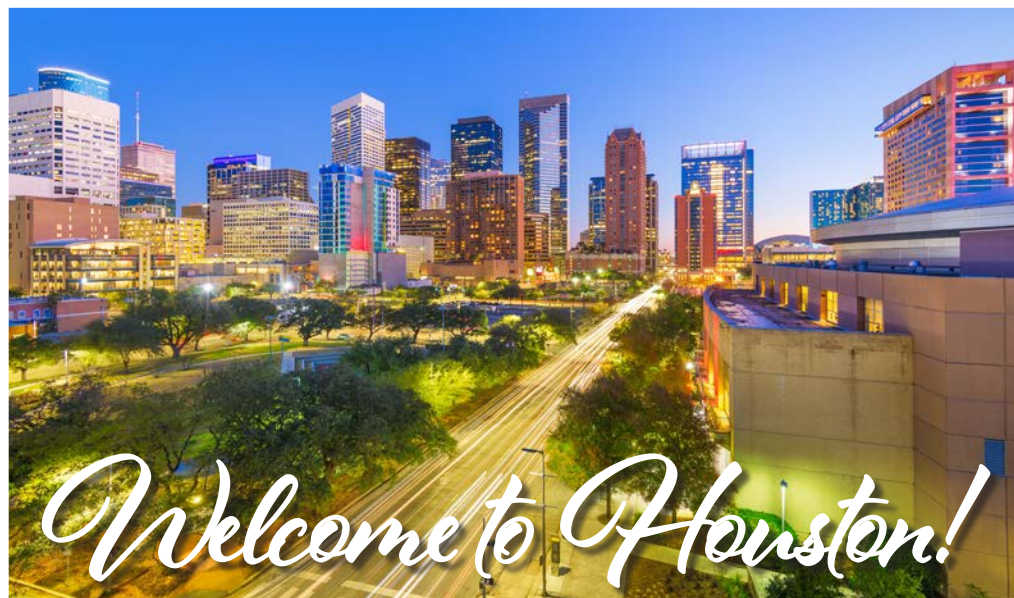
### Discover Houston: The New Capital of Southern Cool

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.







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

## Contact Us

For additional information please contact convention director Karen Francis at [Karen@UndergroundInfrastructure.com](mailto:Karen@UndergroundInfrastructure.com) or phone 713-487-5676

To exhibit/sponsor, contact:  
[EnergyEvents@GulfEnergyInformation.com](mailto:EnergyEvents@GulfEnergyInformation.com)

Mailing address:  
**Gulf Energy Information**  
8 Greenway Plaza, Suite 1440  
Houston, Texas 77046  
M: +1 (713) 487-5676

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

