



**underground**  
infrastructure conference

January 27-28, 2026

Henry B. Gonzalez Convention Center | San Antonio, TX

Construction

Rehabilitation

Asset Management

**Exhibitor  
Prospectus**







# Underground Infrastructure Conference – More Impact, More Engagement, More ROI!

*Underground Infrastructure* magazine's 31st Annual **Underground Infrastructure Conference (UIC)** takes place January 27-28 in San Antonio, TX. The event attracts attendees who are focused on piping & conduit infrastructure and is designed around the core pillars of the industry - construction, rehabilitation and asset management.

2026 is packed with bold new features that are designed to drive traffic, spark connections, and deliver more ROI than ever before.

**New!** The Exhibit Hall is open for **two concentrated, high-impact days: Tuesday, January 27 and Wednesday, January 28, from Noon to 5 PM.** Why? **More energy, more connections, and more value for exhibitors and attendees alike!** Connect with infrastructure's most influential water, sewer, gas, telecom, pipeline and electric owners and operators in an environment where every moment counts.

**New! Center Stage** - located right on the show floor, **Center Stage** is an extension of **UIC's benchmark education program**, designed to bring high-value content and expert-led sessions **directly into the exhibit hall.** The goal? **To drive consistent attendee traffic into the hall**, spark spontaneous learning moments, and keep the space buzzing with insight and interaction.

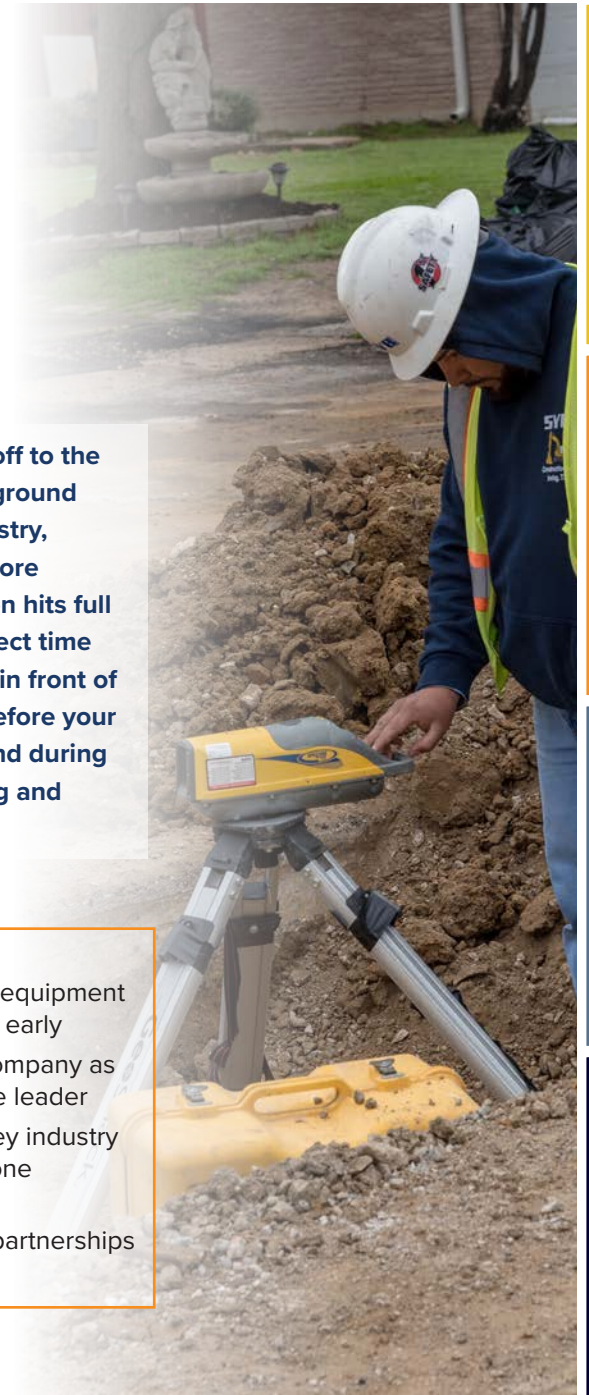
**New! Technical Theaters** - these exclusive, bookable spaces allow exhibitors to host **live demonstrations, product spotlights, or commercial presentations** in a dedicated setting. Your benefit? It's a powerful way to showcase your solutions, attract attendees, and elevate your presence at the event.

**New! Innovation Lounge** - a relaxed, social space where attendees can recharge, grab a beverage, and keep your brand front and center where you can display emerging technology via a table top space. How does this work? You "own" a section complete with seating or a tabletop and signage, reinforcing your presence and guiding traffic back to your booth.

**UIC is the big kickoff to the year for the underground infrastructure industry, happening just before construction season hits full swing. It's the perfect time to partner up—get in front of decision-makers before your crews hit the ground during those crucial spring and summer months.**

## Why Participate?

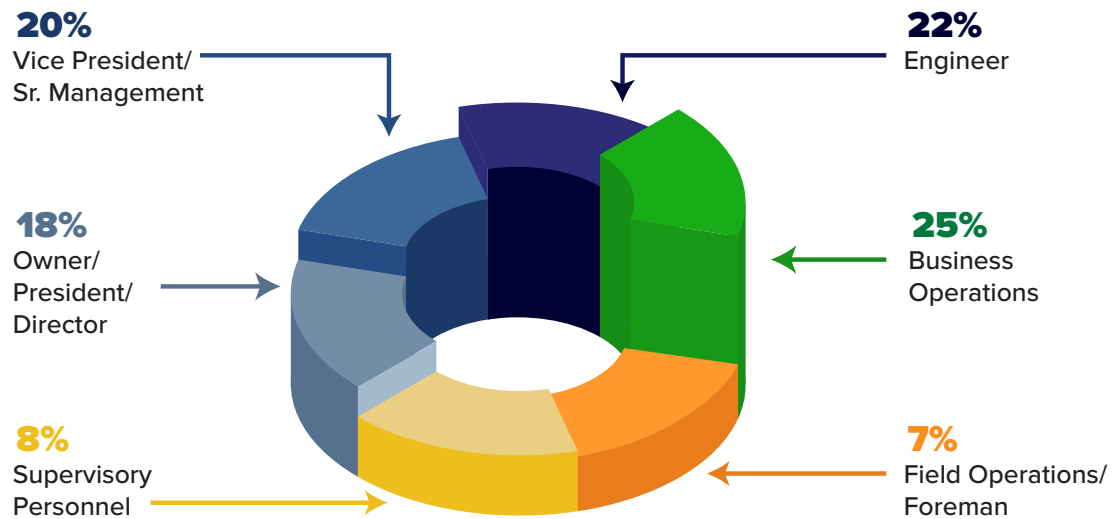
- Showcase new equipment or technologies early
- Position your company as an infrastructure leader
- Network with key industry people during one business trip
- Build strategic partnerships
- Generate leads



# 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. UIC 2025 welcomed 1,200 infrastructure professionals. Here's a snapshot of who they were:

## By Job Title



## By Company Type



**CONTRACTORS**  
(Gas, HDD, Telecom, Pipeline/Energy, Utility)



**ENGINEERING**



**MUNICIPALITIES/  
PUBLIC WORKS/  
GOVERNMENT**



**UTILITY COMPANIES**  
(Electric, Energy/ Pipeline, Gas Distribution, Industrial, Telecom)





# 3 Ways To Participate

## Exhibit | Sponsor | Advertise

### EXHIBIT

Showcase your equipment and technologies to infrastructure professionals responsible for billions of dollars in spending.

#### All Booths Include:

- Recognition in *Underground Infrastructure*
- Recognition in email marketing
- Exhibitor Preview in December issue of *Underground Infrastructure*
- Recognition in onsite program and in conference app
- Custom social media graphic to promote your participation
- Full-conference passes so your team can network during the education program

#### Booth Rates:

(raw space, furnishings and utilities not included)

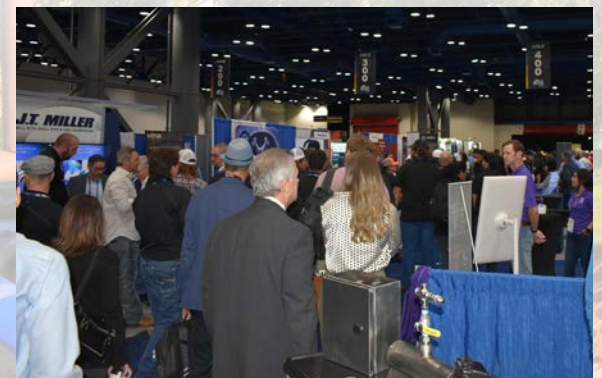
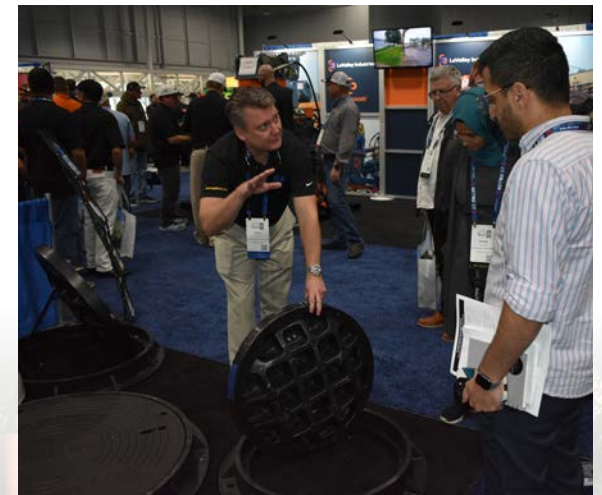
10' x 10' inline	\$3,120
10' x 20' inline	\$6,090
10' x 20' island	\$6,990
20'x 20' island	\$13,120

#### Exhibitor Add-ons:

**Lead Retrieval** (\$325) Capture attendee contact info

**Technical Theater** (\$1,500) Host live demonstrations, product launches, or commercial presentations

**Innovation Lounge** (\$2,000) A premium networking hub with beverage service, seating, branded napkins and cups (non-UIC exhibitor rate is \$2,760)



## SPONSOR

Stand out in front of attendees, prospects and competitors through enhanced visibility sponsorships. Select from one of these high-impact options or contact us to discuss a custom option.

### All Sponsorships Include:

- Recognition in UIC marketing materials (conference advertisements, website, promotional emails, onsite signage, and more)
- Logo placement on event signage and in conference app
- Complimentary social media graphics for marketing



### TRACK SPONSORSHIP – One sponsor per track. \$5,500

- Full-color logo and booth number on head table runner – always attendee facing!
- 1-color logo on back of every other chair – always attendee facing
- Logo included wherever track is promoted
- Post-conference attendee list (emails excluded)

### LED PANEL \$3,500

- Located in the exhibit hall, your panel will broadcast your company video, still images, logo, whatever you want to share with attendees.
- Sponsor provides still images, link to video, etc., and production company creates the stunning panel.

### EXHIBIT HALL NETWORKING PARTY (Wednesday) - Four available. \$5,500

- 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
- Branded Napkins
- Post-conference attendee list (emails excluded)

### ATTENDEE LUNCH (Tuesday or Wednesday) - Two per day available. \$5,000 each per day.

- Signage on lunch tables listing your company as sponsor
- Announcement in the exhibit hall identifying you as the lunch sponsor
- Logo on attendee lunch voucher

### 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
- Post-conference attendee list (emails excluded)

### CONFERENCE PROCEEDINGS SPONSOR - Exclusive! \$3,000

- Banner ad on email containing password and link to conference presentations
- Banner ad on presentation page

### ATTENDEE COFFEE & TEA SERVICE (Tues. or Wed., mornings) \$4,000 per day

- Branding in the coffee area near educational seminars
- Logo in all promotional material
- Includes branded cup sleeves and white cups
- Branded napkins
- Select Day

### APP SPLASH SCREEN - Exclusive \$6,000

- Your logo/message on the opening screen, along with conference logo and date.
- This full-screen experience launches each time the app is opened and is visible for up to 5 seconds
- Includes banner ad on app home screen – always visible
- Sponsorship includes two push notifications. Use them to invite attendees to your booth

## SPONSOR (CONTINUED)

### All Sponsorships Include:

- Recognition in UIC marketing materials (conference advertisements, website, promotional emails, onsite signage, and more)
- Logo placement on event signage and in conference app
- Complimentary social media graphics for marketing



<p><b>EMT SPONSOR – Exclusive!</b>  <b>\$6,000</b></p> <ul style="list-style-type: none"> <li>• Logo and booth number included in on-site signage</li> <li>• Logo (one color) on mini first-aid packet given to each attendee (or placed in sponsored bag)</li> <li>• Logo on exhibit hall aisle banner (subject to availability)</li> </ul>	<p><b>HOTEL KEY CARDS - Exclusive!</b>  <b>\$5,500 Pending</b></p> <p>Hotel guests search for their keycard several times a day. Put your message in the palm of their hands with this exclusive sponsorship.</p> <ul style="list-style-type: none"> <li>• Logo/message on both sides of key card</li> </ul>
<p><b>LANYARDS - Exclusive! Pending</b>  <b>\$5,000</b></p> <ul style="list-style-type: none"> <li>• This exclusive sponsorship keeps name badges facing forward.</li> <li>• Logo on lanyard given to every attendee.</li> </ul>	<p><b>ATTENDEE BAG - Exclusive!</b>  <b>\$6,000</b></p> <ul style="list-style-type: none"> <li>• Co-sponsor the eco-friendly bag given to every attendee at the registration desk (must include conference logo and date)</li> <li>• Logo prints in 1-color (full color available at an additional charge)</li> </ul>
<p><b>BAG INSERT</b>  <b>\$1,500*</b></p> <ul style="list-style-type: none"> <li>• Company flyer, pen or small gift placed in the conference bag given to all attendees</li> <li>• Sponsor responsible for production of item.</li> <li>• Conference staff will place in bags</li> <li>• *available if bag is sponsored, otherwise, item will be handed to attendee at registration</li> </ul>	<p><b>ATTENDEE PROSPECT E-MAIL</b>  <b>\$2,500 per email.</b></p> <ul style="list-style-type: none"> <li>• Reach industry professionals by sponsoring a pre-conference e-mail blast. One banner ad or video per sponsor.</li> <li>• Two sponsors maximum per e-mail blast.</li> </ul>
<p><b>AISLE BANNER</b>  <b>\$800 each.</b></p> <ul style="list-style-type: none"> <li>• Logo and booth number featured on an aisle banner.</li> <li>• One exhibitor per aisle. (subject to availability)</li> </ul>	<p><b>CARPET CLINGS</b>  <b>\$725 per set.</b></p> <ul style="list-style-type: none"> <li>• Price is for two, 3'x3' color carpet clings</li> <li>• Clings are placed throughout the exhibit hall except at entrance</li> </ul>



## SPECIAL EVENT SPONSOR



The Underground Infrastructure Awards honor impactful projects, innovations, and individuals driving the industry forward. Celebrate your team, client, or colleague with a sponsorship. This event takes place **Tuesday, Jan. 27.**

### PLATINUM – Exclusive

- Opportunity to give welcome remarks
- Event guest list (*excludes email*)
- One table (seating for 8 VIPs)
- Opportunity to place an item in the swag bag (*production of item not included*)
- One leaderboard advertisement (*2 weeks, placement and dates TBD*)

**Investment: \$8,000**

### GOLD

- 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*)
- One leaderboard advertisement (*1 week, placement and dates TBD*)

**Investment: \$6,500**

### PHOTOGRAPHY – Exclusive

- Winners will be photographed in front of a step and repeat backdrop, featuring the UI Awards and sponsor logos
- 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*)
- One leaderboard advertisement (*1 week, placement and dates TBD*)
- Right of first refusal for same sponsorship in 2027

**Investment: \$7,000**

### AUDIO VISUAL – Exclusive

- Special Awards signage
- 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*)
- One MPU advertisement (*1 week, placement and dates TBD*)

**Investment: \$6,000**

### DESSERT SPONSOR – Exclusive

(*sponsorship deadline: December 1*)

- Logo on chocolate placed on top of dessert
- 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*)
- One MPU advertisement (*1 week, placement and dates TBD*)

**Investment: \$6,000**

### Table Only

(*sponsorship benefits do not apply*)

- One table (seating for 10 VIPs)

**Investment: \$2,300**





## SPECIAL EVENT SPONSOR



The HDD Reunion is an evening of fun where former, current and future professionals gather to share industry experiences. The HDD Reunion takes place **Wednesday, Jan. 28.**

### DIAMOND – Exclusive

- Opportunity to give welcome remarks
- Prominent logo placement at event
- One MPU advertisement  
(1 week, placement and dates TBD)
- Five (5) drink tickets
- 10% discount on additional tickets

**Investment: \$3,600**

### BAR SPONSOR – 3 available

- Logo on bar signage
- Branded cocktail napkins
- Four (4) drink tickets
- 10% discount on additional tickets

**Investment: \$3,100**

### SUPPORTING SPONSOR

(UIC exhibitor)

- Four (4) drink tickets
- 10% discount on additional tickets
- Logo on event signage
- Special placard for your booth indicating you are an HDD Reunion Sponsor

**Investment: \$1,300**

### SUPPORTING SPONSOR

(non-UIC Exhibitor)

- Four (4) drink tickets
- Logo on event signage
- 10% discount on additional tickets

**Investment: \$2,000**





## ADVERTISE

Maximize your reach before, during and after UIC with targeted advertising opportunities.

### ATTENDEE PROSPECT EMAIL

(ad/video production not included)

Leaderboard linked to your site (728x90 px): \$2,000

Video: \$1,000

### SHOW PROGRAM

(distributed at registration desk)

2-page spread: \$4,000

1-page: \$3,000

1/2- page: \$2,000

### UNDERGROUND INFRASTRUCTURE MAGAZINE

Contact

Josh@UndergroundInfrastructure.com

**underground  
infrastructure**  
Construction • Rehabilitation • Asset Management





## BUSINESS BY DAY & FIESTA BY NIGHT

There's no better backdrop for UIC than San Antonio, TX—a city where historic charm meets a bold, modern energy.

By day...network with infrastructure professionals who can help build your business. By night...the River Walk comes alive with vibrant restaurants, live music, rooftop bars, and local tequila tastings. Whether you're closing a deal over dinner, dancing to live mariachi, or sipping craft cocktails under the stars, San Antonio turns your business trip into an unforgettable experience. (Bonus - San Antonio in January means no snow boots required—just your business cards and your appetite for great food and good times!)

From authentic Tex-Mex to fine dining, your quest for culinary bites will be satisfied in San Antonio.

### Come for the conference. Stay for the city.



#### Fast, Direct Flights from Major Cities:

San Antonio International Airport (SAT) is just 10 minutes from downtown and offers nonstop flights from:

Chicago – 2.5 hrs  
 Atlanta – 2 hrs  
 Los Angeles – 3 hrs  
 Denver – 2 hrs  
 Phoenix – 2 hrs  
 New York – 4 hrs  
 Houston – 1 hr  
 Dallas – 1 hr

The headquarters hotel is the luxe, all-suite gem, Hotel Contessa, right on the iconic River Walk. The hotel block opens in September 2025. Suites feature floor-to-ceiling views of the River Walk and this property is just steps from the convention center. You'll want to book early as UIC room blocks sell out fast.





## CONTACT US

**Go Big —**  
**in the hall, on the stage,**  
**in their minds during UIC 2026!**

**For more information contact:**

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**San Antonio, TX**

