



JANUARY 26-27, 2027

Gaylord Texan Resort, Grapevine, Texas



Construction | Rehabilitation | Asset Management

Where Infrastructure Deals Get Done

2027 Exhibitor Prospectus



This Is Where Your Customers Plan The Year

Underground Infrastructure magazine's 32nd **Annual Underground Infrastructure Conference (UIC)** is designed around how this industry actually works. Projects are planned early. Partnerships are formed early. Budgets are committed early.

That's why UIC happens in January—and why the people walking the floor aren't browsing. They're preparing their moves.



Right Time

January timing aligns with planning cycles—before construction season is in full swing.

Right Audience

UIC brings together contractors, owners, consulting engineers, and manufacturers/vendors actively working on infrastructure projects.

Right Format

Education and exhibit hours are aligned to move attendees directly onto the show floor—keeping traffic steady and conversations active.

**If your business supports infrastructure projects,
this is where they begin to take shape.**



What This Means for You

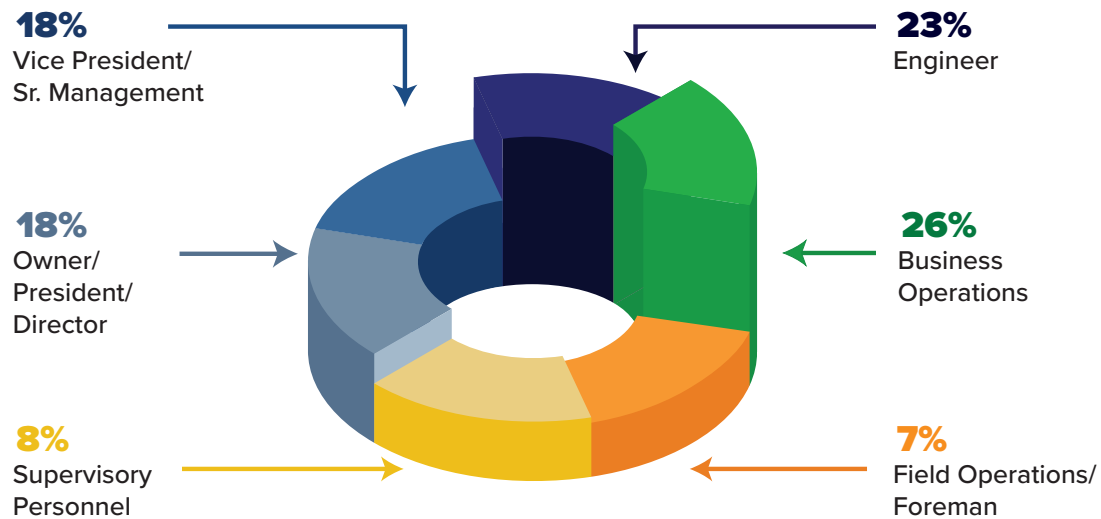
- Conversations tied to real projects
- Access to decision-makers
- Time to engage instead of simply exchanging business cards

The People Behind The Work

UIC brings together the professionals responsible for billions of dollars in spending on planning, specifying, and executing underground infrastructure systems.

Attendees are contractors and municipalities actively executing infrastructure work, supported by a strong base of engineering firms and solution providers driving specifications and purchasing decisions.

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)

These are the people who influence decisions long before work begins.



Get In Front of Decision-Makers

EXHIBIT

The two-day format with concentrated exhibit hours is designed to move attendees into the hall. Program content on Center Stage keeps them there..

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 access for your team

Booth Rates:

(Rates include one (1) lead retrieval license; furnishings and utilities not included)

Booth Rates		
10' x 10'	inline	\$3,470
10' x 20'	inline	\$6,440
10' x 20'	island	\$7,340
20'x 20'	island	\$13,470

Exhibitor Add-ons:

Technical Theater (\$1,500) Present directly to a targeted audience

Innovation Lounge (\$2,000) Maintain visibility in a high-traffic networking space (non-UIC exhibitor rate is \$2,760)



Increase Your Visibility Where It Matters

SPONSORSHIPS

Sponsorships position your company in front of attendees throughout the event: on the show floor, in key moments, and across event communications.

All Sponsorships Include:

- Logo placement across event marketing and onsite materials
- Recognition in conference app and promotional channels
- Custom social media graphics



TRACK SPONSORSHIP – One sponsor per track. \$6,000

- 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)

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)

LED PANEL \$4,000

- 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.

CONFERENCE PROCEEDINGS SPONSOR - SOLD! \$4,000

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

EXHIBIT HALL NETWORKING PARTY (Wednesday) - Four available. \$15,000

- 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 COFFEE & TEA SERVICE (Tues. or Wed., mornings) \$9,000 per day

- Branding in the coffee area
- Logo in all promotional material
- Includes 1-Color Logo On Cups
- Branded napkins
- Select Day

ATTENDEE LUNCH (Tuesday or Wednesday) - Two per day available. \$15,000 each per day.

- Signage on lunch tables listing your company as sponsor
- Announcement in the exhibit hall identifying you as the lunch sponsor
- Post-conference attendee list (emails excluded)

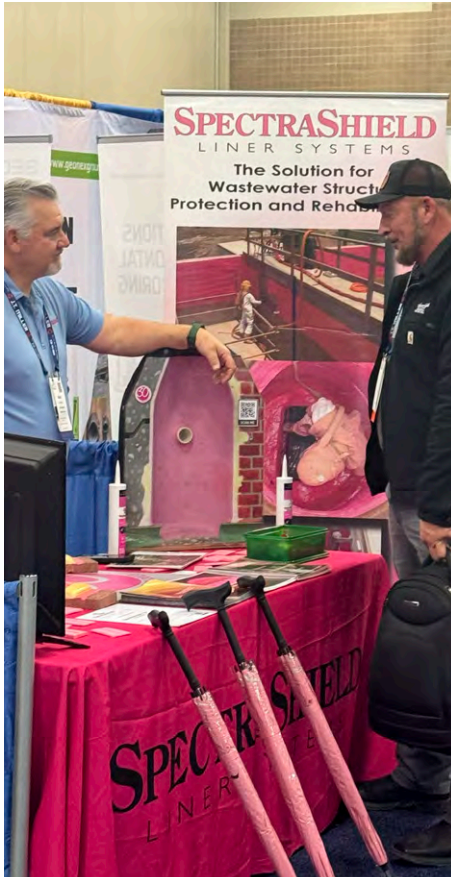
APP SPLASH SCREEN - Exclusive \$6,000

- 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

SPONSORSHIPS *(continued)*

All Sponsorships Include:

- Logo placement across event marketing and onsite materials
- Recognition in conference app and promotional channels
- Custom social media graphics



CONNECTED BUYER \$3,000 • List of attendees who opted-in to the program • Special on-site recognition	HOTEL KEY CARDS - Exclusive! \$6,000 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
LANYARDS - Exclusive! Pending \$5,000 • This exclusive sponsorship keeps name badges facing forward. • Logo on lanyard given to every attendee.	ATTENDEE BAG - Exclusive! \$6,000 • 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 (full color available at an additional charge)
AISLE BANNER \$1,200 each. • Logo and booth number featured on an aisle banner. • One exhibitor per aisle. (subject to availability)	ATTENDEE PROSPECT E-MAIL \$3,000 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.
CARPET CLINGS \$1,200 per set. • Price is for two, 3'x3' color carpet clings • Clings are placed throughout the exhibit hall except at entrance	INNOVATION LOUNGE (4 AVAILABLE) \$2,750 • Sponsor the attendee lounge complete with charging tables and chairs. • Logo included in lounge signage • Logo in additional on-site event signage • Inclusion in post-UIC coverage appearing in <i>Underground Infrastructure</i> magazine

Position your brand where attendees are already engaged!

SPECIAL EVENT SPONSORSHIPS

The Awards bring together the industry's most respected professionals on **Tuesday, Jan. 26**, to recognize outstanding achievement in underground infrastructure.



TITLE SPONSOR (EXCLUSIVE) \$4,000

- Event titled: "MVP + UI Honors Awards Luncheon presented by [Sponsor Company]"
- Reserved VIP table for 10 people near the stage
- Logo on sign at head table (always guest-facing)
- Logo on luncheon advertisements
- Logo on UCTA and UIC websites
- Logo in all pre-luncheon promotions
- Logo in additional on-site event signage
- Opportunity for 1-minute welcome remarks before awards begin
- Inclusion in post-UIC coverage appearing in *Underground Infrastructure* magazine

DIAMOND SPONSORS (2 AVAILABLE) \$2,400

- Reserved VIP table for 10 people
- Logo on luncheon advertisements
- Logo on UCTA and UIC websites
- Logo in all pre-luncheon promotions
- Logo in additional on-site event signage
- Inclusion in post-UIC coverage appearing in *Underground Infrastructure* magazine

AWARDS CATEGORY SPONSOR (6 AVAILABLE) \$3,500

- Reserved VIP table for 10 people
- Sponsor's representative presents the award in category sponsored
- Sponsor recognition during the award presentation
- Photo with winner
- Logo on luncheon advertisements
- Logo on UCTA and UIC websites
- Logo in all pre-luncheon promotions
- Logo in additional on-site event signage
- Inclusion in post-UIC coverage appearing in *Underground Infrastructure* magazine

WINNER CELEBRATION PHOTOS (EXCLUSIVE) \$5,250

- Sponsor's Logo and event logo on photo backdrop
- Reserved VIP table for 10 people
- Logo on luncheon advertisements
- Logo on UCTA and UIC websites
- Logo in all pre-luncheon promotions
- Logo in additional on-site event signage
- Inclusion in post-UIC coverage appearing in *Underground Infrastructure* magazine
- Branding on official winner photos shared post-event
- Visibility beyond the luncheon, especially in social media

Reserved Table and individual tickets are available, sponsorship benefits do not apply.



SPECIAL EVENT SPONSORSHIPS

The **HDD Reunion** is an informal, high-energy gathering on Wednesday, **Jan. 27**, of HDD professionals—past, present, and future—focused on connection, conversation, and shared experience.



PRESENTING SPONSOR (EXCLUSIVE) \$3,800

- Event titled “HDD Reunion Presented by [Sponsor company]”
- Exclusive presenting sponsor recognition
- Opportunity to deliver brief welcome remarks
- Logo on all HDD Reunion signage and promotions
- 8 drink tickets
- Reserved table for 8 guests
- One MPU advertisement
- UIC exhibitors will be identified as HDD Reunion Sponsors in the printed show program
- Inclusion in post-UIC coverage appearing in *Underground Infrastructure* magazine

BAR SPONSOR (3 AVAILABLE) \$3,200

- Logo prominently displayed at bars
- Branded cocktail napkins
- Reserved table for 6 guests
- 6 drink tickets
- 10% discount on additional tickets
- UIC exhibitors will be identified as HDD Reunion Sponsors in the printed show program
- Inclusion in post-UIC coverage appearing in *Underground Infrastructure* magazine

PHOTO/MEMORY SPONSOR (EXCLUSIVE) \$5,250

- Sponsor the official reunion photo area where attendees gather and reconnect
- Sponsor logo and event logo on photo backdrop
- Reserved table for 6 guests
- 6 drink tickets
- 10% discount on additional tickets
- UIC exhibitors will be identified as HDD Reunion Sponsors in the printed show program
- Inclusion in post-UIC coverage appearing in *Underground Infrastructure* magazine
- Branding on official winner photos shared post-event
- Visibility beyond the reunion, especially in social media

HDD REUNION PARTNER (UIC EXHIBITOR) \$1,350

- Logo included on HDD Reunion signage
- Logo included on UIC website event page
- Recognition on onsite sponsor slide
- Four (4) drink tickets
- 10% discount on additional tickets
- UIC exhibitors will be identified as HDD Reunion Sponsors in the printed show program

HDD REUNION PARTNER (NON-UIC EXHIBITOR) \$2,100

- Logo included on HDD Reunion signage
- Logo included on UIC website event page
- Recognition on onsite sponsor slide
- Four (4) drink tickets
- 10% discount on additional tickets



Be part of the conversations that continue long after the workday ends!

Extend Your Reach Beyond The Exhibit Hall

ADVERTISE

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



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

UNDERGROUND INFRASTRUCTURE MAGAZINE

Contact
Josh@UndergroundInfrastructure.com

UNDERGROUND INFRASTRUCTURE DAILY NEWS:

Leaderboard (728 x 90): \$2,655

MPU1 (336 x 280): \$2,355

SHOW PROGRAM

(distributed at registration desk)

2-page spread: \$4,000

1-page: \$3,000

1/2- page: \$2,000



Elton Musk's Boring Company halts Vegas Loop tunneling after worker injury
A worker suffered a "crushing injury" inside a Boring Company tunnel near the Las Vegas Strip, prompting efforts to pause work on the Vegas Loop project while the incident is investigated.

[Read More](#)



UI Exclusive



Put the money where the pipe is: Optimizing wastewater pipeline rehabilitation projects

Utilities are under pressure to stretch limited wastewater funding while tackling aging pipelines and sewer overflows. This article outlines how smaller bid packaging and contractor efficiency can maximize rehabilitation budgets and reduce costs.

[Read More](#)

Pipelines



Transco, MVP clash over competing pipeline projects in North Carolina

Transco and Mountain Valley Pipeline are in a heated contest for North Carolina's gas market, with FERC weighing competing projects.

[Read More](#)



Water



Seattle to replace 21-million-gallon Bitter Lake reservoir with buried system

Seattle Public Utilities is replacing the Bitter Lake reservoir with a partially buried 21-million-gallon system to improve water quality and protect the city's drinking water supply.

[Read More](#)

Subsurface Stories



Five critical components for safe confined space entry

Joined by Dennis Patti, Director of Health, Safety, and Environmental at NASSCO, we explore the five essential components required for safe confined space entry: continuous air monitoring, continuous ventilation, the confined-space permit, retrieval watch and fall protection, and the proper use of fall arresters.

[Listen Now](#)



Robert Carpenter
Editor-in-Chief

Mary Holcomb
Digital Editor

Designed For How Business Gets Done

The Underground Infrastructure Conference takes place at the Gaylord Texan Resort & Convention Center—an all-in-one venue that brings the entire event experience under one roof. From exhibit hall to meeting space to accommodations, everything is connected, allowing attendees to move efficiently between sessions, exhibits, and meetings without leaving the property.

This environment supports how business actually happens at UIC. Conversations don't end when attendees leave the exhibit hall—they continue in shared spaces, scheduled meetings, and informal settings throughout the day. The layout keeps participants close, accessible, and engaged, creating more opportunities for meaningful interaction.

Fast, Direct Flights from Major Cities



Dallas/Fort Worth International Airport (DFW) is just minutes from the Gaylord Texan and offers nonstop flights from:

Chicago – 2.5 hrs
 Atlanta – 2 hrs
 Los Angeles – 3 hrs
 Denver – 2 hrs
 Phoenix – 2.5 hrs
 New York – 3.5 hrs
 Houston – 1 hr
 Austin – 1 hr

The headquarters hotel is the Gaylord Texan Resort & Convention Center—an all-in-one property where accommodations, meeting space, and the exhibit hall are fully connected. Staying on-site keeps you in the center of the event, making it easy to move between sessions, exhibits, and meetings while staying accessible to attendees throughout the day.

The room block will open in the coming months and is expected to fill quickly—booking within the block ensures you're where the conversations continue.



CONTACT US

Go Big —

**in the hall, on the stage,
in their minds during UIC 2027!**

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