

FORT WORTH

UTC TELECOM & TECHNOLOGY

At the Crossroads of Utility Education & Training
Where our future begins!

JOIN US JUNE 17-21, 2019

The 2019 UTC Telecom & Technology Conference features engaging speakers delivering technical and strategic presentations that will tackle the leading-edge issues of electric, gas and water utility industry. Sessions will focus on key telecom areas of security, policy, IT/OT convergence, analytics and much more. Join us in Fort Worth, Texas for the industry-leading conference for communications infrastructure for utilities!

HOST UTILITY



www.utctelecom.org



EXHIBITOR & SPONSOR PROSPECTUS

Fort Worth, Convention Center
1201 Houston Street
Fort Worth, TX 76102

Sheraton Fort Worth Downtown Hotel
1701 Commerce St.
Fort Worth, TX 76102



2019 SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR (\$40,000) EXCLUSIVE

- ◆ Premier event sponsor receives top billing on all conference promotions and on website
- ◆ Priority booth selection for all UTC-managed events if sponsorship is confirmed before the start of the exhibit selection process
- ◆ Possible opportunity to speak, to be determined by UTC
- ◆ Sponsorship acknowledgment during general session and sponsor executive invited to provide brief (1 – 2 minutes) perspective during general session
- ◆ Three executive invitations to UTC Chairman's Reception
- ◆ Sponsorship acknowledgment during reception
- ◆ Logo in top position on utctelecom.org, promotional materials and onsite signage
- ◆ Logo on aisle sign where your exhibit booth is located
- ◆ Logo on UTC Registration Header
- ◆ One full-page ad in the *UTC Journal* within the calendar year
- ◆ Opportunity to include two printed items in the attendee registration bags
- ◆ Banner ad in 12 issues of *UTC Industry Intelligence* weekly newsletter
- ◆ Four Super Pass (full conference) registrations
- ◆ Pre-show and post-show attendee lists
- ◆ Host one UTC webinar within the calendar year

GOLD SPONSORS (\$10,000-\$20,000) EACH

- ◆ Sponsorship acknowledgment during general session
- ◆ One executive invitation to Chairman's Reception
- ◆ Logo in third position on utctelecom.org, promotional materials and onsite signage
- ◆ Logo on aisle sign where your exhibit booth is located
- ◆ One half-page 4-color ad in *UTC Journal*, upgradeable to full page at half-page standard rate
- ◆ Opportunity to include one printed item in the attendee registration bags
- ◆ Banner ad in four issues of *UTC Industry Intelligence* weekly e-newsletter
- ◆ Two Super Pass (full conference) registrations
- ◆ Pre-show and post-show attendee lists

PLATINUM SPONSORS (\$30,000) EACH

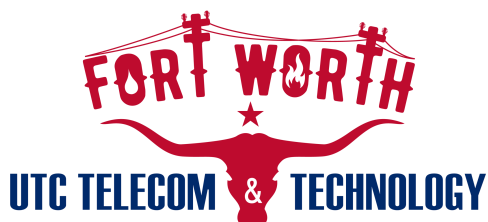
- ◆ Second position on all conference promotions and materials, in print and online
- ◆ Second-priority booth selection for all UTC-managed events if sponsorship is confirmed before the start of the exhibit selection process
- ◆ Possible opportunity to speak, to be determined by UTC
- ◆ Sponsorship acknowledgment during general session and sponsor executive invited to provide brief (1 – 2 minutes) perspective on the event during general session
- ◆ Two executive invitations to UTC Chairman's Reception
- ◆ Sponsorship acknowledgment during reception
- ◆ Logo in second position on utctelecom.org, promotional materials and onsite signage
- ◆ Logo on aisle sign where your exhibit booth is located
- ◆ One full-page editorial ad in the *UTC Journal*
- ◆ Opportunity to include one printed item in the attendee registration bags
- ◆ Banner ad in six issues of *UTC Industry Intelligence* weekly e-newsletter
- ◆ Three Super Pass (full conference) registrations
- ◆ Pre-show and post-show attendee lists
- ◆ Host one UTC webinar within the calendar year

SILVER SPONSORS (\$5,000-\$9,999) EACH

- ◆ One executive invitation to UTC Chairman's Reception
- ◆ Logo in fourth position on utctelecom.org, promotional materials and onsite signage
- ◆ One half-page ad in *UTC Journal*, upgradeable to full page at half-page standard rate - within the calendar year
- ◆ Opportunity to include one printed item in the attendee registration bags
- ◆ Banner ad in two issues of *UTC Industry Intelligence* weekly e-newsletter
- ◆ Post-show attendee list
- ◆ One Super Pass (full conference) registration

BRONZE SPONSORS (\$3,500-\$4,999) EACH

- ◆ Sponsorship acknowledgment during general session
- ◆ Logo in fifth position on utctelecom.org, promotional materials and onsite signage
- ◆ Quarter-page ad in *UTC Journal*
- ◆ Opportunity to include one printed item in the attendee registration bags
- ◆ Post-show attendee list
- ◆ One Super Pass (full conference) registration



SPECIAL SPONSORSHIP OPPORTUNITIES

TRACK SPONSOR \$20,000 EACH (EIGHT AVAILABLE)

In addition to the gold-level benefits listed, conference track sponsors will be associated with the high quality education program that has come to define the UTC conference. Track sponsors will have their logos displayed wherever these sessions are listed: on the website, in the *UTC Journal*, promotional materials and on the signs at the conference. Track sponsors will be offered an opportunity to introduce the sessions in their sponsored track. This sponsorship does not include summits.

GENERAL SESSION KEYNOTE LUNCHEON \$20,000 (EXCLUSIVE)

In addition to the gold-level benefits listed, the opening General Session Keynote Luncheon sponsor will join the senior executives of UTC on stage and will be invited to speak briefly during the Wednesday General Session.

UTC CLOSING PARTY \$20,000 (TWO)

In addition to the gold-level benefits listed, UTC Closing Party sponsors will ensure some casual one-on-one time with their biggest customers by sponsoring this always popular event. As always, UTC's attendees plan for a fun-filled networking event. Sponsors are provided with extra drink tickets to hand out to customers prior to and during the event as a value-added benefit.

*NEW MOBILE APP & POCKET GUIDE \$20,000 (EXCLUSIVE)

In addition to the gold-level benefits listed, 2019 will bring a NEW mobile app and pocket guide to replace the printed program. All attendees will utilize the NEW mobile app and pocket guide to navigate the week's activities. The sponsor's logo will appear within the mobile as well as on the back cover of the pocket guide.

*NEW TWITTER WALL \$15,000 (EXCLUSIVE)

For the first time UTC Telecom & Technology conference will focus on social media and specifically Twitter. Through this sponsorship, our company will be front and center for all social media at the event. UTC has partnered with Everwall to deliver real-time Twitter feeds in two locations of the event.

REGISTRATION BAG \$15,000 (EXCLUSIVE)

In addition to the gold-level benefits listed, the Registration Bag sponsor will enjoy high visibility as the sponsor's logo will be seen by every show participant as each super pass conference attendee receives a registration bag. Of course, the bag will be seen by many of the attendees' peers and co-workers after the meeting ends. The Registration Bag sponsor's logo, along with the UTC logo, will be displayed on one side of the bag.

GENERAL SESSION MEMBERSHIP MEETING \$10,000 (EXCLUSIVE)

In addition to the gold-level benefits listed, the Thursday morning UTC Membership Meeting and General Session sponsor will be invited to introduce the keynote speaker or session panelists.

VIP CHAIRMAN'S RECEPTION \$15,000 (EXCLUSIVE)

In addition to the gold-level benefits listed, sponsoring this event provides your company an intimate networking experience with event VIPs. Only the UTC Board of Directors, select utility delegates, technology partners, and VIPs are invited to a Chairman's Reception at the request of the UTC Chairman of the Board.

BADGES AND LANYARDS \$10,000 (EXCLUSIVE)

In addition to the gold-level benefits listed, the badges and lanyards sponsor's logo will be seen every time an attendee looks at a name badge. Every registered UTC T&T attendee receives a badge lanyard and the sponsoring company's logo will be displayed on the lanyard as well as the badge.

REGISTRATION AREA \$10,000 (EXCLUSIVE)

In addition to the gold-level benefits listed, the sponsor of the Registration Area will figure prominently on the kick plates of all the registration desks. The registration sponsor's logo will be one of the first that attendees see when entering the conference.

EDUCATION AREA WI-FI \$10,000 (EXCLUSIVE)

In addition to the gold-level benefits listed, the Wi-Fi sponsor's logo will be the first one that attendees see when accessing the Wi-Fi during the educational sessions. This sponsorship comes with a sponsored page for accessing Wi-Fi in the education area of the conference. (Sponsorship benefit is contingent upon abilities of the Internet provider at the venue.)

UTC ATTENDEE BREAKFAST \$7,500 (EXCLUSIVE)

In addition to the silver-level benefits listed, this is a tremendous opportunity for you to be the exclusive sponsor of the attendee breakfast on Wednesday of the conference. Sponsorship includes verbal recognition from the podium along with logo recognition on www.utctelecom.org, signage & conference materials.

UTC CIGAR PARTY \$7,500 (EXCLUSIVE)

In addition to the silver-level benefits listed, the UTC Cigar Party is the stuff of legends! After the UTC Closing Party all attendees are invited to extend the night at the UTC Cigar Party. The Cigar Party Sponsor will be recognized for hosting this fun event, and it's a great way to meet and network with many attendees in a casual environment.

TUESDAY SUMMITS \$7,500 EACH (FOUR AVAILABLE)

In addition to the silver-level benefits listed, Summit sponsors are key in the three-hour sessions of hot topics, focused on industry issues and providing exposure to UTC's strategic approach to critical areas. Final decisions on the program rest with UTC. Sponsor will be acknowledged during the summit, and given an opportunity to offer a brief perspective on the topic.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

HOTEL KEYCARD \$6,000 (EXCLUSIVE)

In addition to the silver-level benefits listed, the hotel keycard sponsor will have the company logo placed on every hotel key for attendees staying at the host hotel. This opportunity makes the sponsor front-and-center, as attendees enter their room throughout the week.

THE SALOON SOCIAL \$6,000 (FOUR AVAILABLE)

In addition to the silver-level benefits listed, brighten up your booth with wild west action by sponsoring the Saloon Social. Sponsors entertain customers and prospects at a bar set up in their booth that provides a cowboy-sized refreshment. Placement of bar requires use of booth space.

NETWORKING LUNCH \$5,000 (EXCLUSIVE)

In addition to the silver-level benefits listed, the Thursday Networking Lunch in the exhibit hall will recognize the sponsor through signage placed on the dining tables during the lunch.

DESSERT AT YOUR BOOTH \$6,000 (TWO AVAILABLE)

In addition to the silver-level benefits listed, this sponsor will be recognized for providing the attendees with treats during afternoon exhibit hours. Treats will be served from the sponsors' booth or from stations bearing the sponsors' logos in a centrally located area. Dessert is open to all attendees on the floor.

PRIZE DRAWING \$5,000 (TWO DAYS)

In addition to the silver-level benefits listed, the Prize Drawing Sponsor has the drawing barrel placed in their booth allowing attendees to stop by and drop off their business card for UTC Prizes given out during the day in the exhibit hall. The drawing times are promoted and prizes are announced from Center Stage.

FOOT PRINTS \$3,500

In addition to the bronze-level benefits listed, Foot Prints with your logo and booth number and/or message will pave the way for attendees to find your booth, starting from the show entrance all the way to your booth.

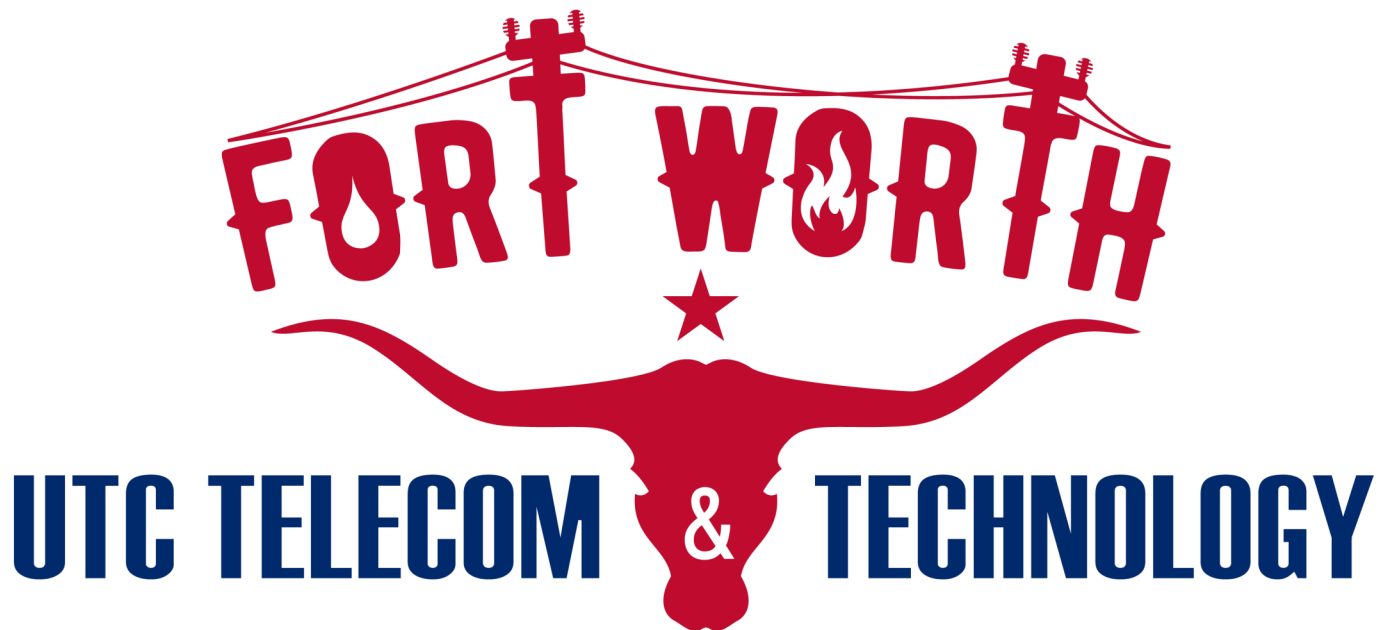
UTC T&T 2019 NOTEPADS, PENS or POST-ITS \$3,500 (EACH)

In addition to the bronze-level benefits listed, sponsor's logo, along with UTC's logo, imprinted on notepads, pens or post-its in the educational sessions.

AD CLINGS IN CONVENTION CENTER (CALL FOR PRICING)

Your company message in key marquis places in the Convention Center, such as escalator wraps, hanging banners, table clings, or column wraps.

Have a sponsorship idea that isn't listed in our materials, but would increase your visibility? Additional sponsor ideas will be considered by UTC staff before final approval is given. Please contact us to discuss your sponsorship idea.



JUNE 17-21, 2019

EXHIBITORS

BOOTH TYPE	UTC MEMBER RATE	NON-MEMBER RATE
10' x 10' Inside Booth	\$2,900	\$5,000
10' x 10' Corner Booth	\$3,200	\$5,200
10' x 20' Booth (2 corners)	\$6,400	\$10,400
10' x 20' Booth (1 corner)	\$6,100	\$10,200
10' x 20' Booth (2 Inside)	\$5,800	\$10,000
20 x 20 Island	\$12,800	\$20,800

EACH 10 x 10 SPACE INCLUDES:

- ⇒ One Super Pass Registration (the complete pass to all events)
- ⇒ Three complimentary exhibit booth personnel registrations
- ⇒ Two complimentary tickets to the UTC Closing Party
- ⇒ Four complimentary passes to individual educational sessions
- ⇒ Early-rate to upgrade exhibit personnel to Super Pass Registration
- ⇒ Listing in the on-site Exhibitor Directory and event website
- ⇒ VIP passes free admittance to exhibit hall for utility employees (provided in electronic format)
- ⇒ Access to the pre-conference & post-conference attendee lists
- ⇒ Listing in the Q2 *UTC Journal* - Deadlines TBD
- ⇒ Pipe and Drape Package – 8' draped back & 3' side rails
- ⇒ UTC Exhibitor Service Manual

ISLAND BOOTHS (20' X 20' OR GREATER)

Member:

___ x ___ = _____ total square foot x \$32/square ft. = _____ total cost

Non Member:

___ x ___ = _____ total square foot x \$52/square ft. = _____ total cost

[View the Exhibit Hall Floor Plan Here.](#)

PRELIMINARY EXHIBIT HALL SCHEDULE

Tuesday, June 18, 2019: 8:00 am – 5:00 pm: Move-in

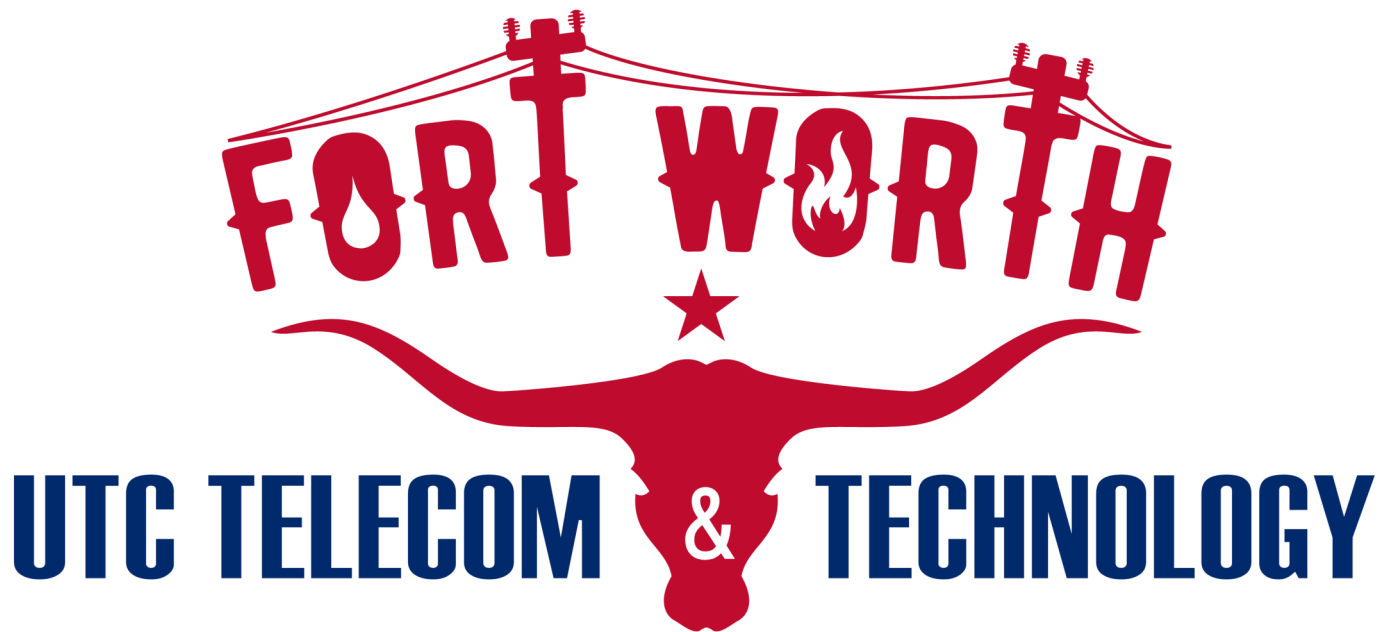
Wednesday, June 19, 2019: 8:00 am – 12:00 pm: Move-in

Wednesday, June 19, 2019: 1:30 pm – 5:30 pm: Exhibit Hall Open (with

Reception) Thursday, June 20, 2019: 11:00 am – 2:00 pm: Exhibit Hall Open (with

Lunch) Thursday, June 20, 2019: 2:01 pm – 8:00 pm: Move-out

UTC SALES
CHERYL STRATOS
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703-926-5615



UTCTelecom.org

June 17-21, 2019
FORT WORTH CONVENTION CENTER