

# UTC TELECOM & TECHNOLOGY

PORTLAND, OR • AUGUST 23 - 27, 2021

Connecting you with more than 1500 key decision makers at utilities working to serve critical infrastructure needs!

## FACTS



Of our members **INFLUENCE** or make **PURCHASING DECISIONS**



On average, UTC members employ more than **1,000 EMPLOYEES**



UTC members have an annual business volume of **OVER 1 BILLION**



Attendees said they intend to follow-up with **EXHIBITORS** they meet at UTC Telecom & Technology



Of our attendees said they were able to **INTERACT** with the right **SOLUTION PROVIDER** on the floor



Of exhibitors met a **UTILITY** they needed to follow-up with after the show



UTC Telecom & Technology attendees will recommend this **EVENT** to others



Of attendees said the show was a **VALUABLE** use of their time



**Oregon Convention Center**  
777 NE Martin Luther King Jr Blvd.  
Portland, OR 97232



Utilities  
Technology  
Council™

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# UTC TELECOM & TECHNOLOGY

PORTLAND, OR  
AUGUST 23 - 27, 2021

THE TRAIL TO UTILITY  
TRAINING & EDUCATION



EXHIBIT & SPONSOR  
**PROSPECTUS**

HOST UTILITY:



# UTC FOUNDATION GOLF TOURNAMENT

## PREMIER SPONSOR \$10,000 (EXCLUSIVE)

The premier sponsorship includes the best access to golfers. Specifically, three tournament foursomes, beverage cart sponsorship, and the opportunity to place your company's golf ball on the golf carts.

## LUNCH SPONSOR \$5,000 (EXCLUSIVE)

In addition to sponsoring a lunch for all the golfers, this sponsorship includes one tournament foursome.

## BEVERAGE CART SPONSORSHIP \$3,500

In addition to sponsoring the beverage cart for all golfers, this sponsorship includes one foursome registrations.

## BREAKFAST SPONSORSHIP \$3,500 (EXCLUSIVE)

In addition to sponsoring a breakfast for all the golfers, this sponsorship includes two golfer registrations.

## CONTEST SPONSORSHIP \$1,500

In addition to sponsoring a contest on a hole, this sponsorship includes two golfer registrations.

## CHARITY GOLF SUPPORTER \$1,000

Bring your clients or prospects and purchase a Charity Golf Foursome. Includes golf for 4 players, continental breakfast and lunch.

All golf sponsors receive the following benefits:

- Recognition at the UTC Golf Awards Ceremony
- Prominent signage
- Verbal recognition at the event



# 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

## PRELIMINARY EXHIBIT HALL SCHEDULE

Tuesday, August 24, 2021: 8:00 am – 5:00 pm: Move-in

Wednesday, August 25, 2021: 8:00 am – 12:00 pm: Move-in

Wednesday, August 25, 2021: 1:30 pm – 5:30 pm: Exhibit Hall Open (with Reception)

Thursday, August 26, 2021: 11:00 am – 2:00 pm: Exhibit Hall Open (with Lunch)

Thursday, August 26, 2021: 2:00 pm – 8:00 pm: Move-out

# PREMIER SPONSOR \$40,000

## EXCLUSIVE

- Premier Event Sponsor receives top billing on all conference promotions and materials, in print and online
- Priority booth selection for all UTC-managed events if sponsorship is confirmed before the start of the exhibit selection process
- 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
- Invitation to Chairman's and UTC Foundation Reception. Sponsorship acknowledgment during reception
- Logo in top position on utctelecom.org, promotional materials, onsite signage, in the *UTC Journal* Convention Issue and mobile show app.
- Logo on aisle sign where your exhibit booth is located
- Logo on UTC Registration Header
- Meter board promoting Premier sponsorship in the onsite registration area
- One full-page ad in the *UTC Journal* within the calendar year
- Opportunity to include two printed pieces or promotional items in the attendee registration bags
- Banner ad in twelve issues of *UTC Industry Intelligence* weekly e-newsletter
- Four Super Pass (full conference) registrations
- Pre- and post-show attendee lists
- Host a UTC webinar within the calendar year

Learn more at [utctelecom.org](http://utctelecom.org) →



# PLATINUM SPONSOR \$30,000

## NON EXCLUSIVE

- Logo in second position on utctelecom.org, promotions materials, onsite signage, in the *UTC Journal* Convention Issue and mobile show app.
- Second-priority booth selection for all UTC-managed events if sponsorship is confirmed before the start of the exhibit selection process
- 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
- Invitation to Chairman's and UTC Foundation Reception. Sponsorship acknowledgment during reception
- Logo on aisle sign where your exhibit booth is located
- Meter board promoting your Platinum sponsorship at the event
- One full-page editorial ad in the *UTC Journal*
- Opportunity to include one printed pieces or promotional items in the attendee registration bags
- Banner ad in six issues of *UTC Industry Intelligence* weekly e-newsletter
- Three Super Pass (full conference) registrations
- Pre- and post-show attendee lists
- Host a UTC webinar

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## ADVERTISING OPPORTUNITIES:

- Print & Digital advertising opportunities see *UTC Journal* Media kit
- Foot Prints to your booth \$3500 (limited to two companies)
- Promotional Clings on Walls, Escalators, Floors and Windows \$4,000 and up.

Please contact [cheryl.stratos@utc.org](mailto:cheryl.stratos@utc.org) to discuss your sponsorship ideas.



## GOLD SPONSOR \$10,000-\$20,000

- Sponsorship acknowledgment during general session
- Invitation to Chairman's Reception
- Logo in third position on utctelecom.org, promotions materials, onsite signage, in the *UTC Journal* Convention Issue and mobile show app.
- 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 pieces or promotional items in the attendee registration bags
- Banner ad in four issues of *UTC Industry Intelligence* weekly e-newsletter
- Two Super Pass (full conference) registrations
- Pre-and post-show attendee lists

### GOLD SPONSORSHIPS OPTIONS

- Track sponsor \$20,000 each
- Wednesday morning general session with paid speaker
- Opening general session (day 1) \$20,000 (exclusive)
- General session (day 2) utc membership meeting \$20,000 (exclusive)
- UTC gala \$20,000 (2 available)
- Education area wi-fi \$15,000 (exclusive)
- Registration bag \$15,000 (exclusive)
- VIP's chairman's reception and UTC Foundation Reception \$15,000 (EXCLUSIVE).
- Summits \$10,000 each
- Badges and lanyards \$10,000 (exclusive)
- Registration area \$10,000 (exclusive)
- Event mobile app sponsor \$10,000 (exclusive)
- Membership meeting \$10,000 add breakfast and make this your exclusive event for \$17,000

[Learn more at utctelecom.org →](#)

## SILVER SPONSOR \$5,000-\$9,999

- Invitation to Chairman's and UTC Foundation Reception. Sponsorship acknowledgment during reception
- Logo in fourth position on utctelecom.org, promotions materials, onsite signage, in the *UTC Journal* Convention Issue and mobile show app.
- 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 pieces or promotional items in the attendee registration bags
- Banner ad in two issues of *UTC Industry Intelligence* weekly e-newsletter
- Post-show attendee lists
- One Super Pass (full conference) registration

### SILVER SPONSORSHIPS OPTIONS

- UTC meeting attendee breakfast \$7,500 (exclusive)
- After gala cigar party \$7,500 (exclusive)
- Hotel keycard \$6,000 (exclusive)
- The Clam Digger Social \$6,000 (4 available)
- Networking lunch \$5,000 (exclusive)
- Dessert at your booth \$6,000 (2 available)

[Learn more at utctelecom.org →](#)

## BRONZE SPONSOR \$3,500-\$4,900

- Sponsorship acknowledgment during general session
- Logo in fifth position on utctelecom.org, promotions materials, onsite signage, in the *UTC Journal* Convention Issue and mobile show app.
- Quarter-page ad in *UTC Journal*
- Opportunity to include one printed pieces or promotional items in the attendee registration bags
- Post-show attendee lists
- One Super Pass (full conference) registration

### BRONZE SPONSORSHIPS OPTIONS

- Speciality items, such as Post-it's, Pen, Notepads, etc. \$3,500 (exclusive)

[Learn more at utctelecom.org →](#)

