

# EXHIBITOR & SPONSORSHIP PROSPECTUS



APRIL 8-11, 2019
HILTON CHICAGO HOTEL

## **TOP THREE REASONS FOR EXHIBITING:**

- Exposure & brand awareness
  - Relationship building
  - Lead generation

## **VISIBILITY: THE BENEFITS OF EXHIBITING**

1. Face-to-face contact with key dam and levee prospects
2. Three complimentary exhibit booth staff registrations per booth reserved with access to receptions and luncheons (20x20 marquee booths receive five complimentary booth staff registrations)
3. Five (5) one-day (exhibits only) passes to invite customers to the exhibit hall (does not include receptions or luncheons). Marquee booths receive 8-one day exhibits only passes.
4. Complimentary mailing list of attendees, before and after the conference
5. Attendee networking receptions, breaks and luncheons inside exhibit hall
6. Company logo and enhanced exhibitor listing opportunities
7. Opportunity to participate in the USSD Gamification
8. Exhibit booth contests—win the 'Best in Show' or 'Most Creative' award!
9. Dedicated exhibit hall hours
10. Opportunity to reserve your booth space for 2020 Annual Conference in Denver at current year prices

## **NEW ADDITIONS TO THE EXHIBIT HALL IN 2019**

- More networking opportunities including all general lunches held in exhibit hall
- Addition of five (5) exhibits only visitor passes to invite clients (no lunches or receptions)
- USSD Gamification to bring attendees to your booth
- Best in Show and Most Creative awards for exhibit booths
- Ongoing announcements made from USSD Pavilion in exhibit hall
- Enhanced exhibitor listings available on mobile app and downloadable conference program

## EXHIBIT BOOTH INFORMATION

	MEMBER	NONMEMBER
10 x 10	\$1,300	\$1,600
10 x 10 corner	\$1,500	\$1,800
10 x 20 corner	\$2,700	\$3,000
20 x 20 Marquee	\$5,300	\$5,600
<p>Sustaining members receive free 10 x 10 booth or \$1,300 credit towards larger booth, or free full conference registration.</p> <p>Organization members receive 20% discount off booth price</p>	<p><b>Save \$100 with early bird pricing <u>register and pay for your booth by December 31, 2018</u></b></p>	

Included in all booths: standard pipe and drape; booth identification sign; one table, 2 chairs, one wastebasket. Also included are three (3) booth staff and five (5) exhibit only guest passes for your clients (no lunches or receptions); Marquee exhibitors receive five (5) booth staff and eight (8) exhibit only guest passes. All exhibitors receive a company listing on the conference web page.

**All exhibit staff can attend the Legacy and Plenary Sessions as well as all exhibit hall activities. It does not include technical sessions, workshops, or the conference closing event.**

**Not included** and must be purchased through Freeman Services- electrical, additional furnishings and accessories, carpet, and technology. See Exhibitor Kit or Freeman Fact Sheet.

**Insurance. USSD, the Decorator, and the Facility are not responsible for the Exhibitor's property or person. It is the sole responsibility of the Exhibitor to obtain business interruption, liability, and property damage insurance covering the Exhibitor's property. The Exhibitor agrees to add USSD and the Facility as additional insureds on its own commercial liability insurance policies and to produce Certificate of Insurance upon request.**

## **BOOST YOUR COMPANY'S VISIBILITY WITH THESE EXHIBITOR ENHANCEMENTS**

<b>Participate in USSD Gamification (30 spots available)</b>	<b>\$150</b>
<b>Add company logo and expanded exhibitor listing on mobile app on conference web page</b>	<b>\$ 50</b>
<b>Purchase drink tickets with your company logo to distribute to conference attendees</b>	<b>\$ 15 each</b>

### **WHAT IS USSD GAMIFICATION?**

USSD Gamification utilizes the new mobile event app. Every registered conference attendee will have the ability to participate, earn points, and win prizes! Gamification is an activity where attendees meet various identified challenges spread throughout the exhibit hall and conference area.

For example:

- Attendees must go to exhibitor booth X to fulfill challenge #1. The challenge can be to snap a photo within the app with the exhibitor; post a fact about the exhibiting company, etc. The challenge earns them points.
- Challenges will occur throughout the conference and a deadline set to fulfill each challenge
- Participating exhibitors will have the opportunity to engage attendees as well as receive recognition when the challenge is announced
- Leaderboard activity will be broadcast in the exhibit hall furthering your exposure
- Winners will be announced on Wednesday during the last Exhibit Hall break.

## PAYMENT AND CANCELLATION POLICY

All exhibit booths must be paid in full by **January 31, 2019** or the booth reservation will be removed and returned for general sale. Booths reserved after January 31, must be paid within 15 business days.

### Cancellation

on or before January 8, 2019	Full refund
after January 8 and before January 31	75% refund
after January 31 and before February 15	50% refund
after February 15	No refund

## EXHIBIT HALL SCHEDULE\*

Monday, April 8th		Tuesday, April 9th		Wednesday, April 10	
12:00pm-5:00pm	Exhibitor move-in	10:00am-7:30pm	Exhibit Hall Open	10:00am-4:00pm	Exhibit Hall Open
		10:00am-10:30am	Break	10:00am-10:30am	Break
		12:00pm-1:30pm	Lunch	12:00pm-1:30pm	Lunch
		3:30-4:00pm	Break	3:30-4:00pm	Break
		4:00pm-6:00pm	Poster Session	4:00pm	Exhibit Hall Closes
6:00pm – 7:30pm	Opening Reception	6:00pm-7:30pm	Cocktail Reception	4:00pm-8:00pm	Exhibit tear-down

\*Subject to change

## Networking Works

Networking within the exhibit hall presents several opportunities for both informal and formal interactions with attendees.

Beginning Monday evening with the opening reception and throughout the conference, you will have plenty of opportunities that will enable you to:

- Showcase your company's brand, products and services
- Increase your company's exhibit return on investment with add-on enhancements
- Establish new customer relationships
- Build on existing customer relationships
- Showcase your company as an industry leader



- ✓ Interactive exhibitor floorplan means attendees can find you by hovering over your company name!
- ✓ Conference luncheons held in exhibit hall means more time to interact with potential customers!
- ✓ Ongoing announcements via mobile app and public announcements means additional activity in hall!
- ✓ USSD Gamification option gets attendees to your booth for engagement!
- ✓ Exhibitors that are also sponsors receives a large sponsor ribbon to attach to booth that shows your support of the industry and USSD!
- ✓ Beacons placed throughout conference to trigger alerts and announcements!
- ✓ Five (5) exhibit only passes for your local clients (does not include lunches or receptions)

## PRELIMINARY CONFERENCE SCHEDULE \*

All conference sessions and activities take place at the Hilton Chicago except for Wednesday's closing conference event and optional field tours

April 8	April 9	April 10	April 11	April 12
		5k FUNds Run 6:30am (additional fee)		
Conference opening Legacy Series 9:00 -12:00pm	Plenary Session 8:30-10:00am	Plenary Session 8:30-10:00am	WORKSHOPS           OPTIONAL FIELD TOUR (additional fee)	OPTIONAL FIELD TOUR (additional fee)
Board & Committee Chair Lunch 12:00-1:30pm	Break in Exhibit Hall 10:00-10:30am	Break in Exhibit Hall 10:00-10:30am		
Committee meetings 1:30-3:30pm	Concurrent Sessions 10:30-12:00pm	Concurrent Sessions 10:30-12:00pm		
Committee meetings 4:00-6:00pm	Lunch in Exhibit Hall 12:00-1:30pm	Lunch in Exhibit Hall 12:00-1:30pm  YP Luncheon (invitation only) 12:00-1:30pm		
Opening Reception in Exhibit Hall 6:00-7:30pm	Concurrent Sessions 1:30-3:30pm	Concurrent Sessions 1:30-3:30pm		
	Break in Exhibit Hall 3:30-4:00pm	Break in Exhibit Hall 3:30-4:00pm		
	Poster Session in Exhibit Hall 3:30-6:00pm	EXHIBIT HALL CLOSING 4:00PM		
	Committee Meetings 4:00-6:00pm	Concurrent Sessions 4:00-6:00pm		
	Reception in Exhibit Hall 6:00-7:30pm	Closing Conference Party 6:30-9:30pm		

\*Subject to change

## SPONSORSHIP OPPORTUNITIES

USSD brings together professionals who share expertise in the technical, economic, environmental and social aspects of dam and levee projects. Each year, several hundred participants attend the USSD conference and exhibition to help resolve the world's most critical resource problem—access to clean water.

Your sponsorship shows that your company is an industry trailblazer. It is an effective way to leverage your presence in the exhibit hall and throughout the conference. It's also an excellent opportunity to demonstrate your support and gain recognition for your organization if you're not an exhibitor.

There are several ways to expand your marketing reach and many are new for 2019. USSD will be utilizing an event mobile app that provides numerous ways to get your company information out to attendees. From targeted push notifications to banner ads to participation in the USSD Gamification; each will give you enhanced exposure and reach to your target audience.

The Conference Program will reside on both the mobile app and online on the conference website. It will be available to download and print for those that prefer a printed copy. This means that your sponsorship information will be available before, during, and after the conference. Take advantage of the program advertising in addition to your sponsorship to gain even greater outreach.





## SPONSORSHIP LEVELS & BENEFITS

[Click Here to Purchase Sponsorship](#)

	PLATINUM	GOLD	SILVER	BRONZE
<b>Member</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$1,500</b>
<b>Nonmember</b>	<b>\$12,000</b>	<b>\$7,000</b>	<b>\$5,000</b>	<b>\$3,500</b>
<b>BENEFITS</b>				
<b>10X10 Booth</b>	Free 10 x 20	25% discount	10% discount	
<b>Full conference registration</b>	1	25% discount on 1 registration	20% discount on 1 registration	10% discount on 1 registration
<b>3-minutes to address attendees at opening reception</b>	X			
<b>Recognition in conference emails, conference webpage, and mobile app</b>	X	X	X	X
<b>Sign promoting all sponsor company names &amp; logos on display for the duration of the conference</b>	X	X	X	X
<b>Recognition at Opening Plenary Sessions</b>	X	X	X	X
<b>Conference attendee mailing list pre/post</b>	X	X	X	X
<b>Collateral on sponsor literature table</b>	X	X	X	X
<b>Mention during scheduled PA announcements in exhibit hall</b>	X	X	X	X
<b>Splash screen full-page ad on mobile app (seen when user opens app)</b>	X			
<b>Discounts on mobile app &amp; digital conference program advertising</b>	40% discount	25% discount	10% discount	
<b>Push notification message on mobile app recognizing your event sponsorship</b>	X	X	X	X
<b>Exhibit booth enhancement package (logo, enhanced listing &amp; USSD Gamification sponsored challenge)</b>	Free	50% discount	25% discount	10% discount

Underwriting Sponsors have exclusivity for a specific conference event based on sponsorship level. Selections are done on a first-come, first-served basis paid sponsorship. All sponsorships must be paid within 15 business days or the sponsorship may be released.

<b>PLATINUM LEVEL (SELECT ONE)</b>	<b>GOLD LEVEL (SELECT ONE)</b>
Conference closing event	Opening kick-off reception (Monday)
Conference charging stations	Cocktail reception in exhibit hall (Tuesday)
	Exhibit hall lunches (Tuesday or Wednesday)
	Workshops (Thursday)
	Lanyards <b>SOLD</b> HDR Inc.
	Conference bags
<b>SILVER LEVEL (SELECT ONE)</b>	<b>BRONZE LEVEL (SELECT ONE)</b>
Breaks in Exhibit Hall <b>Phillips&amp;Jordan -Wed</b> (Tuesday or Wednesday)	Board of Directors Meeting
Young Professional luncheon (includes 1 ticket)	Board & Committee Chair luncheon
Young Professional social event	Poster Session
Workshops luncheon (Thursday)	

### **DOWNLOADABLE CONFERENCE PROGRAM**

Conference Program will be available in pdf format for download for those that prefer a printed copy. It will also be available pre, during, and post conference which means added exposure.

<b>Ad Size</b>	<b>Member</b>	<b>Non-Member</b>
Full Page inside cover	\$1,000	\$1,200
Full Page Color	\$ 750	\$ 850
Half Page Color	\$ 375	\$ 475
Quarter Page Color	\$ 250	\$ 350

## **CONFERENCE MOBILE EVENT APP SPONSOR OPPORTUNITIES**

[Click Here to Purchase App Advertiser Sponsorship](#)

New in 2019 to the USSD Conference is the introduction of our interactive mobile event app and downloadable conference program. This means having the ability to make meaningful connections and engage attendees in ways never before.

### **Banner Ads**

**10 available**

Banner ads are front and center on the USSD app and help to drive booth and website traffic, increase brand visibility, and boost sales. Attendees can easily connect with you by tapping through to websites or other destinations within the app.

<b>Member</b>	\$ 750
Nonmember	\$1,000

### **Interactive Maps**

**4 available**

Interactive maps make it simple for attendees to navigate our conference. Advertiser will be highlighted along with the interactive pins on the map. The pin can act as a link to get basic information about your company.

<b>Member</b>	\$ 300
Nonmember	\$ 500

### **Push Notifications**

**10 available**

Push notifications can help reach attendees with important information, alerts, updates and more. As a mobile app sponsor, this is an ideal way to connect with even more customers. Advertising sponsors will have the opportunity to select two scheduled push notification specific to their company during the entire conference. Encourage attendees to visit your booth through push notifications.

<b>Member</b>	\$ 750
<b>Nonmember</b>	\$1,000

**5k FUNds Run**  
**[Click Here to Become a Partner in  
Education Donor](#)**

**Support the 5<sup>th</sup> annual 5k FUNds Run to benefit the USSD Scholarship Program**



**Become a**  
**PARTNER IN EDUCATION**  
**For Only**  
**\$350**

Your donation supports individuals studying in universities and colleges within the U.S., and represent the next generation of dam and levee professionals.

You will receive your company logo on the 5k poster that shows you support education! This poster will be displayed on the conference website, the mobile app, and at the conference.

You will also receive one race registration for you or someone in your company.