

WE'RE  
**ALL**  
ABOUT YOUR  
**BUSINESS**

EXHIBITOR  
PROSPECTUS



**THE** Event for the Utility Pipe Industry



**Underground Construction  
Technology**  
International Conference & Exhibition  
January 31 - February 2, 2017  
Fort Worth, TX



**Find the right partners to expand your business while making the deals and connections to take your business to the next level.**

Underground Construction Technology International Conference & Exhibition (UCT), is the meeting place for business-professionals involved in maintaining the underground utility pipe infrastructure.

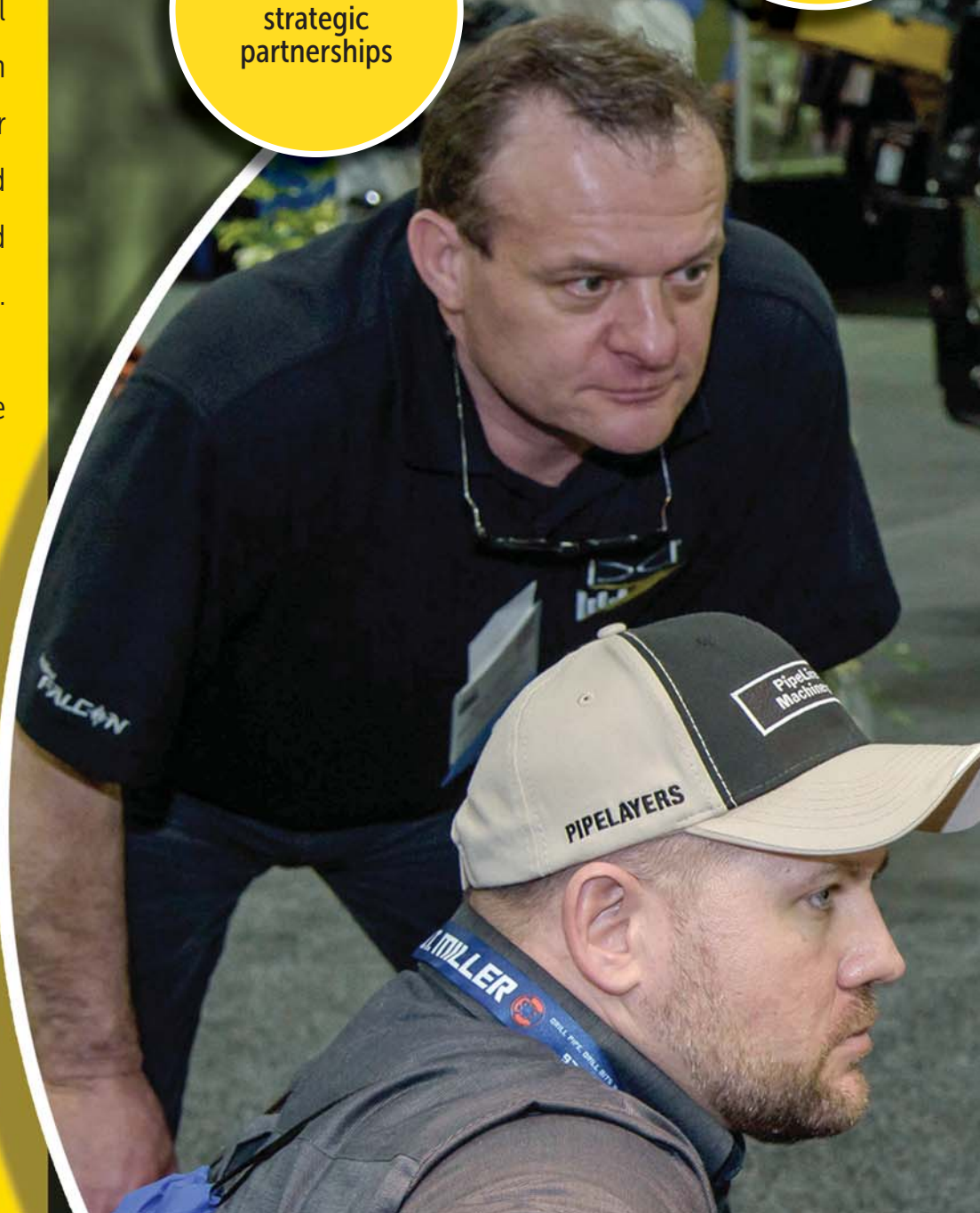
Education and Exhibits are Jan. 31-Feb. 2, 2017 at the Fort Worth Convention Center in Fort Worth, TX.

Connect with the industry's most influential water, sewer, gas, telecom and electric owners and operators at UCT.

# PREMIER B

Generate **LEADS**

**BUILD**  
strategic  
partnerships



# BUSINESS EVENT

for the Underground Utility Pipe Industry

## SHOWCASE

new equipment or technologies to industry press

## TRENCHLESS

and

## OPEN-CUT

Construction

## NETWORK

with key industry professionals during one business trip

"Being the first show of the year and in the winter when work for many contractors has slowed or stopped, we always see customers, prospects, industry colleagues, all at the same place. Once again, we had one of the best shows ever at UCT."

**Exhibitor: Chris Brahler,**  
president, TT Technologies

"It was a very good show. I concentrate on the exhibits; we have to stay up to date and I see what is current and available and what's new."

**Attendee: Mike Woodcock,**  
Portland Utilities Construction

# A Better EXHIBITOR EXPERIENCE

Education and training shouldn't be complicated. UCT attracts attendees at a convenient time of year, before construction is in full-swing.

Underground utility professionals from every sector of the industry will have complimentary access to the exhibit floor, by registering prior to Jan. 10, 2017.

## Networking Events

- Exhibit Hall ✓
- Registration ✓
- Educational Program ✓
- Refreshment Breaks ✓
- Breakfast ✓
- Lunch ✓
- Networking Reception ✓

No other show brings together trenchless and open-cut underground utility pipe construction and rehabilitation professionals under one roof.

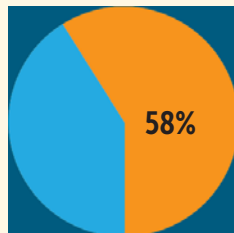
## BUSINESS

By The Numbers

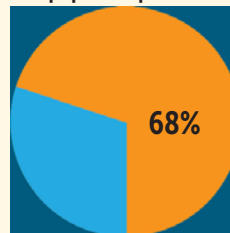
### Historical Event Metrics



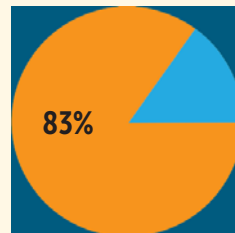
Exhibitors conducted business with exhibitors



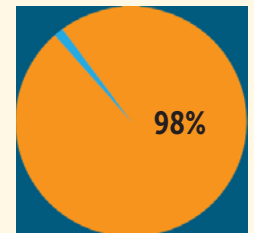
Attendees came to see equipment/products



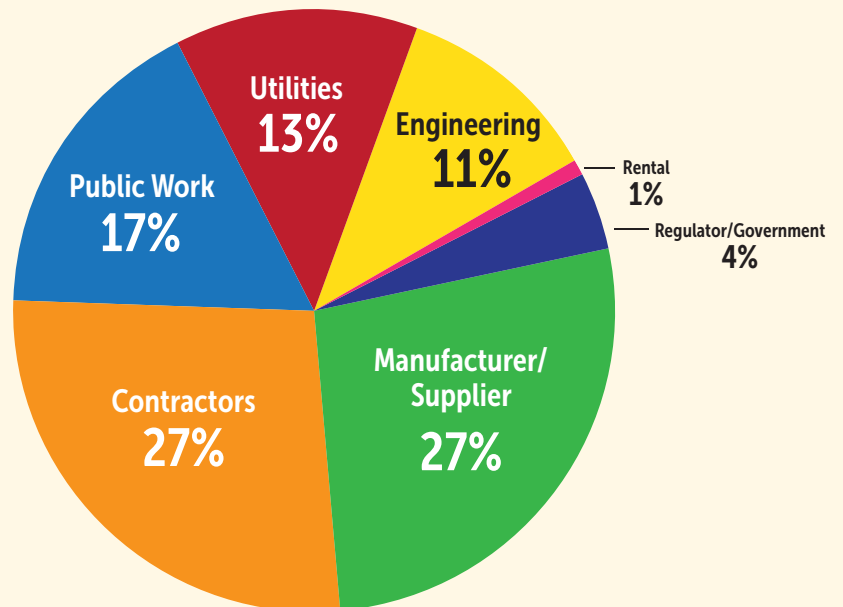
Exhibited to network



Attendees would recommend UCT to others



### 2016 Attendance by Company Type



"I speak at several events every year. UCT has the best organized and most efficiently run program from the speaker's view. The classrooms are well defined and the preparation area with coffee and water is something few shows provide."

**Speaker: Mike Ross, Efficiency Production, Inc.**

## How UCT Promotes You As An Exhibitor/Sponsor

Exhibitor/sponsor listings will be included in promotional materials  
Reserve early to ensure you take full advantage of all these opportunities:

### Pre-Conference

- ✔ Website - exhibitor listing with booth number; sponsor listing w/ logo
- ✔ Website - exhibitor product/service feature listing
- ✔ Buyer's Guide - exhibitor/sponsor listings included year-round
- ✔ eMail promotions - exhibitor/sponsor listing (multiple)
- ✔ Exhibitor Showcase listing - December issue of *Underground Construction* magazine
- ✔ Exhibitor Showcase listing - December issue of *Pipeline & Gas Journal* magazine
- ✔ Exhibitor Showcase listing - January issue of *Pipeline News* magazine
- ✔ Public relations support

### At Conference

- ✔ Program - sponsor listing w/ logo; exhibitor listing with booth number
- ✔ Signage - sponsor listing (multiple)
- ✔ Education Program Presentations - sponsor listing (multiple)
- ✔ I.D. Badges - exhibitor/sponsor designation
- ✔ Distribution of press materials at on-site Press Center
- ✔ Unlimited Exhibit Hall passes for your customers/guests at no charge

### Post- Conference

- ✔ Thank you eMail - Sponsor listing w/logo
- ✔ Website - exhibitor/sponsor listing w/logo & hyperlink

### Other (Available for fee)

- ✔ Advertising placements in *Underground Construction*, *Pipeline & Gas Journal* and *Pipeline News* magazines
- ✔ Advertising placements on UCT website
- ✔ Advertising on UCT social media platforms
- ✔ Special sponsorships (lanyards, registration bags, hotel card keys, networking receptions, refreshments breaks, meals, etc.)

## Key Dates

<b>JUNE</b>	<b>SEPTEMBER</b>	<b>SEPTEMBER</b>	<b>DECEMBER</b>	<b>JANUARY</b>	<b>JANUARY</b>	<b>FEBRUARY</b>
<b>1</b>	<b>5</b>	<b>5</b>	<b>30</b>	<b>10</b>	<b>30</b>	<b>2</b>
2016	2016	2016	2016	2017	2017	2017
Exhibitor/ sponsor sales begin	Early discounted registration opens	Hotel room block opens	Deadline for exhibitor/ sponsor sales end	Early discounted registration closes	Exhibitor move-in	Exhibitor move-out

## Exhibit Hours

<b>JANUARY</b>	<b>FEBRUARY</b>	<b>FEBRUARY</b>
<b>31</b>	<b>1</b>	<b>2</b>
2017	2017	2017
11:30 a.m.- 5:00 p.m.	11:30 a.m.- 5:00 p.m.	8:30 a.m.- 12:00 p.m.

## About Fort Worth

The City of Cowboys & Culture is the 16th-largest city in the United States and part of the number one tourist destination in Texas, welcoming 6.5 million visitors annually.

Downtown Fort Worth is only 17.5 miles from the fourth busiest airport in the world, Dallas-Fort Worth International Airport, the best gateway into the U.S. With 149 direct domestic connections, you can reach any major U.S. city in less than four hours.



The heart of downtown is Sundance Square, a 35-block shopping and entertainment district. Here, you'll find locals, restaurants, shops, galleries and performance venues.

Once home to cowboys, cattlemen and outlaws, today the Stockyards National Historic District is one of the most popular attractions in Texas.



# The Bottom Line

Develop and reinforce relationships; brand your company and showcase your equipment or technology with a booth at UCT. Everything you need to reserve your booth is in this prospectus. A current floor plan is always available at [uctonline.com](http://uctonline.com).

**Dates:** Tuesday, Jan. 31-Thursday, Feb. 2, 2017  
**Facility:** Fort Worth Convention Center  
 Fort Worth, TX

## What is the cost of a booth?

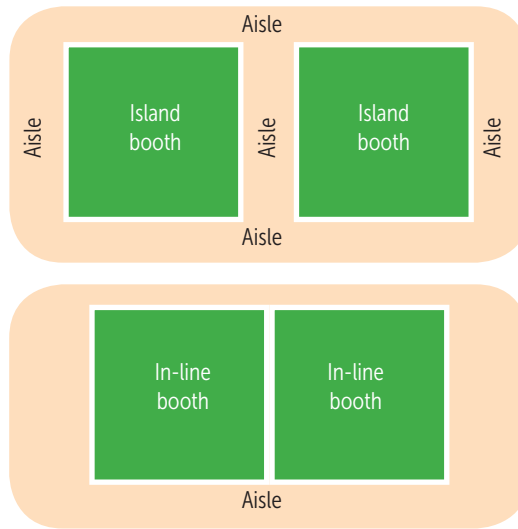
**10'x10' booth \$2,070**

**10'x20' in-line booth \$4,140**

**10'x20' island booth \$4,395**

**20'x40' island booth \$16,615**

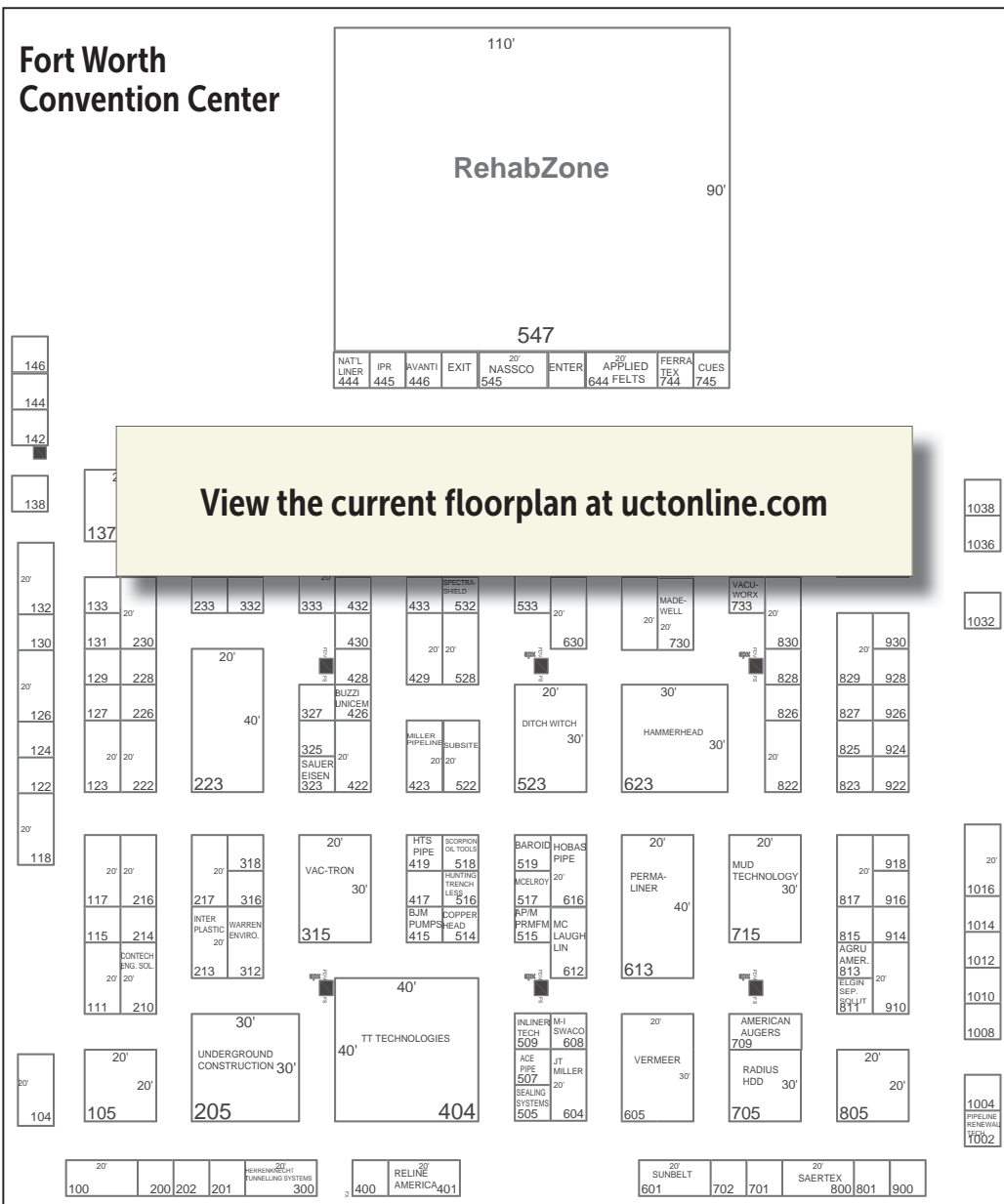
For additional sizes and rates, please visit [uctonline.com](http://uctonline.com) or contact [kfrancis@uctonline.com](mailto:kfrancis@uctonline.com).



## What's included in the price?

The booth fee is for raw/unfurnished space and includes the items listed below.

- ✓ 24 hr. security
- ✓ Booth sign
- ✓ Aisle cleaning
- ✓ Side and back drapes to frame the space (no drapes for island booths)
- ✓ Online exhibitor directory listing
- ✓ Exhibitor page on the UCT website
- ✓ Exhibitor included in *Underground Construction* magazine listing
- ✓ Free promotional items



## For more information:

Karen E. Francis  
 T: 281-558-6930 x 222  
 F: 281-558-7029  
 E: [kfrancis@uctonline.com](mailto:kfrancis@uctonline.com)

Mailing address:  
 UCT  
 PO Box 941669  
 Houston, TX 77094-8669

Overnight/courier deliveries:  
 UCT  
 1160 Dairy Ashford, Ste. 610  
 Houston, TX 77079

Follow UCT at [uctonline.com](http://uctonline.com) and:



UCT is Presented by:

**underground**  
 construction

**Pipeline &  
 Gas Journal**

**PIPELINE**News

*UCT is owned and produced by  
 Oldom Publishing Company of Texas, Inc.*



# Exhibit Space Contract

Underground Construction Technology International Conference & Exhibition  
January 31 - February 2, Fort Worth Convention Center, Fort Worth, TX

**APPLY ONLINE!**  
uctonline.com

This is an application for exhibit space at the Underground Construction Technology International Conference & Exhibition (UCT). This agreement will become binding upon acceptance of this agreement by UCT. The undersigned exhibitor shall not assign any rights or sublet exhibit space to any company or entity without the prior written permission of UCT or its parent company, Oildom Publishing Company of Texas Inc. The undersigned acknowledges that exhibit space is assigned on a first come, first served basis. Refer to page 2 for complete rules and regulations.

2017 Exhibit Space Agreement		New Exhibitor? Yes <input type="radio"/> No <input type="radio"/>	
Company Name (as it should appear in ALL printed material)			
Mailing Address:	City, State/Province, Zip (postal code)		Country (If USA leave blank)
Business Phone Number		Fax Number	
Company E-mail (this <b>will appear</b> in the show program)		Website (this will appear in the show program)	
Main Show Contact Name		Email (for correspondence only, it will not appear in the show program)	
Alternate Contact Person (person to receive copy of show correspondence)		Alternate Contact's Email (for copy of show correspondence only)	

Space Requirements <i>Please view the floor plan at uctonline.com prior to submitting the contract</i>							
Size of Space Requested		Space Choices:	1st	2nd	3rd	4th	5th

**Rates:**  
**In-line Booths:**  10'x10': \$2,070  10'x20': \$4,140  10'x30': \$6,210  
**Island Booths (aisles on all sides, no back drape provided):**  10'x20': \$4,375  10'x30': \$6,570  20'x20': \$8,300  20'x30': \$12,450  
 20'x40' - \$16,595  30'x30' - \$18,670  20'x50' - \$20,745  50'x40' - \$41,000

List names of companies you do not wish to be near (list name, NOT product/industry).
UCT will make every effort to accommodate your request. Exhibitor understands and accepts that the final booth assignment will be made solely at UCT's discretion.

Payment Information		A 25% deposit is due with your signed contract. Full payment of the balance is due no later than Nov. 1, 2016. After Nov 1, full payment must accompany your signed contract. Full refunds on cancellations prior to Oct. 1, 2016. 50% refund on cancellations between Oct.1-Dec.1. No refunds on cancellations after Dec. 1, 2016.		
<input type="radio"/> Check	Check Number			
<input type="radio"/> Credit Card	Provide full billing address if it differs from address above:		Amount to Charge Or Amount Enclosed:	\$
<input type="radio"/> VISA	Card Number	Exp Date	CV Code:	Today's Date:
<input type="radio"/> MasterCard	Name as it appears on card (please print)		Card Holder Signature	
<input type="radio"/> Discover				
<input type="radio"/> Amex				

**Checks are payable to UCT.**  
**Mail:** UCT – Oildom Publishing Company, PO Box 941669, Houston, TX 77094  
 Overnight mail: UCT/Oildom Publishing  
 1160 Dairy Ashford, Ste. 610, Houston, TX 77079.  
**Fax Credit Card Payments:** 281-558-7029  
**Email Credit Card Payments:** kfrancis@uctonline.com  
**Questions:** kfrancis@uctonline.com  
 Receipts/space confirmations are sent within 48 business hours from receipt of this agreement. If you have not heard from us please phone Karen at 281-558-6930 x 222.

UCT USE ONLY					
BOOTH NO:	_____	SIZE	_____	REC'D	_____
FP	_____	QB	_____	DB	_____
FC:	_____	EHO:	_____	FREEMAN	_____
NOTES:	_____				
	_____				

Tear here. Fax or mail in application. Rules and regulations on back.

# General Information, Rules & Regulations

Underground Construction Technology International Conference & Exhibition (UCT)  
January 31-February 2, 2017. Fort Worth Convention Center, Fort Worth, TX

## 1. GENERAL

UCT is owned and produced by Oildom Publishing Co. of Texas Inc. The words "Show Management" used herein shall mean the owner/producer acting through their officers, the Conference Chairman, or Conference and Exposition Managers. All matters and questions not covered by the following rules and regulations or the Exhibitor Service Manual are subject to the decision of Show Management. The General Information, Rules and Regulations may be amended or supplemented at any time by Show Management, and all such amendments or additions shall, upon reasonable notice, be as equally binding on all parties affected as the original General Information, Rules and Regulations. Show Management reserves the right to publish official show photography for the purpose of promoting the show.

## 2. USE OF SPACE

The space contracted for is to be used solely for the Exhibitor whose name appears on the contract. The Exhibitor will not sublet nor assign any portion of same without the prior written consent of UCT or Oildom Publishing Co.

## 3. HOLD HARMLESS AND INSURANCE

Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of personal injury or damage to Exhibitor's displays, equipment and other property brought upon the premises of the exhibit hall. Exhibitors shall indemnify and hold harmless the convention facility, Show Management, (Oildom Publishing/UCT, POB 941669, Houston, TX) their agents and employees from losses, damages and claims inside or outside the exhibit hall that may arise as a result of actions of the Exhibitor, its employees or agents. Show Management will not be liable to the Exhibitor, its employees, agents or guests for any damages, loss or injury from fire, electricity, water, storm, riot, smoke, theft, accident or any other cause. The Exhibitor agrees to provide insurance coverage for PI/PD covering the Exhibitor and his property of at least \$1 million. Insurance protection against fire, theft or damage to the Exhibitor's materials must be carried at the Exhibitor's expense. Certificate effective dates are to cover exhibitor move-in through and including exhibitor move-out.

## 4. TAXES AND FEES

Exhibitor assumes responsibility for all state, federal and local taxes associated with sales activities. Exhibitor assumes responsibility for all licensing in association with any use of copyrighted material.

## 5. ADA COMPLIANCE

The Exhibitor understands that the Americans with Disabilities Act (ADA) requires that its display must be accessible to persons with disabilities, and the Exhibitor agrees that it is solely responsible for assuring that its display complies with the ADA.

The Exhibitor hereby warrants that it will provide auxiliary aids and services to individuals with disabilities suitable for effective communication between all parties in accordance with the requirements of the ADA, so that the Exhibitor's display will be accessible, as defined in the ADA, to persons with disabilities. The Exhibitor further warrants that where the provision of such auxiliary aids would fundamentally alter the nature of the goods and/or services provided by the Exhibitor, or would result in an undue burden to the Exhibitor, the Exhibitor will notify Show Management of that fact at least two weeks in advance of the exhibition and of the alternative measures it intends to take to assure compliance with the ADA during the period of the exhibition.

The Exhibitor agrees to indemnify and hold Show Management harmless for any claims arising out of or in connection with the Exhibitor's display's failure to comply with the ADA.

## 6. INSTALLATION AND DISMANTLING

Exhibitors have move-in and move-out times as indicated in the Exhibitor Service Manual. Failure to remove an exhibit in the allowed time will afford Show Management the right to remove and place same in a warehouse, subject to the Exhibitor's disposition, with all charges to follow at no liability to Show Management. All exhibits must remain intact until the exposition is officially closed.

## 7. REFRESHMENTS, GIFTS AND CONTESTS, ETC.

Show Management reserves the right to prohibit, limit or discontinue the distribution of gifts, give-aways or similar promotions. Contests, raffles and drawings, if permitted under state or local laws, will be subject to the written approval of Show Management. There will be no announcement of Exhibitor's contests, drawings or raffle winners during the exposition.

## 8. EXHIBIT DESIGN AND INCLUSIONS

All exhibits must conform to the size of the booth and must not be of such a nature as to obstruct the view of or interfere with exhibits of others.

## 9. USE OF AISLES AND COMMON AREAS

The aisles, passageways and overhead spaces remain strictly under control of Show Management and no signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by special written permission of Show Management. Uniformed attendants, models and other employees must remain within the booths occupied by their employers. Any and all advertising distribution must be made from the Exhibitor's booth space. The Exhibitor will be responsible to abide by all city fire and safety codes which may be in effect.

## 10. RESTRICTIONS

Show Management reserves the right to restrict exhibits that may have been falsely entered, or may be deemed unsuitable or objectionable. This reservation applies to noise, persons, apparel, conduct, things, printed matter or anything of a character that might be objectionable to the Exposition as a whole. Public address systems are specifically prohibited. Electric or electronic amplification or musical instruments is specifically prohibited. Camera use in the exhibit hall will not be permitted either before or after exhibit hours. Children under the age of 18 are specifically prohibited from being on the trade show floor during move-in and move-out hours. Children under the age of 16 are specifically prohibited from being on the Exposition floor at any time.

## 11. SERVICE ORGANIZATIONS

In the interest of making available the best qualified craftsmen in numbers sufficient to handle all of the services necessary for the operation of the Exposition, Show Management has contracted, on an exclusive basis, official contractors to provide such services. Service companies other than the designated contractors will not be allowed to work on the exhibit areas unless specifically authorized by Show Management. Exhibitor-appointed contractors are allowed and must be fully insured. Refer to item 3 for limits.

## 12. RIGHTS IN THE EVENT EXPOSITION IS NOT HELD

Should Show Management elect to cancel the Exposition, Show Management's liability to the Exhibitor shall be the refund of any payments for booth space received. Show Management shall not be liable for any consequential damages which may arise from such cancellation. Should the Exposition be canceled due to circumstances beyond the control of Show Management including, but not limited to, acts of God, acts of war, governmental emergency, labor strike or destruction of exhibit facility, Show Management shall return each Exhibitor's space payment less a pro rata share of costs and expenses incurred.

## 13. CHANGES IN FLOOR PLAN

Show Management reserves the right to make appropriate changes in the floor plan and booth locations as it deems necessary for the overall success of the event. Exhibitors will be timely notified of any changes.

## 14. OUTSIDE EXHIBITS/HOSPITALITY SUITES

By executing this contract, Exhibitors agree that their entire exhibit and display will be confined to the exhibit space assigned. This prohibits Exhibitors from displaying products/services and/or other advertising materials in areas outside their booth space such as, but not limited to, parking lots and hotel lobbies. Exhibitors, by executing this contract, also expressly agree not to operate hospitality suites, conduct meetings or demonstrations during hours in which the Exposition is open or when any official sponsored events are in progress.

## 15. VIOLATIONS OF RULES AND REGULATIONS

Violations of these rules and regulations as well as those published in the Exhibitor Service Manual will afford Show Management the right to prohibit the Exhibitor from exhibiting at the current year's exhibition and will forfeit all booth payments.

## 16. ACKNOWLEDGEMENT

Exhibitor acknowledges that the Rules & Regulations have been read and are in agreement with said rules & regulations.

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Exhibitor Acknowledgement/Signature