

# **2020 EXHIBITOR and SPONSOR PROSPECTUS**



**April 20-24, 2020  
Hyatt Regency @ Colorado Convention Center**

## **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, breakfasts, luncheons and breaks. (20x20 marquee booths receive five complimentary booth staff registrations). All exhibitors and staff are also invited to attend the Legacy Lecture and Plenary Sessions (does not include technical session tracks).
3. One ticket to the conference closing wrap party at History Colorado Center
4. Three (3) one-day exhibit only passes to invite customers to the exhibit hall (does not include receptions or luncheons). Marquee booths receive five (5)-one day exhibit only passes.
5. Complimentary mailing address list of attendees, before and after the conference
6. Attendee networking receptions, breakfasts, breaks and luncheons inside exhibit hall
7. Company logo and enhanced exhibitor listing
8. Opportunity to participate in the USSD Engagement Game
9. Exhibit booth contest—win the ‘Best in Show’ award!
10. Expanded exhibit hall hours
11. Opportunity to reserve your booth space for 2021 Annual Conference in Charleston at current year booth prices

## **EXHIBIT HALL SCHEDULE\***

<b>Monday, April 20th</b>		<b>Tuesday, April 21st</b>		<b>Wednesday, April 22</b>	
		7:30-8:30	Continental Breakfast	7:30-8:30	Continental Breakfast
12:00pm-5:00pm	Exhibitor move-in	9:00am-7:30pm	Exhibit Hall Open	9:00am-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	Exhibit Hall Closes
6:00pm – 7:30pm	Welcome Reception	6:00pm-7:30pm	Exhibitor Reception	4:00pm-8:00pm	Exhibit tear-down

\*Subject to change

## EXHIBIT BOOTH INFORMATION

<b>Sold Out</b>	MEMBER	NONMEMBER
10 x 10	\$1,400	\$1,700
10 x 10 corner	\$1,600	\$1,900
10 x 20 corner	\$2,800	\$3,100
20 x 20 Marquee	\$5,400	\$5,700
<p>Sustaining members receive free 10 x 10 booth or \$1,400 credit towards larger booth, or free full conference registration.</p> <p>Organization members receive 20% discount off booth price.</p>	<p><b>All booths must be paid in full within 60-days of purchase. Those purchased after Jan. 1 must be paid within 15 business days.</b></p>	

Included in all booths: standard pipe and drape; booth identification sign; one table, two chairs, one wastebasket. Also included are three booth staff and three exhibit-only guest passes for your clients (not valid during breakfasts, lunches or receptions); Marquee exhibitors receive five booth staff and five exhibit-only guest passes. **All exhibit booths receive one ticket to the closing wrap party at History Colorado Center. Additional tickets available for sale.**

**All exhibit staff can attend the Legacy and Plenary Sessions, technical committee meetings, as well as all exhibit hall activities. It does not include technical sessions, workshops, field tours or closing wrap party.**

**Not included** and must be purchased through Freeman Services- electrical, additional furnishings and accessories, additional 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 Engagement Game (30 spots available)</b>	<b>\$150</b>
<b>Purchase drink tickets with your company logo to distribute to booth visitors</b>	<b>\$ 15 each</b>

### **WHAT IS THE USSD ENGAGEMENT GAME?**

The USSD Engagement game (formerly Gamification) utilizes the conference mobile app. Every registered conference attendee will have the ability to participate, earn points, and win prizes! The Engagement game 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.
- Winners will be announced Wednesday afternoon in the Exhibit Hall.

#### **PAYMENT AND CANCELLATION POLICY**

All exhibit booths must be paid in full within 60 days of purchase (excluding pre-sold booths) or the booth reservation will be removed and returned for general sale. Booths purchased after January 1, must be paid within 15 business days.

#### **Cancellation**

on or before January 3, 2020	Full refund
January 4 through January 31	75% refund
February 1 through February 15	50% refund
after February 15	No refund

## Networking Works

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

Beginning Monday evening with the welcome 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





**SPONSORSHIP LEVELS & BENEFITS**  
 Available to all Sponsors, based on level

	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 Based on availability</b>	Free 10 x 20	25% discount	10% discount	
<b>Full conference registration</b>	1	50% discount on 1 registration	25% discount on 1 registration	10% discount on 1 registration
<b>Ability to put branded item or company brochure in conference bag (must provide sufficient number of items by April 17)</b>	X	X	X	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 on Sponsor PowerPoint slide loop</b>	X	X	X	X
<b>Conference attendee mailing list pre/post (no emails)</b>	X	X	X	X
<b>Ability to send out one email to attendees through USSD; Platinum receive two emails</b>	X	X		
<b>Banner ad on conference mobile app</b>	X	X	X	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>	6 push notifications	3 push notifications	2 push notifications	1 push notification
<b>USSD Engagement Game sponsored challenge</b>	Free	50% discount	25% discount	10% discount

## SPONSORSHIP OPPORTUNITIES

Sponsors have exclusivity for a specific conference event based on sponsorship level. Selections are done on a first-come, first-paid sponsorship. All sponsorships must be paid within **30 days** or the sponsorship may be released for resale.

<b>PLATINUM LEVEL SPONSORSHIPS</b>
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<p style="text-align: center;"><b>Power Lounge</b></p> <p>1-meter full color sponsor sign in high traffic area</p> <p style="text-align: center;">Your company literature available</p>	<p>Located in the exhibit hall foyer, the Power Lounge provides a place for attendees to take a break, relax, and recharge before their next session or event.</p> <p>Open Monday - Wednesday</p>
<p style="text-align: center;"><b>Exhibit Hall Foyer Column Wraps &amp; Logo Tent Signs on Select Tables</b></p> <p>Three company column wraps in exhibit hall foyer</p> <p>Logo tent signs on select tables</p>	<p>Envision your company brand wrapped around the three columns in the exhibit hall foyer. Your company logo will also be on tent cards placed on select tables</p> <p>Open Monday – Wednesday</p>
<p style="text-align: center;"><b>Conference Wrap Party at History Colorado</b></p> <p>1-meter color sponsor sign at venue</p> <p style="text-align: center;">Sponsor signs on additional exhibit floors</p> <p>Ability to speak for 3-minutes during opening</p>	<p>Time to party!!</p> <p>What better way to wrap up a week of technical sessions, then sponsoring the wrap party on Wednesday evening.</p>

## GOLD LEVEL SPONSORSHIPS

<p><b>Welcome Reception (Monday)</b>          1-meter color sponsor sign          Logo sponsor tent signs on food tables &amp; throughout hall</p>	<p>The kick-off reception is always an anticipated event that opens the exhibit hall. The place to meet new and old friends.</p>
<p><b>Exhibitor Reception (Tuesday)</b>          1-meter color sponsor sign          Logo sponsor tent signs on food tables &amp; throughout hall</p>	<p>After a day of technical sessions, attendees converge on the exhibit hall for networking, hors d'oeuvres and libations.</p>
<p><b>Exhibit Hall Lunches (Tues or Wed)</b>          1-meter color sponsor sign          Logo sponsor tent signs on food tables &amp; throughout hall</p>	<p>Your company brand will be front and center while hungry conference attendees congregate in the exhibit hall for lunch, booth visits, and check-ins.</p>
<p><b>Workshops (Thursday)</b>          1-meter color sponsor sign          Sponsor signage in workshop rooms</p>	<p>Workshop attendees will see your company name throughout the day both outside and inside the workshop rooms.</p>
<p><b>Charging Stations</b>          Company logo on four charging stations located in high traffic area</p>	<p>Attendees will be charging their devices throughout the conference. Charging stations branded with your company logo will be positioned in the exhibit hall foyer for all to see. Available Mon-Wednesday</p>
<p><b>Lanyards</b></p>	<p>For the duration of the conference, your logo will be around the necks of all attendees.</p>
<p><b>Conference Bags</b></p>	<p>This bag keeps your logo in front of attendees well after the conference is over. Bag includes your company logo along with the USSD logo.</p>
<p><b>Conference Notebook</b></p>	<p>The notebook with your logo and USSD will be used during and after the conference.</p>



**SILVER LEVEL SPONSORSHIPS**

<p align="center"><b>Legacy Lecture (Monday)</b></p> <p>Sponsor Signage outside and inside of lecture room Company materials placed on seats</p>	<p>Presented by the USSD Concrete Dam Committee this continuing series is designed to provide an opportunity for esteemed professionals to discuss important aspects of their careers. This is the opening session.</p>
<p align="center"><b>Plenary Sessions (Tuesday or Wednesday)</b></p> <p>Sponsor Signage outside and inside of lecture room Company materials placed on seats</p>	<p>Plenary sessions kick-off the day's sessions. Your logo will be placed on signage both inside and out for all attendees to see.</p>
<p align="center"><b>Breaks in Exhibit Hall (Tuesday or Wednesday)</b></p> <p>Sponsor Signage Logo sponsor tent signs on refreshment tables</p>	<p>Attendees will be searching out the exhibit hall for both morning and afternoon breaks. Your sponsorship includes both breaks on selected day.</p>
<p align="center"><b>Young Professionals Luncheon</b></p> <p>Sponsor signage Company materials placed on seats One luncheon ticket</p>	<p>This mentor's luncheon is the perfect place to connect with the future leaders of the industry.</p>
<p align="center"><b>Young Professionals Social Event</b></p> <p>Sponsor signage Company logo on event drink tickets</p>	<p>Attendees include YPs, students, and first-time attendees and is held at an off-site venue.</p>
<p align="center"><b>Workshop Luncheon (Thursday)</b></p> <p>Sponsor Signage Logo sponsor tent signs on food tables</p>	<p>Approximately 300 people attend the Workshops on Thursday with lunch served to attendees.</p>

**BRONZE LEVEL SPONSORSHIPS**

<p align="center"><b>Board &amp; Committee Leadership luncheon</b></p> <p>Sponsor sign Logo sponsor tent signs on food tables</p>	<p>Annual luncheon of Board of Directors and Technical Committee Leadership. Attendees are representative of industry leaders.</p>
<p align="center"><b>Interactive presentation session tracks</b></p> <p>Sponsor sign Company materials on seats</p>	<p>A new feature at the conference replacing the Poster Sessions. Held as a session track and not part of the exhibit hall.</p>
<p align="center"><b>Field Tour Bus</b></p> <p>Sponsor sign at loading area One ticket for field tour</p>	<p>Be front and center as field tour participants gather to board the bus to take them to the field tour location.</p>

## SPONSORSHIP ADVERTISING OPPORTUNITIES

Expand your presence at the USSD conference by sending a targeted email to attendees. Due to limitations brought about by expanding privacy laws, we are no longer able to disclose attendee emails. Provide USSD with the email copy and we will send out via Outlook to your conference targets (schedule determined by USSD and on a first come basis). Only available to exhibitors and sponsors; limited to two emails per company.

### Targeted Email (per email)

	Member	Non-Member
Sponsors	\$250	\$ 750
Exhibitors (non-sponsors)	\$500	\$1,000

### Conference Program

The Conference Program will reside on the mobile app. It will also be available to download and print on the conference website for those that prefer a printed copy. This means that your sponsorship information will be available prior to, during, and after the conference. All attendees are emailed the program along with the PDH form and CEU registration link. Take advantage of the program advertising in addition to your sponsorship to gain even greater exposure and outreach.

Ad Size	Member	Non-Member
Full Page inside cover	\$ 900	\$1,200
Full Page Color	\$ 700	\$ 850
Half Page Color	\$ 350	\$ 475
Quarter Page Color	\$ 175	\$ 300

### Push Notifications

Push notifications on the mobile app can help reach attendees with important information, alerts, updates and more. 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>	\$ 500
<b>Nonmember</b>	\$1,000

## 5k FUNds Run

Support the 6<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 and at the conference.

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

**For Information about the Exhibit Hall**

**Contact Tonia Bengtson**

**[Tonia@ussdams.org](mailto:Tonia@ussdams.org)**

**For information about Sponsorships, Partners in Education  
and Advertising**

**Contact Sharon Powers**

**[Sharon@ussdams.org](mailto:Sharon@ussdams.org)**

**To secure your sponsorship or advertising choice, log in to**

**<https://shows.map-dynamics.com/ussd2020/?register>**



**See You in Denver!**



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**DENVER**  
The Mile High City