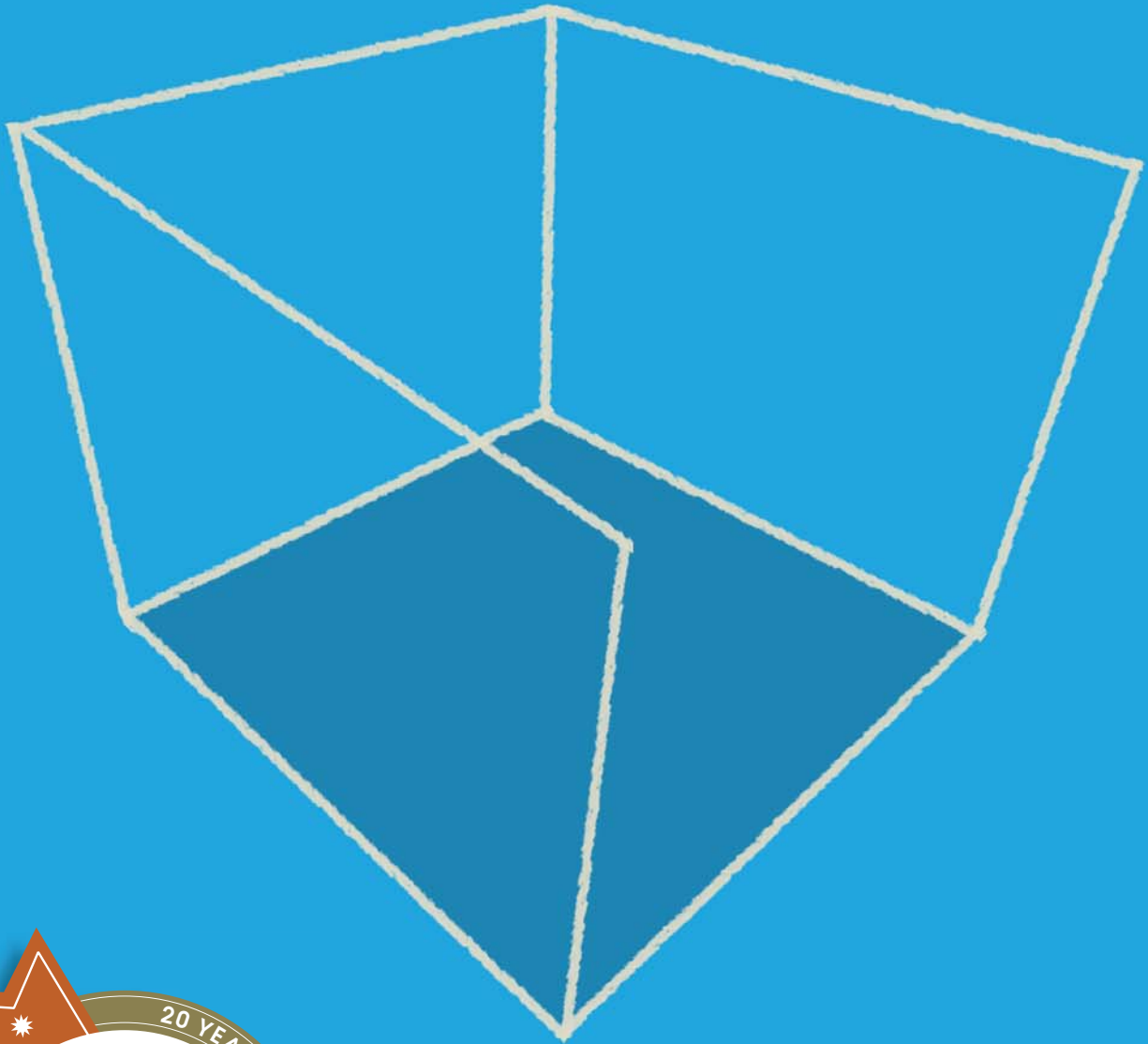


One of the Best Business Decisions You'll Make for 2015

Is In This Box



EXHIBITOR PROSPECTUS

Underground Construction Technology
International Conference & Exhibition

uctonline.com

January 27-29, 2015
Houston, TX

Getting Down To

BUSINESS

Technology...mergers...acquisitions...safety & damage prevention...governmental regulations...training – in order to remain “in the know” you have to be prepared. For 20 years, the Underground Construction Technology International Conference & Exhibition (UCT) has prepared the underground utility pipe industry to succeed in this evolving market.

UCT will be held in Houston, TX, January 27-29, 2015, at the George R. Brown Convention Center. Designed as a three-day **business** event, the exhibit hall features a mix of cutting-edge trenchless and conventional equipment.

Contractors, gas utilities, municipal sewer and water authorities, pipeline companies and engineering firms, are the UCT attendees who represent the buying power from every sector of the industry.

“The presentations were very informative and up-to-date information was presented. The number of sessions was short and concise. This allowed time to visit the exhibits and have time to network at a reasonable pace.”

Dino Ng

City of New York, Dept of Design + Construction,
Long Island City, NY



Education Is Our Business

At UCT, discuss real world problems, experiences and solutions with the world’s foremost authorities on underground construction and rehabilitation. The educational program consists of 100 sessions and qualifies for educational credits (CEUs and PDHs) in conjunction with the University of Texas at Arlington. Additionally, 10 academic partners ranging from Purdue University School of Engineering and Technology at Indianapolis, to Texas A&M University Engineering Extension Services, to the Trenchless Technology Center, Louisiana Tech University, to name a few,round out the overall educational experience.

Industry partners lending their expertise to the UCT educational program include NASSCO; NASTT; WEF Collections Systems Committee; Association of Equipment Manufacturers; Plastic Pipe Institute; INGAA and NACE International.

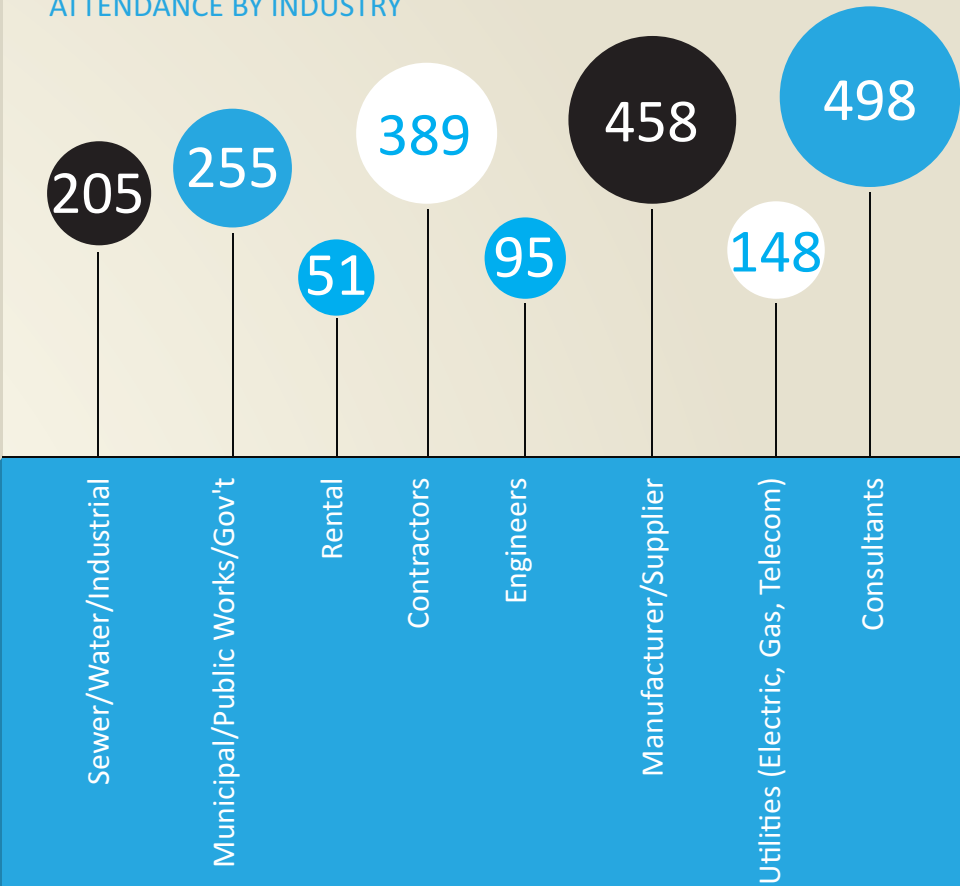


With top notch speakers and the best academic and industry partners, it’s no wonder that attendees return to UCT year after year.

“All of the presentations were great. Everybody was great and well prepared, can’t wait until next year!”

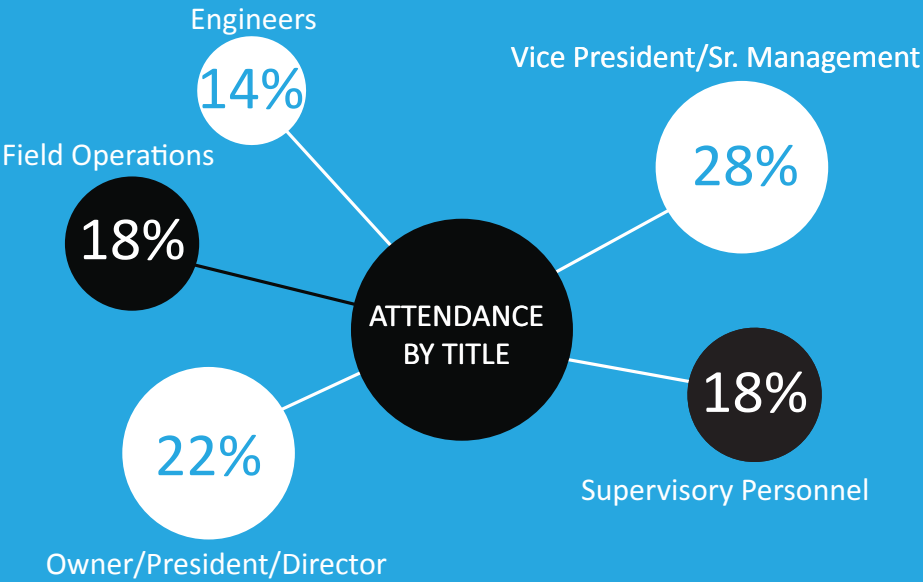
Gregory Fisher
City of Houston, Houston, TX

ATTENDANCE BY INDUSTRY



Attendance

UCT attracts a diverse attendance from every segment of the industry including: contractors, engineering firms, personnel involved in managing damage prevention and safety issues, public works officials, telecommunications companies, and more. Attendees come from the U.S. and abroad because they know that UCT offers the best value in education and the largest number of exhibits.



EXHIBIT

In an increasingly challenging business environment, UCT offers the most powerful, productive platform to connect and communicate with new and existing customers; reinforce and develop profitable relationships; brand your company and showcase your equipment or technology.

Rate/Size

Exhibit space can be booked as single booths (10'x10') or in multiples of 100 sq. ft. Below is a sample of booth sizes and rates. See space application for complete listing.

Island Exhibits

10x20 (2 booths) = \$4,200
25% Deposit due w/contract: \$1,025

20x20 (4 booths) = \$7,980
25% Deposit due w/contract: \$1,995

In-line Exhibits

10x10 (1 booth) = \$1,990
25% Deposit due w/contract: \$497.50

10x20 (2 booths) = \$3,980
25% Deposit due w/contract: \$995

Dates: Tuesday, January 27 – Thursday, January 29, 2015

Facility:

George R. Brown Convention Center,
1001 Avenida de las Americas, Houston, TX 77010
Exhibit Hall: E (lower level)
Ceiling Height: 35'
Floor Load: 1,000 lbs/sq. ft.
Utilities: In floor pockets

Loading Docks: 8 docks. Two, drive-in freight doors

Parking: The convention center and the Hilton Americas-Houston hotel share a connected 1,600-car parking garage and there are surface and covered garage parking for approximately 3,000 cars.



What's Included In The Price?

The booth fee is for raw/unfurnished space only and includes the items listed below. Please note, there are deadlines associated with the promotional items, therefore the sooner booth space is confirmed, the more promotional items you'll be able to take advantage of.

- 24 hr. Security
- Booth Sign
- Aisle Cleaning
- Side and back drapes to frame the space (no drapes for island booths)

In-print

(no additional cost to you)

- Listing in the Buyer's Guide, published in the August issue of *Underground Construction* magazine (must be an exhibitor by July 1)
- Monthly listing with booth number in *Underground Construction* (through Dec. issue)
- 1 color product shot and description w/booth number in the December UCT Products & Services Guide published in *Underground Construction* and *Pipeline & Gas Journal* (must be an exhibitor by Oct 31)
- 2 listings in the official UCT Show Program (one alpha, one includes company description)

Online & Electronic

(no additional cost to you)

- Color product shot and description on official show website – uctonline.com
- 1 listing w/booth number on UCTonline.com
- Company name/booth mention in UCT social media campaign
- Promotional e-card – an electronic "postcard" designed by us for you to send to your clients and prospects announcing your participation in UCT

In Person

- 2, Full Conference Admittance (2 exhibit staff may attend the educational sessions)
- 2, Exhibit Hall Only Admittance for each 100 sq. ft. of space (i.e., 10'x20' will receive 2 full conference + 4 exhibit hall only badges)
- Unlimited FREE exhibit hall passes for your clients/guests





EXHIBIT HALL SCHEDULE:

MOVE IN:

Monday, Jan. 26:
8:00 am – 8:00 pm

Tuesday, Jan. 27:
8:00 am – 11:00 am

EXHIBITS OPEN:

Tuesday, Jan. 27:
1:30 pm – 5:30 pm

Wednesday, Jan. 28:
12:00 pm – 4:30 pm

Thursday, Jan. 29:
9:30 am – 12:00 noon

Sponsorship Opportunities

Make the most of your marketing efforts and increase your company's visibility. Sponsor logos will appear in all promotional material – order early to take full advantage of all promotions. Contact Karen E. Francis at kfrancis@uctonline.com for availability and pricing or if you have ideas for additional options. Complete sponsorship opportunities can be found on the official show website, uctonline.com.

Availability (partial list):

- “No-Spin” Lanyards
- Attendee Bag Sponsor
- Conference Proceedings CD
- Hotel Key Cards
- Aisle Banners
- Networking Reception

All Our Support

The expert staff at UCT offers a variety of marketing and operations services to help you prepare for a successful show. From general preparations, pre-show PR and marketing, press outreach, and more, we want to help you get the most out of your investment. Underground Construction magazine and Pipeline & Gas Journal will use its extensive database to attract quality attendees from around the world. Combined worldwide readership is 160,000! Our marketing plan consists of a comprehensive direct mail campaign, trade magazine advertising as well as leveraging our partnerships with industry associations in order to promote UCT to an even wider audience.

“I liked hearing about new technologies and finding additional subject matter experts. The vendor displays were awesome!”

HOUSTON

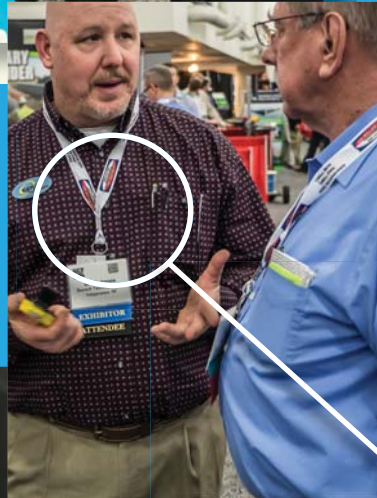
Centrally located between the two coasts, Houston's airports serve more than two dozen airlines, offering nonstop service to 152 cities around the world. With hundreds of flights per day, getting here is easy!

The average winter temperature is 55° which means that winter doesn't last long here – making Houston an ideal choice for UCT in January.



“This particular conference [UCT] is very organized and well put together. Easy to maneuver around and speakers are very informative.”

Miles Credeur, E&M Supply Group,
Lafayette, LA





FOR CURRENT FLOOR PLAN VISIT UCTONLINE.COM



Exhibit Space Contract

Underground Construction Technology International Conference & Exhibition
January 27 - 29, 2015, George R. Brown Convention Center, Houston, TX

APPLY ONLINE!
uctonline.com

1

Company Information as It Should Appear in Printed Materials

Company (insert below): _____

Address: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____

Web Site: _____

Contact Information for Conference Correspondence

Show Contact: _____

E-mail: _____

Phone: _____

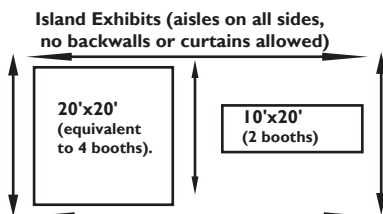
Alternate Contact: _____

E-mail: _____

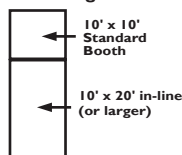
2

Exhibit Space Preference and Rate - refer to current floor plan prior to submitting. Space assigned on a first-come, first-served basis.

Examples of island space and in-line booth space are below:



In-line exhibits have neighbors behind and on sides. Combine booths for larger in-line space.



Island Exhibits (for configurations not listed, contact our office)

- ☐ 10x20 (2 booths) = \$4,200. 25% Deposit due w/contract: \$1,050
- ☐ 20x20 (4 booths) = \$7,980. 25% Deposit due w/contract: \$1,995
- ☐ 20x30 (6 booths) = \$11,970. 25% Deposit due w/contract: \$2,992.50
- ☐ 20x40 (8 booths) = \$15,960. 25% Deposit due w/contract: \$3,990
- ☐ 30x30 (9 booths) = \$17,955. 25% Deposit due w/contract: \$4,488.75
- ☐ 20x50 (10 booths) = \$19,950. 25% Deposit due w/contract: \$4,987.50
- ☐ 50x50 (25 booths) = \$49,875. 25% Deposit due w/contract: \$12,468.75
- ☐ Other size: _____ Rate: _____

In-line Exhibits

- ☐ 10x10 (1 booth) = \$1,990. 25% Deposit due w/contract: \$497.50
- ☐ 10x20 (2 booths) = \$3,980. 25% Deposit due w/contract: \$995
- ☐ 10x30 (3 booths) = \$5,970. 25% Deposit due w/contract: \$1,492.50
- ☐ Other size: _____ Rate: _____

Indicate booth number requested (visit uctonline.com for current floorplan):

1st _____ 2nd _____ 3rd _____ 4th _____

List names of companies you do not wish to be near* (list name, NOT product.)

*UCT will make every effort to accommodate Exhibitor's request for space. However, exhibitor understands and accepts that final booth assignment will be made solely at the discretion of UCT.

3

Authorization

By submitting this application and contract, we acknowledge that we have received and read the "General Information, Rules and Regulations" found on the next page, and are applicable to this contract and are made a part here of, as though printed in their entirety. We further agree to comply with all such instructions, rules and regulations contained therein.

Additionally, we understand that we may not block the sight line of other exhibitors and in doing so, we may incur costs of dismantling the obstruction, or we may have to relocate to a different space in the hall.

Full deposit refunds on any cancellation prior to October 1, 2014. Cancellation between October 1 - December 1 will receive a 50% refund. No refunds after December 1, 2014.

Questions/Information contact: Karen E. Francis
kfrancis@uctonline.com or 1-281-558-6930 x 222

4

Payment Information

- 25% deposit of the total exhibit space amount must be received with this application. **Space is not held, nor confirmed, without a deposit.**
- Balance invoiced monthly, final payment is due by Dec. 1, 2014.
- **Contracts submitted after Dec. 1, 2014 must include payment in full.**

Payment in U.S. currency only. Checks are payable to UCT, mail with completed application to:

UCT-Oildom Publishing Company
1160 Dairy Ashford, Suite 610
Houston, Texas 77079

For credit card payments, submit via email to kfrancis@uctonline.com or fax to 1-281-558-7029. Allow 2 business days to process payment. If you haven't heard from us, call 1-281-558-6930 x 222 to confirm receipt.

☐ Check # _____ ☐ MasterCard ☐ VISA ☐ AMEX ☐ Discover

Amount of check enclosed / OR amount to charge on card \$ _____

Receipts will be emailed to the show contact.

Card number: _____

Expiration date: _____ CW2/Security Code: _____

Name on card: _____

Today's Date: _____

Signature: _____

Provide credit card billing address if it differs from the address in section 1:

Address: _____

City, St, Zip: _____

5

UCT USE ONLY

Booth No.(s): _____

Space Type & Size: _____

Date Received: _____

Notes: _____

Notes: _____

☐ FP ☐ QB ☐ DB ☐ REG ☐ WEB ☐ FREEMAN



For more information:

Karen E. Francis
T: 281-558-6930 x 222
F: 281-558-7029
E: 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 and:



Sponsored by:

underground
construction

**Pipeline &
Gas Journal**

Pipeline News

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

General Information, Rules & Regulations

I. GENERAL

This show is sponsored and managed by Oildom Publishing Co. of Texas, Inc. The words "Show Management" used herein shall mean the sponsors 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, and it is agreed the Exhibitor will not sublet nor assign any portion of same without the written consent of Show Management.

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 exhibit hall, Show Management, 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 personal injury and property damage liability 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.

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 exposition and of the alternative measures it intends to take to assure compliance with the ADA during the period of the exposition.

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, giveaways 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. Details regarding exhibitor-appointed contractors will be distributed with the Exhibitor Service Manual.

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 Exposition.

14. OUTSIDE EXHIBITS/HOSPITALITY SUITES

By executing this contract, Exhibitors agree that their entire exhibit and display will be confined to the indoor and outdoor exhibit halls and the booth 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.