

As the UTC Region 3 Vendor Liaison and on behalf of the Utilities Technology Council, I would like to invite you to participate in the 2020 UTC Region 3 Spring Vendor EXPO. The EXPO will take place on Wednesday, March 4, 2020. The tentative show hours are 3:30 p.m. – 6:30 p.m. at Hilton Franklin Cool Springs.

The Vendor EXPO is a tabletop show consisting of approximately 50 participating associate members of UTC. As a participating associate member, you have full access to the Vendor EXPO featuring complimentary heavy hors d'oeuvres and drinks, the UTC Technical Meetings, and the Cocktail Reception on Thursday evening, Thursday, March 5, 2020.

Exhibit tables are on a first-come, first paid with signed contract and payment information. Space is limited to 50 exhibitors. Please respect the UTC Region 3 Guidelines that tables be shared only in the case of an Exhibiting Associate Member and a single Partner Representative.

Submit your signed vendor contract (the last page of this document) and payment via EMAIL to cheryl.stratos@utc.org

Hotel Reservations:

Hilton Franklin Cool Springs
601 Corporate Center Drive
Franklin, TN 37067

UTC discounted room rate: \$169.00 (Single or Double Rooms).

[Click here to reserve your room at the group rate](#)

The group rate expires on Tuesday, February 11th or when all the rooms we have booked have been reserved, whichever comes first.

Please feel free to contact me with any questions.
I'm looking forward to seeing you in Franklin!

Sincerely, Cheryl Stratos UTC Sales Representative PH: 202-833-6811 |
cheryl.stratos@utc.org

Associate Member Attendance Guidelines

Below are guidelines for all exhibiting and non-exhibiting vendors:

1. **You must be a UTC Associate Member** in good standing to purchase and retain your exhibit space. Contact UTC Member Services at membership@utc.org for membership information.
2. Exhibitor slots are limited to no more than 50 exhibiting vendors. Regional officers have the authority to add additional spaces as room will allow.
3. Slots are reserved on a first-come, first-served basis. **A slot is reserved only upon receipt of full payment.** The Vendor EXPO typically sells out quickly. **Do not wait to submit payment.**
4. Even if the EXPO has not sold out, registration will be closed no later than 15 days prior to the event to provide time to complete registration and site planning.
5. **Exhibitors may not share tables**, except that an exhibiting vendor may have a single partner representative at their table.
6. Hospitality suites are not permitted during or on the day before or after the meeting.
7. **Non-Exhibiting Associate Members** of UTC may attend the technical sessions and the open meetings Wednesday and Thursday. **Non-exhibiting Associate Members may not attend the Wednesday evening EXPO and may not market their services during the meetings or at breaks.** To become a UTC Associate Member, contact membership@utc.org.
8. The vendor liaison cannot waive any of these guidelines. Please bring any concerns or constructive suggestions to the attention of the UTC Region 3 Officers.
9. The UTC Region 3 Officers reserve the right to suspend and/or exclude anyone who violates the letter or spirit of these guideline

Vendor EXPO Contract and Registration Form

Attendee Fee – All vendor attendees are required to pay the UTC attendee fee in addition to the vendor fee. **NOTE: the vendor registration fee includes one full registration. Additional attendees are subject to the following fees: 2nd attendee - \$30 and 3rd attendee - \$50.**

Each exhibiting company is limited to **three attendees per booth on the EXPO floor.**

Additional representatives may attend the education only portion of the event, which does not allow access to the EXPO. ***This policy will be strictly enforced onsite.***

Vendor Introductions – Vendor introductions are held at 1:00 p.m. on Wednesday, March 4th. All participating vendors are encouraged to take advantage of this opportunity to introduce yourself and the company you represent.

Vendor EXPO Hours – tentative hours are 3:30 p.m. – 6:30 p.m., Wednesday, March 4th, 2020. The hours will be finalized closer to the event.

Vendor Set-Up & Tear-Down – Set-up is from 10:00 a.m. - 3:00 p.m. on Wednesday, March 4, 2020. Set-up must be completed by 3:00 p.m. All vendors are required to dismantle their displays and prepare all items for removal at the end of the show. **Please do not begin tear down before 6:30pm.**

Vendor Tabletops – Each vendor will have a 6' skirted table. Please be considerate of all vendors and only utilize the space allotted. Any display exceeding 8' in height or blocking or intruding on another vendor's area or space will not be permitted.

****Display Height Restriction:**

The maximum height for displays is 8' high. Displays may not block the line of sight to other vendors. If your display is over 8' you will be required to adjust the display to come to the maximum height of 8' prior to opening of the vendor showcase.

AV/Internet/Electric – Vendors are responsible for ordering all services directly from the hotel. The forms will be distributed to all exhibitors and will also be available on the event website at utc.org.

Sponsorships – The following sponsorships are available for the Region 3 Spring meeting. Sponsorships must be requested and paid for at the time of registration.

Sponsorship Opportunities

Premier Sponsor - \$8,000

- Top billing for the event
- Email blast to the attendees before the show
- Speaking opportunity (pending approval of presentation)
- Two full attendee registrations
- Onsite signage
- Banner ad in two issues of UTC Industry Intelligence
- Booth space (one table top)
- Logo and link on event website
- Registration bag insert

Gold Sponsor - \$5,500

- Speaking opportunity (pending approval of presentation)
- Two full attendee registrations
- Onsite signage
- Banner ad in two issues of UTC Industry Intelligence
- Booth space (one table top)
- Logo and link on event website
- Registration bag insert

Exhibit Hall Networking Reception - \$3,500 (Wednesday)

- Onsite signage
- Onsite announcements
- One full attendee registration
- Registration bag insert
- Booth space (one table top)

Networking Reception - \$2,500 (Thursday)

- On-site signage
- Registration bag insert
- One full attendee registration

Breakfast/Breaks - \$500 (Wed & Thurs)

Note: this sponsorship is only available to exhibiting companies.

- On-site signage
- Registration bag insert

Registration Area Sponsor - \$3,500

- Tabletop space
- Verbal recognition and acknowledgement Regional chair at opening session
- 1 full conference registration
- Pre-conference recognition in conference marketing & event website
- Onsite signage and listing in onsite materials
- Registration Bag Insert

Registration Bag Sponsor (Sponsor branded bag) \$3,500

- Verbal recognition and acknowledgement Regional chair at opening session
- 1 full conference registration
- Pre-conference recognition in conference marketing & event website
- Onsite signage and listing in onsite materials
- Registration Bag Insert
- Booth space (one table top)

Lanyard Sponsor (Sponsor branded on Lanyards) \$3,500

- Verbal recognition and acknowledgement Regional chair at opening session
- 1 full conference registration
- Pre-conference recognition in conference marketing & event website
- Onsite signage and listing in onsite materials
- Registration Bag Insert
- Booth space (one table top)

Wifi Sponsorship \$3,500

- Booth space (one table top)
- Verbal recognition and acknowledgement Regional chair at opening session
- Sponsor branding will be on landing page after logging into the WIFI
- 1 full conference registration
- Pre-conference recognition in conference marketing & event website
- Onsite signage and listing in onsite materials
- Registration Bag Insert

To secure your participation please contact Cheryl Stratos at cheryl.stratos@utc.org

VENDOR EXPO & SPONSORSHIP AGREEMENT

Company Name _____

Contact Person _____ Title _____

Email _____ Phone _____

Address _____

Exhibit & Sponsorship Fees:

Description	Fee	Total
Vendor EXPO Fee (includes registration for one attendee)	\$620	\$
Premier Sponsor	\$8,000	\$
Gold Sponsor	\$5,500	\$
Exhibit Hall Networking Reception Sponsor (Wednesday)	\$3,500	\$
Networking Reception Sponsor (Thursday)	\$2,500	\$
Breakfast/Break Sponsor (available to exhibitors only)	\$500	\$
Other Sponsorships (choose from list provided)	varies	\$
Total Due		

Payment Information: Payments are due at registration. Space reservations are on a first come basis. **Your space is not reserved until full payment and registration forms are received.** Vendors will not be allowed to participate in the EXPO until payment in full is received. Make checks payable to: Utilities Technology Council.

Mail to: Utilities Technology Council, P.O. Box 79358, Baltimore, MD 21279

Credit Card Payments: UTC Region 3 2020 Spring Meeting and EXPO (Franklin, TN)

MASTERCARD VISA AMEX

Card # _____

Expiration Date _____ Security Code _____

Billing address for card _____

Total Amount to be charged (from all items above)

I have read and fully understand this Contract and Member Guidelines

Signature _____ Date _____

Email for receipt if different from above _____

EMAIL Completed Form to cheryl.stratos@utc.org

Submit your EXPO registration form, signed vendor contract and payment **via EMAIL** to cheryl.stratos@utc.org