UTA 2023 IT CONFERENCE
October 17–19, 2023 | Pigeon Forge, TN

MUSIC ROAD RESORT & CONVENTION CENTER

303 Henderson Chapel Rd | Pigeon Forge, TN | 37863
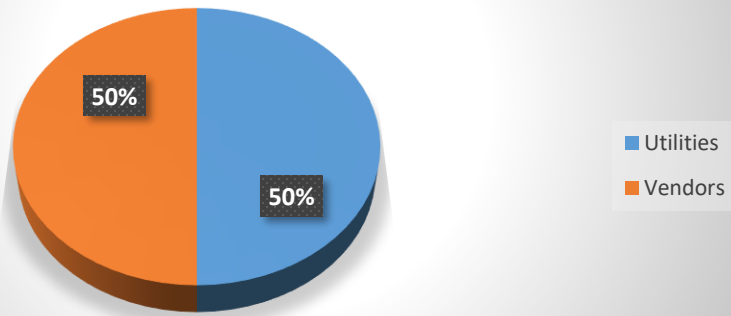
SPONSOR OPPORTUNITIES

Why be a Sponsor at UTA 2023 Conference?

UTA is a member ran association that annually host a 2 ½ day conference for its utility and vendor members. Our objective each year is to provide an enjoyable and effective learning experience at an affordable cost. We realize the importance of our vendor members and the sponsorship they provide helps UTA balance the attendee's experience to the cost of the event. At this conference, you will have the opportunity to meet and network with utility personnel from all over the southeast. You will be able to engage with CTOs, CIOs, decision makers, developers, network specialists, security officers, customer care managers that are all looking to improve their utility technology solutions. It is the perfect place and time to introduce your company, display and demonstrate your products, share your message on services, build your company's awareness to prospective utility customers.
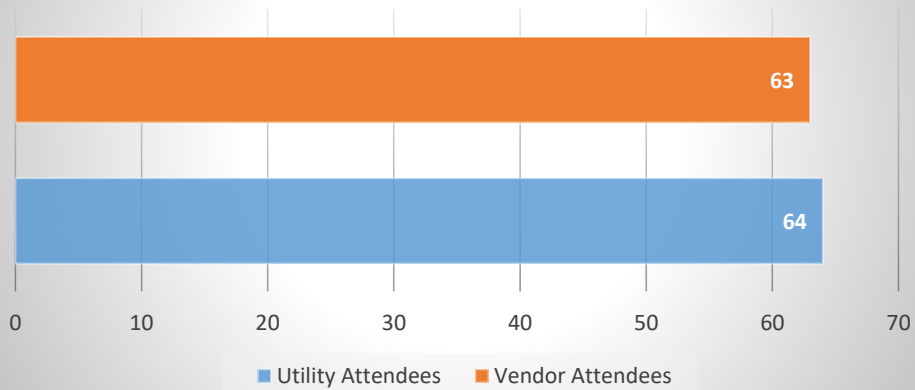
Who Attends UTA Conferences?

We have a strong showing of repeat attendees as well as new utility members attending UTA conferences. We pick a different location each year and this year we will be in the East Tennessee mountain town of Pigeon Forge. We are a close nit group that stay in contact with each other and enjoy this annual time to network together and collaborate on technology and opportunities facing the utilities industry.

Average Number of Companies Attending last 5 years - 62

50% Vendors
50% Utilities

- Utilities
- Vendors

Average Number of Attendees last 5 years - 127

Vendor Attendees: 63
Utility Attendees: 64

0　10　20　30　40　50　60　70

- Utility Attendees
- Vendor Attendees

Sponsorship Categories:

Exhibiting Sponsor:

- UTA will have Vendor Exhibiting space available for up to 29 vendors to display and showcase their products and/or services.
- You will receive electronic conference attendee lists with contact information (pre & post conference).
- Your company name and logo will appear in conference materials.
- You will be identified as a Vendor on your name badge.
- The conference agenda allows for two long breaks, a long lunch break, and encourages attendees to visit Vendor Exhibiting space. Food and beverages will be strategically located in this space.
- Conference registration for your staff enables them to attend all conference sessions and social events… not just exhibit.
- Fees for Vendor Booths are $250 for each single company exhibition space.
- Fees for Vendor Attendees are $200 for each person attending from your company.
- Vendors will be allowed to set up on Monday evening between 4 PM through 7 PM or Tuesday morning at 7:30 AM.
- Booth size will be approximately 10 x 10 and will include a clothed 8-foot table, 2 chairs, and electricity.
- *Please register as soon as possible to reserve your booth space. You will register for both the Vendor Booth and all Vendor Attendees via the website, once registration is open.*
- Vicky Wilson Turner, UTA President and Customer Service Manager at Morristown Utilities, will be the vendor liaison this year. For more details or questions please contact Vicky at vturner@musfiber.net or 423-317-6209.

Special Events Sponsor:

- UTA will be offering ***additional* special event sponsorships** this year to help with the cost of the 2023 conference. **You must register as an Exhibiting Sponsor as outlined above.** Look over these additional opportunities and their benefits below. **The Special Event Sponsorships available are limited,** so make your decision soon and grab one that is right for your company and your marketing budget. For payment, we can provide an invoice to your company, or we can make special credit card arrangements. Contact Vicky Turner for the next steps in securing your special event sponsorship! Vicky Turner, Customer Service Manager at Morristown Utilities and UTA President, vturner@musfiber.net or 423-317-6209.

Dinner and Entertainment Sponsor – 1 out of 2 available. Cost is $4000 each.
Benefits include:
- ❖ long logo display in power point during breaks,
- ❖ (2) 25"x30" poster board easel signage placed in Conference area & at Dinner Venue,
- ❖ full page ad in Agenda,
- ❖ Prime exhibiting location,
- ❖ 4-minute speaking opportunity to entire audience on Tuesday morning prior to first break

Happy Hour pre-dinner Sponsor – 0 of 1 available. Cost is $2000.
Benefits include:
- ❖ medium logo display in power point during breaks,

- ❖ (1) 25"x30" poster board easel signage placed at Dinner Venue,
- ❖ ½ page ad in Agenda,
- ❖ Prime exhibiting location,
- ❖ 2-minute speaking opportunity to entire audience on Tuesday morning prior to first break

Opening Night Networking Sponsor – 0 out of 2 available. Cost is $2000 each.
Benefits include:
- ❖ medium logo display in power point during breaks,
- ❖ (1) 25"x30" poster board easel signage placed at Networking Event space,
- ❖ ½ page ad in Agenda,
- ❖ Prime exhibiting location,
- ❖ 2-minute speaking opportunity to entire audience on Tuesday morning prior to first break

Lunch Sponsor – 2 of 2 available. Cost is $2500 each.
Benefits include:
- ❖ medium logo display in power point during breaks,
- ❖ (2) 25"x30" poster board easel signage placed in Conference area & at Lunch area,
- ❖ ½ page ad in Agenda,
- ❖ Prime exhibiting location,
- ❖ 2-minute speaking opportunity to entire audience on Tuesday morning prior to first break

WiFi Sponsor – 0 of 1 available. Cost is $300.
Benefits include:
- ❖ Short logo display in power point during breaks,
- ❖ (1) 8"x10" table top signage placed at break table

Please visit our website at **www.utilitytechnology.org** and look for the **Conference Announcement** with additional information about the host utility, the venue, directions, hotel reservations, and more instructions.

Thank you for considering supporting UTA 2023 Conference in Pigeon Forge, TN. We look forward to hearing from you about these Special Event Sponsorships.

UTA Executive Committee