



# UTA 2024 IT CONFERENCE

October 14–17, 2024 | Huntsville, AL

[Embassy Suites by Hilton Huntsville](#)

800 Monroe Street | Huntsville, AL | 35801

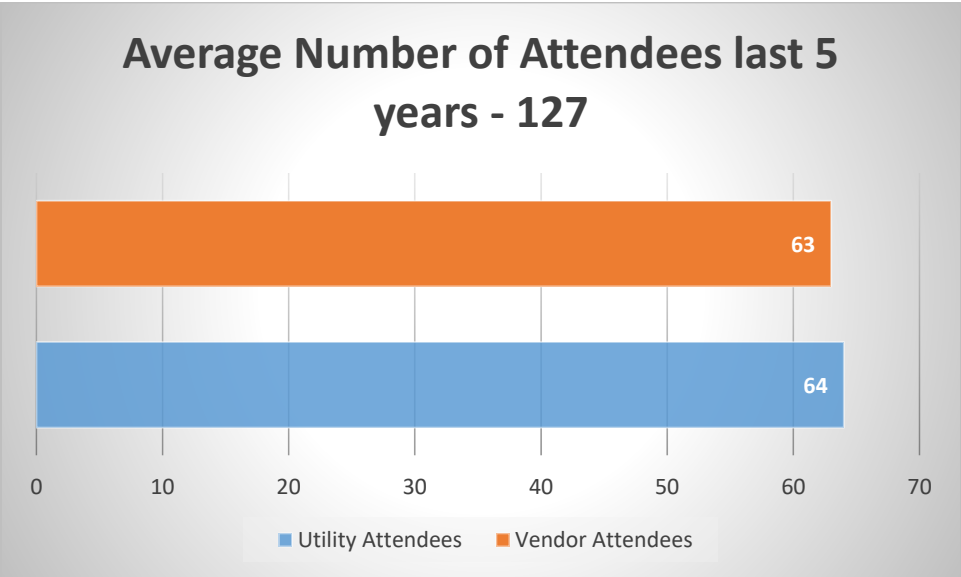
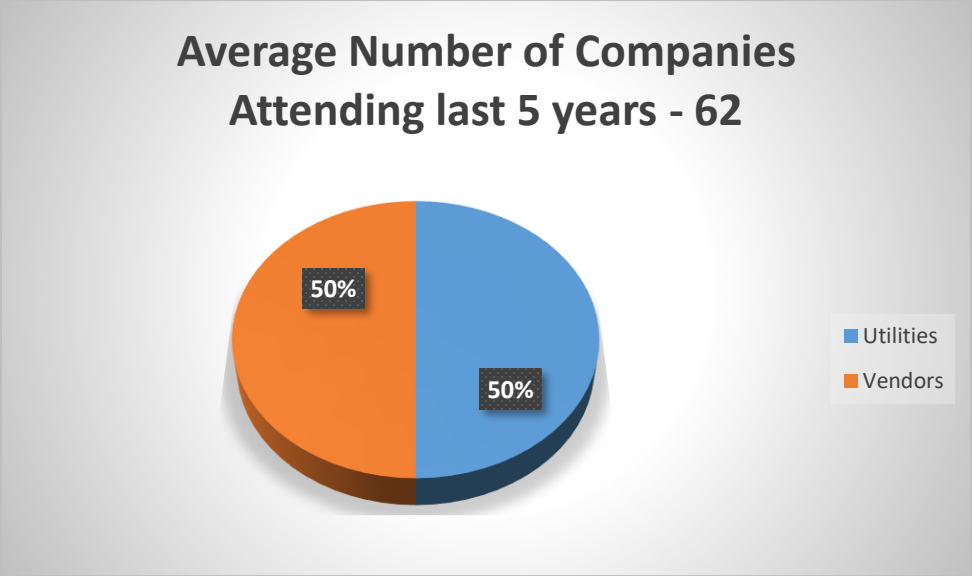
## SPONSOR OPPORTUNITIES

### Why be a Sponsor at UTA 2024 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 Rocket City” of Huntsville, Alabama. 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.



## Sponsorship Categories:

### Exhibiting Sponsor:

- UTA will have Vendor Exhibition space available for up to 35 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 and a long lunch break totaling over 5 ½ hours of vendor-utility opportunity over the two days. Utility attendees are encouraged to visit Vendor Exhibiting space during these planned breaks. Food and beverages will be strategically located in the Exhibition space.
- Conference registration for your staff enables them to attend all conference sessions and social events ... not just exhibit.
- Fees for Vendor Booths are \$500 for each single company exhibition space.
- Fees for Vendor Attendees are \$200 for each person attending from your company. There is a two-vendor attendee maximum allowed per vendor Exhibit Space.
- Vendors will be allowed to set up during conference check-in on Monday evening between 4 PM through 7 PM or Tuesday morning at 7:30 AM. Program begins at 8:30 AM.
- Each Exhibition space will include a 6x30 clothed 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.*
- **Heidi Slakans, UTA Vice-President, will be the vendor liaison this year. For more details or questions please reach out to Heidi at:**
  - Heidi Slakans
  - Memphis Light, Gas and Water
  - [HSlakans@mlgw.org](mailto:HSlakans@mlgw.org)
  - 901-334-8556

### Special Events Sponsor:

- UTA will be offering **additional special event sponsorships** this year to help with the cost of the 2024 conference. **You must still register and pay 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 Heidi Slakans for the next steps in securing your special event sponsorship!**
  - Heidi Slakans
  - Memphis Light, Gas and Water
  - [HSlakans@mlgw.org](mailto:HSlakans@mlgw.org)
  - 901-334-8556

**Dinner and Entertainment Sponsor - 2 out of 2 available. Cost is \$3500 each.**

- United States Space and Rocket Center - Saturn V Hall dinner and exhibits

**Benefits include:**

- ❖ long logo display in power point during breaks,
- ❖ (2) 25"x30" poster board easel signage placed in Conference area during the entire conference and 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

**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 during the entire conference and at Lunch area,
- ❖ ½ page ad in Agenda,
- ❖ Prime exhibiting location,
- ❖ 3-minute speaking opportunity to entire audience on Tuesday morning prior to first break

**Opening Night Networking Sponsor - 2 out of 2 available. Cost is \$2000 each.**

**Benefits include:**

- ❖ Short 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

**Happy Hour Sponsor - 2 of 2 available. Cost is \$2000.**

- One for Opening Night Networking Event. One for Dinner & Entertainment Event.

**Benefits include:**

- ❖ Short 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

Please visit our website at [www.utilitytechnology.org](http://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 2024 Conference in Huntsville, AL. We look forward to hearing from you about these Special Event Sponsorships.

UTA 2024 Vice President and Vendor Liaison

Heidi Slakans