



2021 Conference

October 19 - 21, 2021

Sponsor Opportunities

[Sheraton Grand Nashville Downtown](#)
623 Union Street | Nashville, TN 37219

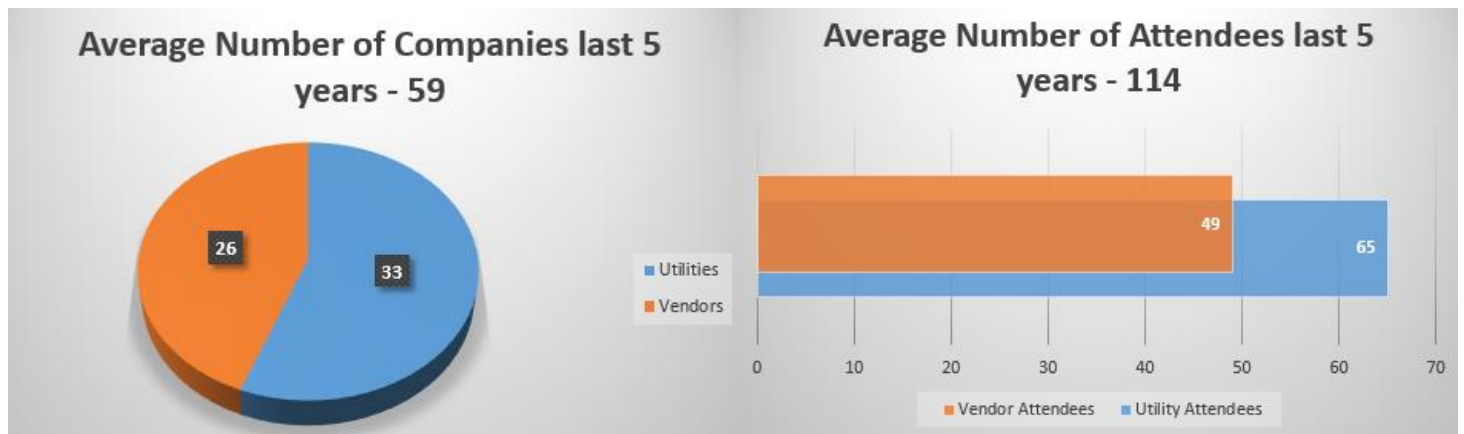
Why be a Sponsor at UTA 2021 Conference?

After a year of sheltering safely at home, we are safely returning to our in-person conference event and we need your help!!

UTA is a member ran association that annually hosts 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 specialist, security officers, customer care managers that are all looking to improve their utility's 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, attend UTA conferences. We pick a different location each year and this year we will be in the music city and capital city Nashville, TN. We are a close nit group that stays in contact with each other and enjoys this annual time to network together and collaborate on technology utility challenges and opportunities.



Sponsorship Categories:

Exhibiting Sponsor:

- UTA will have Vendor Exhibiting space available for up to **25** vendors to display and showcase their products and/or services.
- Electronic pre and post-conference attendee lists with contact information.
- Company name in conference materials.
- Identified as a Vendor on your name badge.
- The conference agenda allows for several long breaks and encourages attendees to visit Vendor Exhibiting space. Food and beverages will be strategically located in this space.
- Conference registration for your staff that 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 is \$200 for each person attending from your company.
- Vendors will be allowed to set up on Monday evening beginning at 3 PM or Tuesday morning beginning at 7:30 AM.
- Booth size will be approximately 8 x 10 and will include a clothed 6-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.*
- Mike Baughn, VP IT at Jackson Energy Authority and UTA VP, will be the vendor liaison this year. For more details or questions please contact Mike at mbaughn@jaxenergy.com or 731-422-7375.

Special Events Sponsor:

UTA will be offering additional sponsorships this year to help with the cost of the 2021 conference Nashville venue location. **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. Contact Mike Baughn for the next steps in securing your special event sponsorship! Mike Baughn, VP IT at Jackson Energy Authority and UTA VP, mbaughn@jaxenergy.com or 731-422-7375.

Dinner & Entertainment Sponsor - 0 of 3 available. Cost is \$3000 each.

Benefits include:

- ❖ long logo display in PowerPoint during breaks
- ❖ (4) 25"x30" poster board easel signage placed in the conference area
- ❖ full-page ad in Agenda
- ❖ 5-minute speaking opportunity to the entire audience on Wednesday before adjourning

Breakfast OR Lunch Sponsor - 0 of 4 available. Cost is \$2000 each.

Benefits include:

- ❖ Medium logo display in PowerPoint during breaks
- ❖ (2) 11"x17" tabletop signage placed at beginning and end of the buffet
- ❖ ½ page ad in Agenda

- ❖ 3-minute speaking opportunity to the entire audience before the food event being sponsored

Break Sponsor - 1 of 4 available. Cost is \$1000 each.

Benefits include:

- ❖ Short logo display in PowerPoint during breaks
- ❖ (2) 11"x17" tabletop signage placed at break station
- ❖ ¼ page ad in Agenda
- ❖ 2-minute speaking opportunity to the entire audience before break event being sponsored

Beverage Sponsor - 3 of 4 available. Cost is \$500 each.

Benefits include:

- ❖ Short logo display in PowerPoint during breaks
- ❖ (2) 8"x10" tabletop signage placed at break station
- ❖ 1/8 page ad in Agenda

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 2021 Conference in Nashville, TN. We look forward to hearing from you about these Special Event Sponsorships.

UTA Executive Committee