

An effective method to support and augment your overall promotion strategy



- Promotion at events offers the added benefit of real-time audience interaction, providing a unique opportunity to immediately gauge and adjust promotion effectiveness
- Significant investment made by attendees, assures a qualified, engaged audience
- Oildom Publishing, owner of the *Underground Construction (UC)* brand, produces two annual industry events focused on the pipeline and utility industry:
 - *Underground Construction Technology Conference & Exhibition (UCT)*
 - Pipeline Opportunities Conference (PLOC)
- Both UC Associated Events offer various opportunities to promote your products and services in unique ways that go beyond traditional advertising

UC Associated Events		
Promotion Categories	Promotion Schedule	Promotional Vehicles
Sponsor	Pre-event	Event website - listings & ads
Exhibit	During event/ onsite	Associated website(s) - listings & ads
Advertise	Post-event	Magazine(s) - listings & ads
Present		Magazine(s) - supplements
		eMail - UC & Custom
		Event program - on-site
		On-site - signage, banners, presentations
		Presentations - listings, logos with presentations
		Exhibits - logo, interaction, demonstrations
		Supporting organizations - listings & ads

Benefits and advantages

- Leverage UC's recognized, trusted brand
- Hundreds of long-standing UC associated event sponsors, exhibitors attendees
- 40,000+ validated circulation; engaged readers; expanded digital edition subscribers
- Underground utility infrastructure construction and rehabilitation industry decision makers
- Hyperlink to your website
- In addition to, or as an alternative to advertising in the magazine print edition or UC brand platforms
- Live, real-time interaction and feedback from audience
- Qualify leads real-time
- Accelerate sales cycle; call to action

Pricing

Pricing is dependent upon options and features elected, parameters, and sizing. Contact your Sales Representative or UCinfo@oildom.com to discuss options, and place your order.

Underground Construction Technology

International Conference & Exhibition

- The *Underground Construction Technology International Conference & Exhibition (UCT)*, is the meeting place for business professionals involved in underground utility infrastructure construction and rehabilitation industry
- This annual event, that re-locates each year, takes place on January 31 – February 2, 2017 in Fort Worth, TX
- UCT focuses construction, maintenance and rehabilitation, for both trenchless and open cut
- UCT is a true business-to-business event primarily attended by underground utility infrastructure construction and rehabilitation industry leaders and decision makers
- The format is a three day event, with a significant technical/educational program, key product/service supplier exhibits, along with significant peer-to-peer networking
- The technical/educational program consists of almost 100 presentations, panels, round tables delivered by leading industry experts - Continuing Education Units (CEUs) and Professional Development Hours (PDHs) are offered
- In addition, major academic and industry sponsors offer seminars before and during UCT
- The exhibition floor features almost 200 of the industry's leading product/service suppliers providing hands-on product exhibits and demonstrations
- This event offers a unique opportunity to promote your brand and offerings to approximately 2,000 influential underground utility infrastructure construction and rehabilitation industry stakeholders
- Sponsorships are available with a range of promotional and exhibiting opportunities – sponsorships begin at \$2,000
- Details are available at www.uctonline.com



Jan 31 - Feb 2, 2017
Fort Worth, TX

Pipeline Opportunities Conference

- The Pipeline Opportunities Conference (PLOC), produced by *Pipeline & Gas Journal*, INGAA, and SMU/Cox, is the premier event providing strategic pipeline industry insight
- This annual event takes place this year on March 21, 2017 at the Omni Galleria in Houston, TX
- The format is an efficient one day event, with presentations from industry leaders, key product/service supplier exhibits, along with significant peer-to-peer networking
- This event offers a unique opportunity to promote your brand and offerings to approximately 400 influential pipeline industry stakeholders
- A limited number of sponsorships are available with a range of promotional and exhibiting opportunities – sponsorships begin at \$2,000
- Details are available at www.pipeline-opportunities.com



March 21, 2017
Houston, TX