

2018

PROSPECTUS

Through The Science of Where, Esri pioneers innovative problem solving with advanced GIS technology to unlock data's full potential. We believe The Science of Where can unlock data's full potential in every organization. A global market leader, we have helped customers improve their results with ArcGIS—the world's most powerful mapping and spatial analytic software.

Esri Partners around the globe share our vision. At the forefront of geospatial technology, they leverage the ArcGIS platform to meet some of the world's greatest challenges.

Exponential growth in attendance year-over-year makes the Esri User Conference a can't miss opportunity to earn new business. Showcase your products and service solutions to over 18,000 GIS users – 65% of which are business and technology decision-makers and influencers in their organization – at the largest GIS conference in the world.

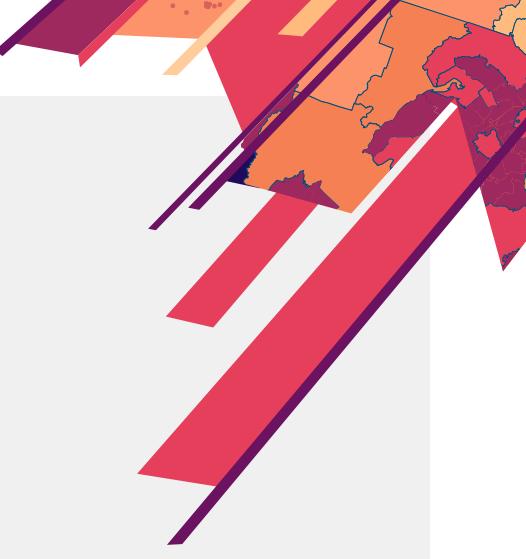


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KEY STATISTICS AND DEMOGRAPHICS

18K

GIS users, managers, and developers

2,620

International Attendees

5,400

First Time Attendees

1000+

Sessions

450+

Hours of Training

300+

Exhibitors

“

Getting back from San Diego and talking with every one of our folks who were at the UC this year, we all feel like this was one of our best conferences in years. It seemed like Esri took a lot of the feedback that we offered last year into account and made a huge effort to incorporate changes to make it a successful conference for all involved. We absolutely LOVED that you brought back the industry showcases and that we were able to work in such close proximity to the Public Safety team. It was so much more efficient and convenient for the clients as well as BCS and Esri to be able to easily walk across the aisle to show solutions.

Chris Bradshaw, VP, Marketing, BCS
Esri UC 2017 Exhibitor

”

21,000+



Social Media Posts

125



Countries

SPONSOR OPPORTUNITIES

PLATINUM SPONSOR

\$120,000–125 Perk Points

It doesn't get better than this. The greatest presence. The most perks. 125 Perk Points to customize your sponsorship. Serious return on your investment.

- One (1) 20' x 30' booth
- Twenty-five (25) Full-Conference Registrations: includes Monday plenary, Monday Opening Social, all scheduled sessions and workshops, all beverage breaks, and Thursday Night Party.
- Four (4) Lead Retrieval Units
- Logo Feature: Event Web Page
- Logo Feature: Plenary Slide
- Logo Feature: 2019 Esri User Conference Prospectus
- Logo Feature: Thank You Email to registered attendees (pre-conference)
- Logo Feature: Recognition Signage
- 100-word Corporate Description on the event web page
- One (1) Full-panel Graphic Sign (artwork provided by Sponsor)
- One (1) Street Level Fence Banner
- Logo Feature: Two (2) Flagpoles on Harbor Blvd
- Logo Feature: Expo Aisle signs
- Logo Feature: Select Furniture
- Grand Lobby B Staircase Signage

What's important to your organization? Short-or long-term brand recognition, exhibit space, networking? With the sponsor packages and perks below, we invite you to customize your sponsorship for a truly unique experience that helps you position your brand to attract and engage the desired decision-makers and influencers from the global UC audience.

- Social Media Promotion: One (1) Live Video on an Esri social media channel
- Social Media Promotion: Three (3) Tweets, subject to Esri approval, with content to be provided by sponsor, must include #EsriUC event hashtag, 140-character count per Tweet
- Priority Booth Selection for following year
- Early Access to Group Housing Block for the following year
- Sponsor Level Expo Floor Sticker
- Shared Recognition at Six (6) SIGs, RUGs, or Socials
- One Dedicated Meeting Room in Expo including a table, 4-6 chairs, and 5 amps electricity
- Two (2) Reserved Tables at the Thursday Night Party
- One (1) Lunchtime Session/Meeting including audiovisual (AV) equipment, seats up to 200
- One (1) Evening Session/Meeting including AV equipment, seating up to 200
- One (1) Charging Station Lounge
- Swag in Registration Area (provided by sponsor) (Expected attendance 18,000+, Qty provided 8,000 minimum; sponsor to pay shipping and material handling)
- One (1) Column Wrap
- Twenty (20) Premier Seats in plenary session
- 125 Perk Points (see menu on page 7)

GOLD SPONSOR

\$90,000–100 Perk Points

Showcase your brand in style and make a statement with decision-makers. 100 perk points to customize your sponsorship.

- One (1) 20' x 20' booth
- Nineteen (19) Full-Conference Registrations: includes Monday plenary, Monday Opening Social, all scheduled sessions and workshops, all beverage breaks, and Thursday Night Party.
- Three (3) Lead Retrieval Units
- Logo Feature: Event Web Page
- Logo Feature: Plenary Slide
- Logo Feature: 2019 Esri User Conference Prospectus
- Logo Feature: Thank You Email to registered attendees (pre-conference)
- Logo Feature: Recognition Signage
- 75-word Corporate Description on the event web page

- One (1) Full-panel Graphic Sign (artwork provided by Sponsor)
- One (1) Street Level Fence Banner
- Social Media Promotion: One (1) Live Video on Esri Social Media Channel
- Social Media Promotion: Two (2) Tweets, subject to Esri approval, with content to be provided by sponsor, must include #EsriUC event hashtag, 140-character count per Tweet
- Priority Booth Selection for following year
- Early Access to Group Housing Block for the following year
- Sponsor Level Expo Floor Sticker
- Shared Recognition at Five (5) SIGs, RUGs, or Socials
- One Dedicated Meeting Room in Expo
- Two (2) Reserved Tables at the Thursday Night Party
- Ten (10) Premier seats in plenary session
- 100 Perk Points (see menu on page 7)



SILVER SPONSOR

\$60,000–75 Perk Points

Set the trend. 75 perk points allows you to tailor your sponsorship to your needs.

- One (1) 20' x 20' booth
- Thirteen (13) Full-Conference Registrations: includes Monday plenary, Monday Opening Social, all scheduled sessions and workshops, all beverage breaks, and Thursday Night Party.
- Three (3) Lead Retrieval Units
- Logo Feature: Event Web Page
- Logo Feature: Plenary Slide
- Logo Feature: 2019 Esri User Conference Prospectus

- Logo Feature: Thank You Email to registered attendees (pre-conference)
- Logo Feature: Recognition Signage
- 50-word Corporate Description on the event web page
- One (1) Full-panel Graphic Sign (artwork provided by Sponsor)
- Social Media Promotion: One (1) Tweet, subject to Esri approval, with content to be provided by sponsor, must include #EsriUC event hashtag, 140-character count per Tweet
- Early Access to Group Housing Block for the following year
- Sponsor Level Expo Floor Sticker
- Shared Recognition at Four (4) SIGs, RUGs, or Socials
- 75 Perk Points (see menu on page 7)

BRONZE SPONSOR

\$30,000–50 Perk Points

Strut your stuff. Customize your presence with 50 perk points.

- One (1) 10' x 20' booth including drape, and an ID sign
- Seven (7) Full-Conference Registrations: includes Monday plenary, Monday Opening Social, all scheduled sessions and workshops, all beverage breaks, and Thursday Night Party.
- Two (2) Lead Retrieval Units
- Logo Feature: Event Web Page
- Logo Feature: Plenary Slide

- Logo Feature: 2019 Esri User Conference Prospectus
- Logo Feature: Thank You Email to registered attendees (pre-conference)
- Logo Feature: Recognition Signage
- 25-word Corporate Description on the event web page
- One (1) Full-panel Graphic Sign (artwork provided by Sponsor)
- Priority Booth Selection for following year
- Early Access to Group Housing Block for the following year
- Sponsor Level Expo Floor Sticker
- Shared Recognition at Three (3) SIGs, RUGs, or Socials
- 50 Perk Points (see menu on page 7)

PERK MENU

All sponsor perks are first come, first secured (FCFS). Certain perks are limited to one per organization.



30 POINTS

- Supporting Sponsorship (shared recognition at 1 additional SIG or RUG meeting or social)

20 POINTS

- Street Level Fence Banner (limit 1 per sponsor)
- Dedicated Meeting Room in Expo (limit one per sponsor)

15 POINTS

- Lunchtime Session (1-hour session, limit 1 per sponsor)
- ArcUser Ad-One (1) Full-page color ad in a future print edition. (print-ready content provided by sponsor, limit 1 per sponsor)

10 POINTS

- Charging Station Lounge (limit 1 per sponsor, FCFS)
- Column Wrap (limit 1 per sponsor, FCFS)
- Two (2) Tickets to the Thursday Night Party
- Two (2) Esri UC Full-Conference Registrations*
- Additional 10' x 10' booth (includes raw space only)

5 POINTS

- Five (5) Premier Seats in the Plenary session (limit 1 per sponsor)
- Two (2) 5K Passes
- Two (2) Yoga Passes
- One (1) Additional Lead Retrieval Unit

SPONSORSHIP COMPARISON

= NEW

SPONSOR LEVEL

EXHIBIT LEVEL

(based on location)

	Platinum	Gold	Silver	Bronze	Premium Exhibitor	Select Exhibitor	Standard Exhibitor
Corp Description on event website (word count)	100 words	75 words	50 words	25 words	25 words	25 words	25 words
Lead Retrieval Unit(s)	4	3	3	2	1	1	1
Full-Conference UC Registration(s)	25	19	13	7	6	6	6
10' x 10' Booth Space(s)	6	4	4	2	1	1	1
Priority Booth Selection for UC 2019	•	•	•	•			
Early Access to UC 2019 Group Housing Block	•	•	•	•			
Full graphic panel recognition in various locations	•	•	•	•			
Logo Feature: Thank You Email to registered attendees	•	•	•	•			
Logo Feature: Event Website	•	•	•	•			
Logo Feature: Recognition Signage	•	•	•	•			
Logo Feature: Plenary Slide	•	•	•	•			
Logo Feature: UC 2019 Prospectus	•	•	•	•			
Sponsor recognition Expo Floor Sticker	•	•	•	•			
SIG/RUG/Social Supporting Sponsorship	6	5	4	3			
Social Media Promotion (# of tweets)	3	2	1				
Live Video on Esri Social Media Channel	•	•					
Dedicated Meeting Room in Expo	•	•					
Street Level Fence Banner	•	•					
Reserved Tables (2) at Thursday Night Party	•	•					
Premier Seating in Plenary	20	10					
Logo Feature: Two (2) Flagpoles on Harbor Blvd	•						
Grand Lobby B Staircase signage	•						
Logo Feature: Expo Aisle Sign	7						
Logo Feature: Select Furniture	•						
Lunchtime Session/Meeting	•						
Evening Session/Meeting	•						
Charging Station Lounge	•						
Sponsor provided Swag in Registration Area	•						
Column Wrap in Expo Hall	•						
Perk Points	125	100	75	50			
Package Price	\$120,000	\$90,000	\$60,000	\$30,000	\$8,000	\$7,000	\$6,000

**PLATINUM
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**GOLD
SPONSORS**

HARRIS®


NVIDIA.


SAP®

**SILVER
SPONSORS**

Cartegraph™

EPSON®
EXCEED YOUR VISION

con•terra

geocom


**CUTTING
EDGE**
NETWORKEDE
STORAGE


here


**Schneider
Electric**

**BRONZE
SPONSORS**


Accela


LASER TECHNOLOGY
Measurably Superior®


osisoft.


TC Technology


**FUTURA
SYSTEMS, INC.**


lucity™


Microsoft


sas


**tyler
technologies**


Street Smart
BY CYCLOMEDIA


WHITESTAR

esri

2009 SPONSORS

EXHIBITOR OPPORTUNITIES

It's our classic 10' x 10' exhibit booth redefined. Check out our new add-on Express Furnishings Package for added convenience. **Prices vary according to location.**

PREMIUM EXHIBITOR

\$8,000—(Booths adjacent to main aisle)

- One (1) 10' x 10' booth including drape and an ID sign
- Six (6) Full-Conference Registrations: includes Monday plenary, Monday Opening Social, all scheduled sessions and workshops, all beverage breaks, and Thursday Night Party.
- One (1) Lead Retrieval Unit
- 25-word Corporate Description on the event web page

SELECT EXHIBITOR

\$7,000—(Booths adjacent to Esri Showcase)

- One (1) 10' x 10' booth including drape and an ID sign
- Six (6) Full-Conference Registrations: includes Monday plenary, Monday Opening Social, all scheduled sessions and workshops, all beverage breaks, and Thursday Night Party.
- One (1) Lead Retrieval Unit
- 25-word Corporate Description on the event web page

STANDARD EXHIBITOR

\$6,000

- One (1) 10' x 10' booth including drape and an ID sign
- Six (6) Full-Conference Registrations: includes Monday plenary, Monday Opening Social, all scheduled sessions and workshops, all beverage breaks, and Thursday Night Party.
- One (1) Lead Retrieval Unit
- 25-word Corporate Description on the event web page

NEW! OUTDOOR EXHIBITOR *(LOCKED)

\$5,000—Limit 5

Position your brand for maximum exposure with a terrace space with your name on it. High foot and vehicle traffic outside the convention center ensures your organization is seen every day—sure to deliver the ROI you're after. Subject to Esri approval.

- Dedicated outdoor terrace space
- One (1) Easy-up Canopy
- One (1) 6' Skirted Table
- Two (2) Chairs
- One (1) Lead Retrieval Unit
- Two (2) Full-Conference Registrations: includes Monday plenary, Monday Opening Social, all scheduled sessions and workshops, all beverage breaks, and Thursday Night Party.
- 25-word Corporate Description on the event web page

CURBSIDE EXHIBITOR *(LOCKED)

\$4,500—Limit 4

Show off your GIS wheels to thousands of attendees. Limit one per organization. No static displays. Must have a vehicle. Subject to Esri approval.

- Dedicated curbside location for dynamic Ride-N-Drive vehicles
- One (1) 6' Skirted Table
- Two (2) Chairs
- One (1) Vehicle Permit
- One (1) Lead Retrieval Unit
- Two (2) Full-Conference Registrations: includes Monday plenary, Monday Opening Social, all scheduled sessions and workshops, all beverage breaks, and Thursday Night Party.
- 25-word Corporate Description on the event web page

* Opportunities marked **Locked** are only available to partners that are sponsoring or exhibiting on the main showcase floor.

ADDITIONAL SPONSOR OPPORTUNITIES



HEALTH & FITNESS SPONSOR

\$25,000—Limit 1



With one million square feet of learning and inspiration at the Esri UC, there's a lot to do and see in five days. Attendees looking to balance their business agenda with fun activities that exercise the mind and body, flock to our 5K Fun Run/Walk and Yoga Sessions. Increase your brand awareness and attendee touchpoints by sponsoring these sell-out activities.

- Four (4) Full-Conference Registrations: includes Monday plenary, Monday Opening Social, all scheduled sessions and workshops, all beverage breaks, and Thursday Night Party.
- 50-word Corporate Description on the event web page
- Contact Lists of Opt-In participants (estimated 700 runners and 100 yogis)
- Logo Featured: Event Web Site
- Logo Featured: 5K Run/Walk T-shirts
- Logo Featured: Runner Bibs
- Logo Featured: Race Directional Arrows
- Logo Featured: Finish Line Banner
- Logo Featured: Refreshment Stations
- Logo Featured: Yoga Mats
- Logo Featured: Event Recognition Signage
- Social Media Promotion: Two (2) Tweets, subject to Esri approval, with content to be provided by sponsor, must include #EsriUC event hashtag, 140-character count per Tweet
- Admission for four (4) Runners/Walkers
- Admission for four (4) Yogis

STARTUP ZONE SPONSOR

\$25,000—Limit 1

Showcase your products and services in the epicenter of innovation. This sponsorship package positions you in a high traffic, high energy area—ensuring you attract, engage, and close the deal, securing the ROI you want.

- 2M Kiosk, two (2) stools, One (1) monitor, and 5 amps electricity
- One (1) 30-minute presentation in the Startup Zone theater
- Reserved Meeting table in Startup Zone
- Mini Charging Station Lounge
- ArcUser Ad: Full-Page Color Ad in future edition
- One (1) Full-panel Graphic Sign (artwork provided by Sponsor)
- Logo Featured: Event Website
- Logo Featured: Recognition Signage
- Social Media Promotion: One (1) Tweet, subject to Esri approval, with content to be provided by sponsor, must include #EsriUC event hashtag, 140-character count per Tweet
- Six (6) Full-Conference Registrations: includes Monday plenary, Monday Opening Social, all scheduled sessions and workshops, all beverage breaks, and Thursday Night Party.
- 50-word Corporate Description on the event web page

SUPPORTING SPONSOR (SIG/RUG/SOCIAL)

\$3,750

Attendees love to unwind after a day packed with sessions. And what's better is that they are all in your targeted industry. Support a networking event of your choice and receive shared recognition at one (1) Special Interest Group (SIG) or one (1) Regional Interest Group (RUG) meeting or social. All food and beverage provided by Esri.

- Logo Featured: Recognition Signage at event
- Logo Featured: Esri Email sent to targeted industry attendees
- List of selected event attendees (with full contact information of attendees who opt to have their badge scanned at entry)
- One (1) shared Tweet, content provided by Esri
- 25-word Corporate Description on the event web page



SUPPORT A NETWORKING EVENT

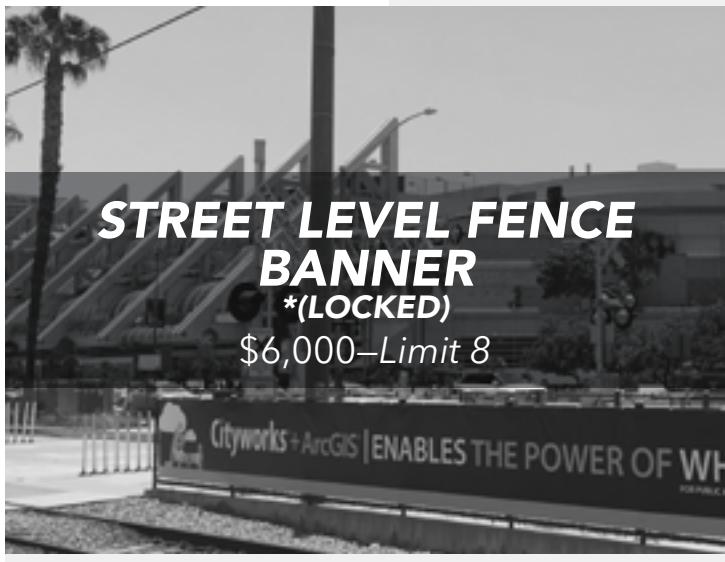
Events listed below
are subject to change.

Event	Estimated Attendees
Airports SIG	30
Agriculture SIG	30
Commercial Social	350
Electric & Gas User Group	250
Emergency Call Taking and Dispatch SIG	100
Emergency Management SIG Meeting	250
Facilities SIG	50
Fire/EMS SIG	75
Forestry & Land Management SIG	50
Health and Human Services Breakfast	110
Highways SIG	100
Imagery SIG	100
Imagery in Electric Transmission SIG	50
Land Records Meetup	100
Law Enforcement SIG	100
Mining SIG	100
Mobile SIG Meeting	100
National Government Social	800
National Security SIG Meeting	140
National Security/Public Safety Social	750
Public Works SIG	75
PUG / MUG Social	375
Rail SIG	30
Science Symposium	400
State & Local Government Social	900
Sustainable World Community Social	250
Transportation Exchange	200
Utilities Social	650
Water Sector Social	350
YPN Evening Social	1000
YPN Welcome Social	200

A LA CARTE MENU

Check out other ways to enhance your presence.

* Opportunities marked **Locked** are only available to partners that are sponsoring or exhibiting on the main showcase floor.



Our mobile app is the primary resource for the Esri UC agenda, and attendees keeping their devices charged with geojuice will be a top priority. This new package provides the opportunity to customize a universal charging station with your organization's brand and messaging.

- One (1) partner-branded charging station. Branding applied to the table surface and sides. (Partner may opt to provide custom full-graphic or logo)
- One (1) Full-panel sign located near the lounge
- 25-word Corporate Description on the event web page

Take your Esri UC presence to the next level - street level. The San Diego Gaslamp Quarter is a go-to area for hungry attendees. Your 50' W x 4' H mesh vinyl banner will be displayed on the trolley barricade fence (between Gaslamp Quarter and the San Diego Convention Center) during the conference 24/7 for more than 18,000+ attendees to view. (Limit 1 purchase per sponsor; art file to be provided by sponsor, subject to Esri approval)

NEW!



LUNCHTIME SESSION
\$2,500

Want to share your best practices, highlight client stories, or help others collaborate to better utilize Esri's GIS technology? We've got the space for you. Esri will publish your one-hour lunchtime session in the UC agenda and provide a meeting space for up to 200 attendees. (Attendee capacity and AV inclusions vary by room, limit 1 purchase per sponsor)

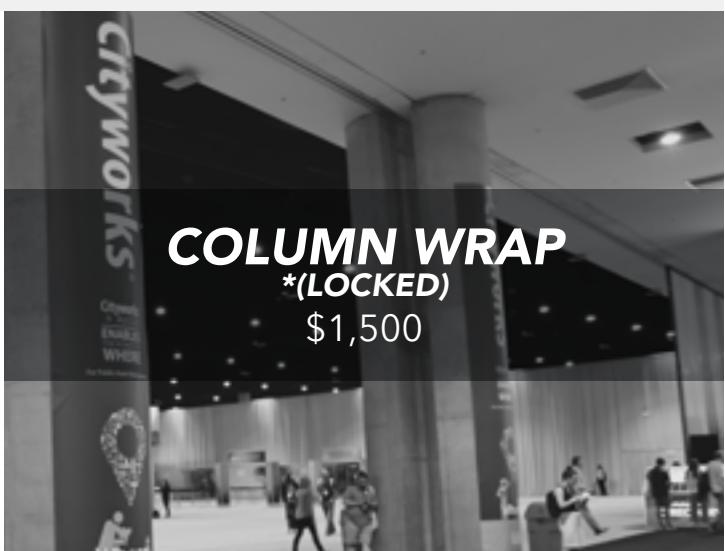


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Esri is offering the added convenience of supplying your booth with exhibitor essentials. This add-on package is ideal for first-time exhibitors, last-minute exhibitors, or those who just wish to place one order for their exhibit space and furnishings. (Note: This package cannot be modified. If you wish to order items not included, we suggest you place your order directly with our show decorator.) This package includes the following:

- Carpet 10'x10' (gray)
- 6' Skirted Table
- Two (2) Chairs
- 5 Amps of Electricity
- One (1) Extension Cord
- One (1) Trash Container



"You Are Here" maps are strategically placed inside the Expo Hall and near Expo entrances. Here's your chance to boost your presence. Your ad will be featured on the side panel of one of our large locator maps. Tell attendees about your product, advertise using a special hashtag, or invite attendees to visit your booth for a special treat. (Esri to design and produce)



GIS SOLUTIONS EXPO CONTACTS

Exhibits and Sponsorships
909-793-2853, ext. 1-2585 or
ext. 1-5281
exhibits@esri.com

Agenda
papers@esri.com

Badge Registration
confregis@esri.com

Meeting Rooms
ucmeetings@esri.com

Housing
uchotelres@esri.com

USER CONFERENCE EXPO LOCATION:

San Diego Convention Center
Halls A-C
111 West Harbor Drive
San Diego, California 92101
USA

USER CONFERENCE EXPO DATES AND HOURS

Set Up	Sunday	July 08, 2018	8:00 AM	6:00 PM
Set Up	Monday	July 09, 2018	8:00 AM	6:00 PM
Expo Open	Tuesday	July 10, 2018	9:00 AM	6:00 PM
Expo Open	Wednesday	July 11, 2018	9:00 AM	6:00 PM
Expo Open	Thursday	July 12, 2018	9:00 AM	1:30 PM
Dismantle	Thursday	July 12, 2018	1:30 PM	5:00 PM

Sponsor and exhibitor opportunities are available only to members of the Esri Partner Network.

All sponsor and exhibitor applications must be accompanied with an online credit card payment (Visa, MasterCard, Discover, or American Express).

Sponsor perks may be limited and are secured by a first come, first secured method. Sponsor deliverables are due no later than April 29, 2018.

All booths are raw space. NOTE: This venue is not carpeted. It is a requirement at Esri events to have approved flooring in your booth.

Complimentary Wi-Fi is available throughout the Expo Hall but is intended for light usage. Esri does not guarantee reception or performance. Additional Internet options are available in the exhibitor manual.

Esri User Conference Registrations are exclusively for licensed Esri users and sponsor/exhibitor company employees. Registrations may not be transferred to anyone else, including, but not limited to contractors, consultants, family members, partners, or non-licensed clients, or other Esri clients or partners without the express written consent from Esri. This provision is intended to be interpreted in its broadest sense and will be strictly enforced.