ESRI USER CONFERENCE

SPONSOR AND EXHIBITOR OPPORTUNITIES

Welcome to the 2025 Esri User Conference - we are happy you are here! Our partner network is a large part of the success we have every year for our annual user event where thousands of GIS experts gather to learn, network, and share.

Exhibitors and sponsors have had great experiences in the past and we are looking forward to another strong year. This year, we heard a lot of the value feedback provided and made some changes to better your experience.

- Shorter Expo hours to allow you to meet with your teams and attend dinners and socials
- More training for exhibitors and sponsors with three scheduled webinars
- More opportunities for branding and lead generation

We hope these changes will benefit everyone involved and we look forward to seeing all our partners in San Diego!

If you have any questions, please reach out to us at exhibits@esri.com.

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WHO ATTENDS UC?

Who attends UC is just as important as the price points. It's important attendees meet your needs for who the ideal attendee and lead is.

These demographics are from our 2024 Esri User Conference. This information is self reported by the registrants during the registration application period.

INDUSTRY

15%	GIS
10%	Education
8%	Information Technology
6%	Architecture, Engineering & Construction
5%	Electric & Gas
5%	Defense
5%	Public Safety
4%	Water, Wastewater & Stormwater
4%	Community Development
3%	Environmental Management
2%	Public Works
2%	Land Records
2%	Health & Human Services
2%	Petroleum
2%	Map, Chart & Data Production
2%	Telco
1%	Conservation
1%	Agriculture
1%	Retail
1%	Real Estate
1%	Highways & Roads
1%	Public Administration & Policy
1%	Intelligence
1%	Financial Services
1%	Individual
1%	Water Resources
1%	Manufacturing
1%	Forestry
1%	Mining
1%	Aviation
1%	Foundations & Associations
1%	Homeland Security
1%	Insurance
1%	Research Organizations

MANAGEMENT LEVEL

56%	Non-Manager
21%	Manager
7%	Director
7%	VP-Level
5%	Other
4%	Student

45% first time attendees

LEADS

Quality leads are the reason most organizations join us at UC. Our attendees are dedicated GIS users and are a great targeted audience for your products or services.

Please note that Esri does not provide the attendee list to anyone. This is for the privacy of our attendees. However, there are some ways to earn leads based on your participation. These include sponsoring events such as socials and meetings, presenting at the event, or one of our specialty sponsorship opportunities. Below is some information on leads and how to participate to earn more

788

Highest number of leads in one day by single exhibitor.

Tuesday

Day of UC with the most scans received by exhibitors.

9:00 am - 11:00 am

Time of the day with the most scans received by exhibitors

34,800+

Total leads by all exhibitors

LEADS IN 2025

For this year's UC, here are some ideas for leads and how many we estimate you can receive from them. These numbers are based on 2024 counts.

Item	Estimated leads
Single SIG Meeting Sponsorship	50-200+
Lightning Talk Presentation	50+
Lunchtime Meeting/Session	100-200+
Partner Presentation	50+
Single Social Sponsorship	100-1000+
Health and Wellness Sponsor	500+
Professional Head Shot Sponsor	1,000 - 3,000+
Partner Presentation Theater Sponsor	3,000+

AGENDA AT A GLANCE

Below is the agenda at a glance for this year's event. Please be sure to check the agenda page for more information in Spring when the detailed agenda goes live.

Agenda is subject to change.

Monday, July 14

8:30 a.m. – 10:30 a.m.
Esri UC Plenary Session

11:00 a.m. – 12:30 p.m.
Esri UC Plenary Session

2:00 p.m. – 3:30 p.m.
Esri UC Plenary Session

3:30 p.m. – 5:00 p.m.
Academic Fair

4:00 p.m. – 6:00 p.m.
Map Gallery Reception

5:00 p.m. – 6:30 p.m.
Lightning Talks

Tuesday, July 15

7:00 a.m. – 8:00 a.m.
Special Interest Group Meetings

8:00 a.m. – 6:00 p.m.
Map Lounge

8:30 a.m. – 5:00 p.m.
Technical Sessions and User Presentations

9:00 a.m. – 5:00 p.m.
Expo

11:30 a.m. – 12:30 p.m.
Special Interest Group Meetings

Wednesday, July 16

7:00 a.m. – 8:00 a.m.
Special Interest Group Meetings

8:00 a.m. – 6:00 p.m.
Map Lounge

8:30 a.m. – 5:00 p.m.
Technical Sessions and User Presentations

9:00 a.m. – 5:00 p.m.
Expo

11:30 a.m. – 12:30 p.m.
Special Interest Group Meetings

3:30 p.m. – 5:30 p.m.
Esri Awards Ceremony

Thursday, July 17

7:00 a.m. – 8:00 a.m.
Special Interest Group Meetings

8:00 a.m. – 5:00 p.m.
Map Lounge

8:30 a.m. – 5:00 p.m.
Technical Sessions and User Presentations

9:00 a.m. – 2:30 p.m.
Expo

11:30 a.m. – 12:30 p.m.
Special Interest Group Meetings

5:30 p.m. – 10:00 p.m.
Thursday Night Party

Friday, July 18

9:00 a.m. – 10:00 a.m.
Technical Sessions

10:30 a.m. – 12:00 p.m.
Closing Session

IMPORTANT CONFERENCE INFORMATION

The following sections are important information for this year's event. Please read carefully as some of these items require action from all sponsors and exhibitors.

Certificate of Insurance

Each exhibitor on the Expo floor is required to submit a Certificate of Insurance (COI). This document should be provided by your insurance company and must list Esri as the certificate holder/additional insured. You may also purchase coverage for this event through Esri for $100 on the order form if you are unable to obtain the required insurance.

Policies must have a minimum $1,000,000 USD amount of general liability coverage. Failure to provide this document by the stated deadline in the Exhibitor Portal may result in your application being declined or approval being rescinded. Any expenses paid to vendors on behalf the exhibitor up to this date are the sole responsibility of the exhibitor.

Please review the COI Requirement example here.

Expo Hours

New this year, we heard your feedback and are reducing Expo hours. Each day, we are closing one hour earlier than before and on Thursday, we are closing one hour and a half earlier.

Please note the expo hours and dates and plan your participation accordingly. Exhibitors who leave or abandon their booth before the stated dates or time, may not be invited back the following year to exhibit.

Exhibitor move in	Sunday, July 13	8:00 a.m. - 6:00 p.m. (PT)
Exhibitor move in	Monday, July 14	8:00 a.m. - 6:00 p.m. (PT)
Exhibitor move in	Tuesday, July 15	8:00 a.m. - 9:00 a.m. (PT)
Expo open	Tuesday, July 15	9:00 a.m. - 5:00 p.m. (PT)
Expo open	Wednesday, July 16	9:00 a.m. - 5:00 p.m. (PT)
Family Night	Wednesday, July 16	3:00 p.m. - 5:00 p.m. (PT)
Expo open	Thursday, July 17	9:00 a.m. - 2:30 p.m. (PT)
Exhibitor tear down	Thursday, July 17	2:30 p.m. - 7:00 p.m. (PT)

Terms and Conditions

Applicants are required to agree to Esri's terms and conditions at the time of application.

Should you choose to select "Delayed Signature," your application may be placed on hold until Esri receives a signed terms and agreement document, during which time your organization will not be entitled to any benefits related to your application.

Please review the Esri Exhibit and Sponsor Agreement in its entirety here.

Registration

Based on your valuable feedback, we have updated the registration passes we offer for sponsors and exhibitors. Here are the major changes:

- To avoid confusion, no more Expo only passes. We are only offering full conference passes now for your team.
- Even more complimentary passes for your team to join and help with your organization's budget.
- Sponsors are alloted more passes than ever before.
- Additional discounted passes for extra staff or attendees

	Full conference passes total
Invite only exhibitors	2
Exhibitors	5
Bronze Sponsor	13
Silver Sponsor	15
Gold Sponsor	20
Platinum Sponsor	25

BOOTH PRICING

Depending on your location on the show floor, your booth space fee will vary.

If you are in a space designated as "Turnkey required" the booth fee is lower, but you are required to purchase a turnkey structure to complete your order. If you are in a "Standard" or "Select" location, you are welcome to bring your own booth setup or purchase a turnkey structure.

If you wish to merge two or more spaces, you are charged the price of each booth. If you purchase a turnkey booth space and a standard booth space, this now becomes a 10'x20' turnkey required booth space and a 10'x20' turnkey structure is required.

Booths can be combined in any location on the floor and you will be charged the total of all booth fees included. Booth combinations can only go in the vertical direction.

Color Coding and Prices

20'x20' Aisle Space | $43,600

This 20'x20' space in the main aisle allows your team to front and center at the Expo. These spaces can be combined to form larger spaces.

Standard Booth Space | $10,100

These 10'x10' booth spaces are great spots on the floor but are often in line with other booths. If you like having neighbors, this is a great way to save money. This space can be combined to form larger spaces.

Select Booth Space | $11,500

These 10'x10' booth spaces are across from Esri Showcase areas and are high traffic locations because of this. This space can be combined to form larger spaces.

Turnkey Required Spaces | $6,300

These 10'x10' spaces are in great spots along the main aisles and have high foot traffic. This space can be combined to form larger spaces. These spaces require the addition of a turnkey structure for this space.

Federal Agency Booth Space | $2,250

These 10'x10' booths are specially priced and located for federal agencies who want a bigger space outside of the kiosks offering.

EXHIBITOR BUNDLES

There truly isn't a bad space on the UC Expo floor! This year we added even more space to accommodate all partners who want to join us on the floor in Hall D near the Demo Theaters.

There are two types of bundles for the UC Expo to choose from. The raw booth space is anything but raw. This bundle includes booth space, electricity, nightly vacuuming, trash collection, carpet (gray), conference passes and a lead retrieval unit.

The turnkey required spaces are usually those facing the main aisles or the Esri showcase areas. These booths include everything the raw booth space has, but does also require the purchase of a turnkey structure as well for an additional fee.

Raw Booth Space (Standard, Select Booths)

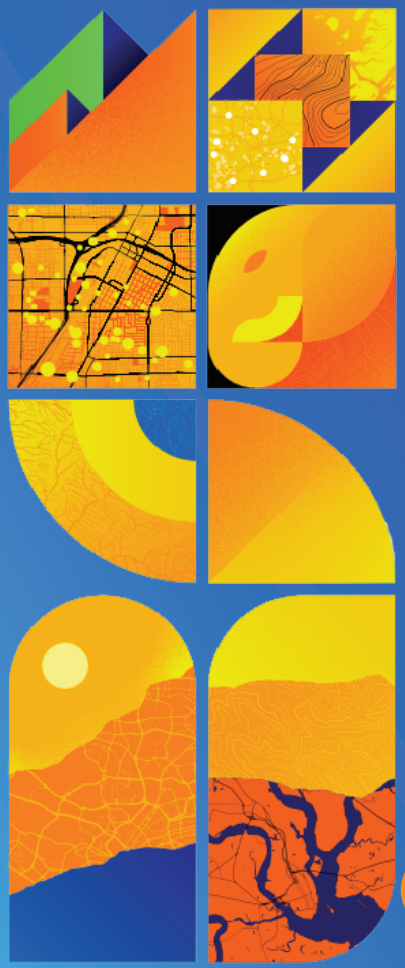
- Logo and corporate description on the event website and mobile app
- 10'x10' booth space
- UC promotional media kit
- Nightly vacuuming and trash collection
- 10'x10' carpet (gray)
- 10 amps electricity (per 10x10)
- Five (5) full conference registrations (per organization, not space)
- Special registration rate for additional passes
- (1) Lead retrieval unit (per organization - a $495 value)

Turnkey Required Space

- Logo and corporate description on the event website and mobile app
- 10'x10' booth space
- UC promotional media kit
- Nightly vacuuming and trash collection
- 10'x10' carpet (gray)
- Electricity (dependent on turnkey)
- Five (5) full conference registrations (per organization, not space)
- Special registration rate for additional passes
- (1) Lead retrieval unit (per organization, a $495 value)

A LA CARTE MENU

Add these menu items to customize your presence. These options are open for exhibitors and sponsors.



Half Meter Board Ad

$930 | limited (4) | one per organization

Capture attendee attention and increase impressions with your custom graphic. These standing graphic boards will be placed in high-traffic areas around the Expo hall or convention center.

LOW QTY

Full Meter Board Ad

$1,790 | limited (4) | one per organization

Capture attendee attention and increase impressions with your custom graphic. These standing graphic boards will be placed in high-traffic areas around the Expo hall or convention center.

SOLD OUT

Digital Poster Ad

$1,890 | limited (3) | one per organization

Display your organization's ad and QR code to all passing attendees with a digital poster outside the Expo entrance. Whether you feature a video or still image, you're sure to get plenty of eyes on your content. This is in rotation with Esri information and sponsor content.

Single SIG Meeting Sponsorship

$2,310 each meeting

Sponsor one of the special interest group meetings at UC. Your logo will be featured at the meeting on a meter board for recognition. This opportunity includes all opted-in contact information for those who attend the meeting after the event. **This does not include any speaking opportunities.**

Email Highlight (small)

$3,150 | limited (4)

Get noticed by all registered UC attendees. Your organization's logo and a URL of your choosing will be featured in an event promotion email sent to conference registrants.

LOW QTY

Lightning Talk (5 min.)

$3,150 | limited

This 5-minute talk is the ideal length to showcase your organization. Your session will take place in the Partner Presentation Theater on the Expo floor as part of a collection of Lightning Talks. You will receive a list of scanned attendees who went to your session after the event.

Lobby G Video Wall

$3,360 | limited (3)

Located in front of the Plenary Session hall, this digital sign will feature your custom ad video or still image in rotation with Esri information and other sponsor content. Videos rotate during conference hours and average 30–50 views per day.

Lobby F Video Wall

$3,360 | limited (3)

Located in front of the Plenary Session hall, this digital sign will feature your custom ad video or still image in rotation with Esri information and other sponsor content. Videos rotate during conference hours and average 30–50 views per day.

LOW QTY

Essential Furnishing Bundle

$3,890

Skip the show catalog, which can be overwhelming, and get the basics. This offering includes the essentials in one easy bundle: one 6′ skirted table, two chairs, one 43″ monitor, a monitor stand, and a trash bin.

Lunchtime Meeting Space

$3,890 | limited

Host your own public/private meeting or session in one of our session rooms. All rooms will have theater seating, a projector, and A/V setup to use for one hour. Rooms can seat 100 – 200 guests. Lunch for your attendees can be purchased at an additional fee.

Lobby B Video Wall

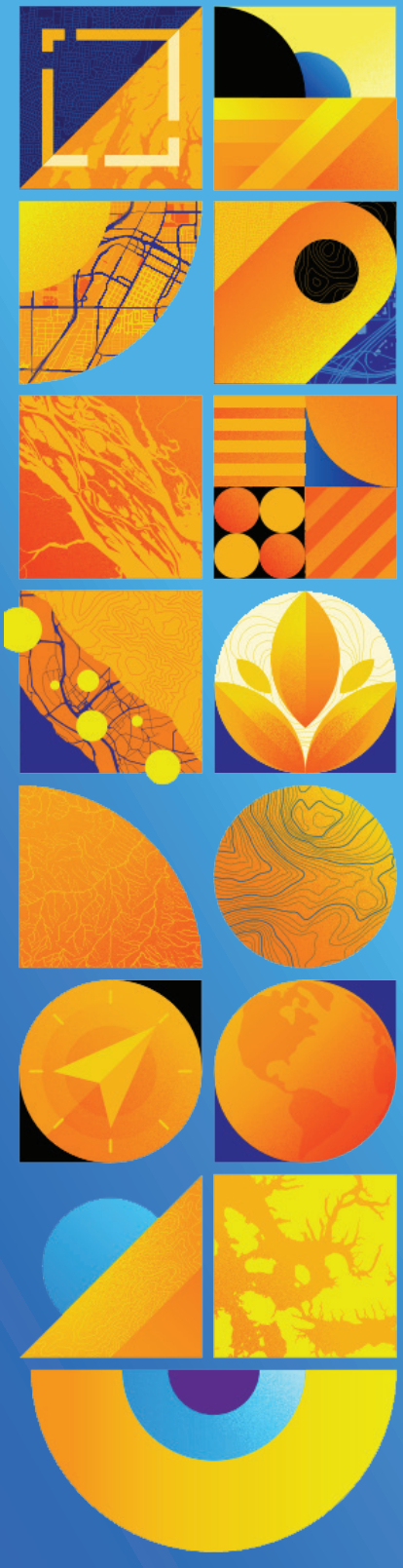
$5,360 | limited (3)

Located near the Expo Hall, this sign will feature your custom ad video or still image in rotation with Esri information and other sponsor content. Videos rotate during conference hours and average 30–50 views per day.

Lobby E Video Wall

$5,360 | limited (3)

Located near Registration and the Esri Merch Store, this sign will feature your custom ad video or still image in rotation with Esri information and other sponsor content. Videos rotate during conference hours and average 30–50 views per day.



Press Bundle

$6,410 | limited | one per organization

This item includes media list delivered at multiple times prior to UC, logo in media hub graphics, invitation to media only events.

This is the only option to receive the press list for the event.

Email Feature (large)

$6,930 | limited (4) | one per organization

Highlight your organization and promote your presence in our email campaign. We'll include your logo with a URL and a short message alongside UC content or activity announcements. This email will be sent to all registered attendees.

SOLD OUT

Hall B (Expo Hall) Marquee Ad

$7,350 | limited (3)

Located at the entrance of the Expo, this digital sign greeting attendees will feature your custom ad video or still image in rotation with Esri information and other sponsor content. Videos rotate during conference hours and average 30–50 views per day.

Partner Presentation (30 min.)

$7,670 | limited

Secure your spot on our agenda and position your organization as an industry leader. Share your expertise in this 30-minute live presentation in the Partner Presentation Theater in the Expo. After the event, we will send you the list of opted in attendees who attended your ntation after the event.

LOW QTY

Partner Presentation (45 min.)

$9,240 | limited

Have a more in-depth topic you want to present? Share your expertise in this 45-minute live presentation in the Partner Presentation Theater in the Expo. You will receive a list of scanned attendees who went to your session after the event.

LOW QTY

Shared Social Sponsor

$9,240 each social

This item allows you to sponsor one of our socials and includes the contact list of opted-in guests at one scanned social, after the event. Recognition is shared among social sponsors.

This does not include any speaking opportunities.

Convention Center Charging Station

$15,230 | exclusive

Promote your organization with graphics at three charging stations on the lower level of the SDCC. Capture attendee attention and interest as they charge their devices and entice them to meet your team at the Expo. Be sure to add a QR code so attendees can stay in touch.

SOLD OUT

Selfie Station

$15,860 | limited (2)

How do attendees share that they attended UC? A selfie of course! Your custom graphic wall will be placed in a high traffic area of the SDCC where attendees can snap a photo and share it on their feeds. Be sure to include a fun hashtag, QR code, and image so attendees promote your organization to others.

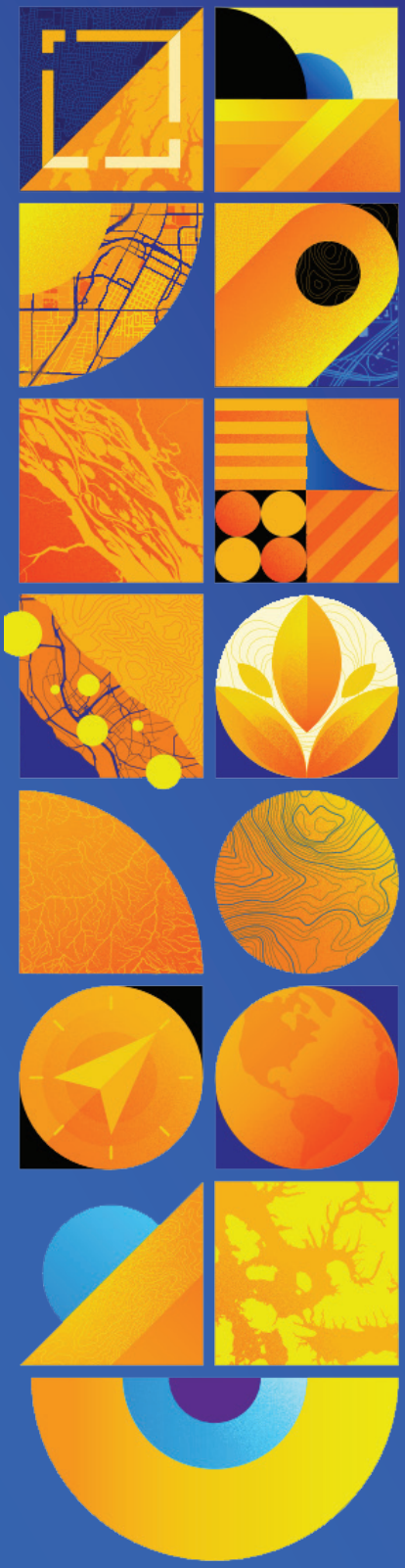
LOW QTY

Video Service at UC

$3,000 | limited

Working with our videographer, they will film you and your team at UC in your booth and compile for a 2-3 minute video to use in your marketing. This also will include b-roll footage, logos and interviews.

NEW!



TURNKEY STRUCTURES

If you selected a "turnkey required" space on the show floor, you are required to add a turnkey structure to your order. These turnkeys come with the items listed below and are an easy way to exhibit at UC.

While they are required for the turnkey spaces, anyone can add these structures to your order. Turnkey structures make exhibiting easy!

Grid 100 (10' x 10') | $7,300

- One (1) 10'x10' turnkey booth space & graphics
- Two (2) 2'dw x 42"h x 76"d built in desk with interior storage and graphic panels
- Two (2) arm lights
- One (1) 55" mounted monitor
- 10'x10' gray carpet
- Two (2) Limerick stools
- One (1) wastebasket
- Electrical for arm lights & monitors
- Nightly vacuuming & trash removal

Elevation 100 (10' x 10') | $6,700

- One (1) 10'x10' turnkey booth space & graphics
- One (1) cabinet & front graphic
- Two (2) arm lights
- One (1) 55" mounted monitor
- 10'x10' gray carpet
- Two (2) Limerick stools
- One (1) wastebasket
- Electrical for arm lights & monitors
- Nightly vacuuming & trash removal

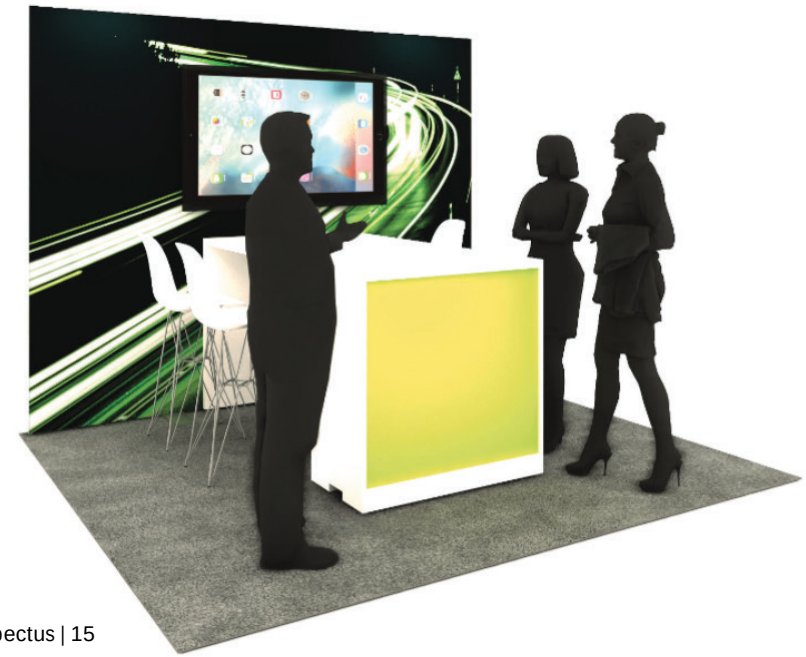
Countour 100 (10′ x 10′) | $7,400

- One (1) 10′x10′ turnkey booth space & graphics
- One (1) cabinet & front graphic
- Three (3) arm lights
- 10′x10′ gray carpet
- Two (2) Limerick stools
- One (1) wastebasket
- Electrical for arm lights
- Nightly vacuuming & trash removal

Note: This model **does not** include any monitors. Monitors are not permitted to be added in 2025 unless ordered separately and on a stand.

Legend 100 (10′ x 10′) | $7,600

- One (1) 10 ‘x10′ turnkey booth space & graphics
- One (1) cabinet & front graphic
- One (1) 55″ mounted monitor
- 10′x10′ gray carpet
- Two (2) Limerick stools
- One (1) wastebasket
- Electrical for monitors & arm lights
- Nightly vacuuming & trash removal



Legend 200 (10’ x 20’) | $12,700

- One (1) 10’x20’ turnkey booth space & graphics
- One (1) cabinet & front graphic
- One (1) 55” mounted monitor
- 10’x20’ gray carpet
- Two (2) Limerick stools
- One (1) wastebasket
- Electrical for monitors & arm lights
- Nightly vacuuming & trash removal

Grid 200 (10’ x 20’) | $13,800

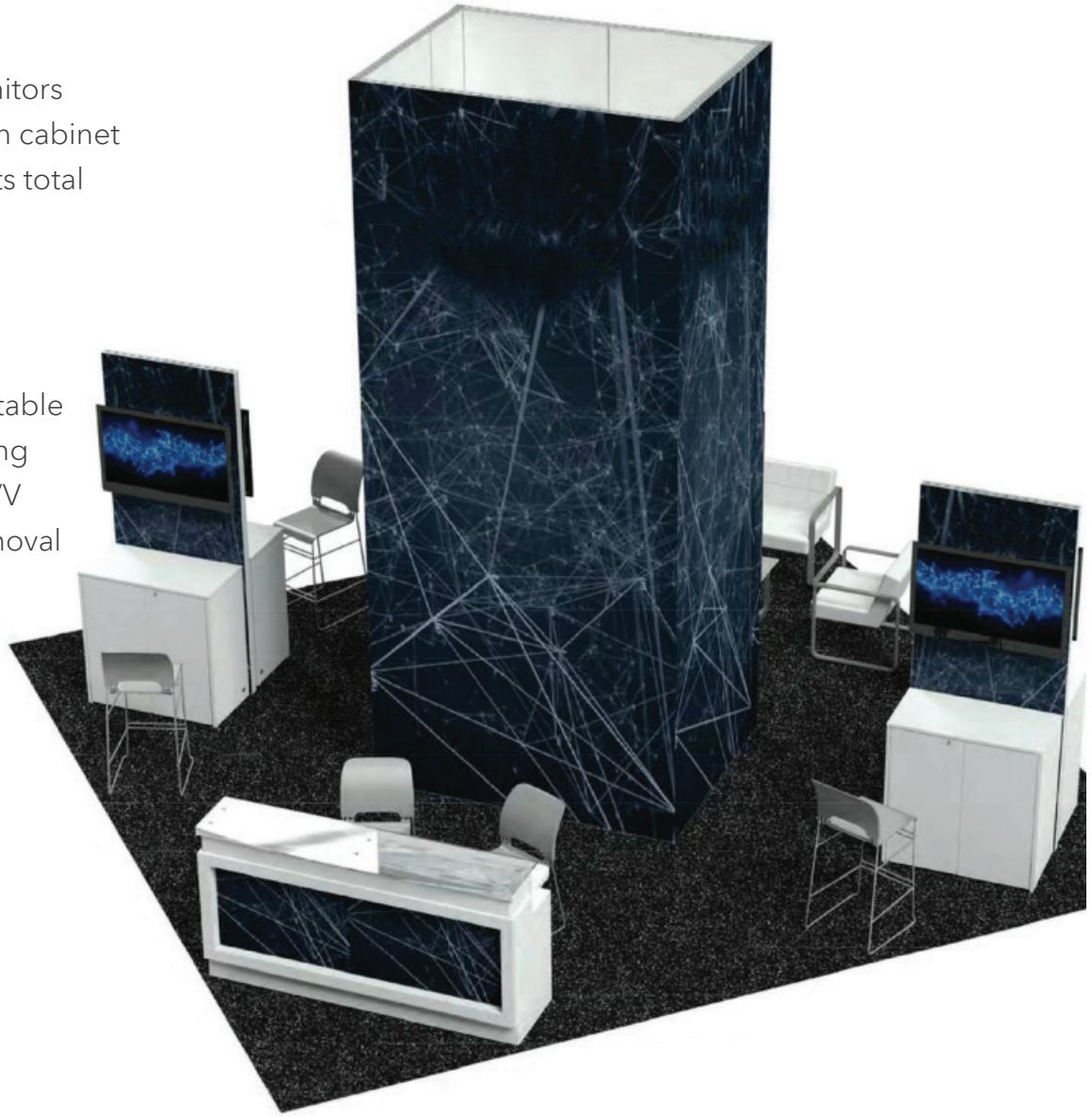
- One (1) 10’x20’ turnkey booth space & graphics
- Two (2) cabinets & front graphic
- Two (2) 55” mounted monitors
- Four (4) arm lights
- 10’x20’ gray carpet.
- Two (2) Limerick stools
- One (1) wastebasket
- Electrical for monitors & arm lights
- Nightly vacuuming & trash removal

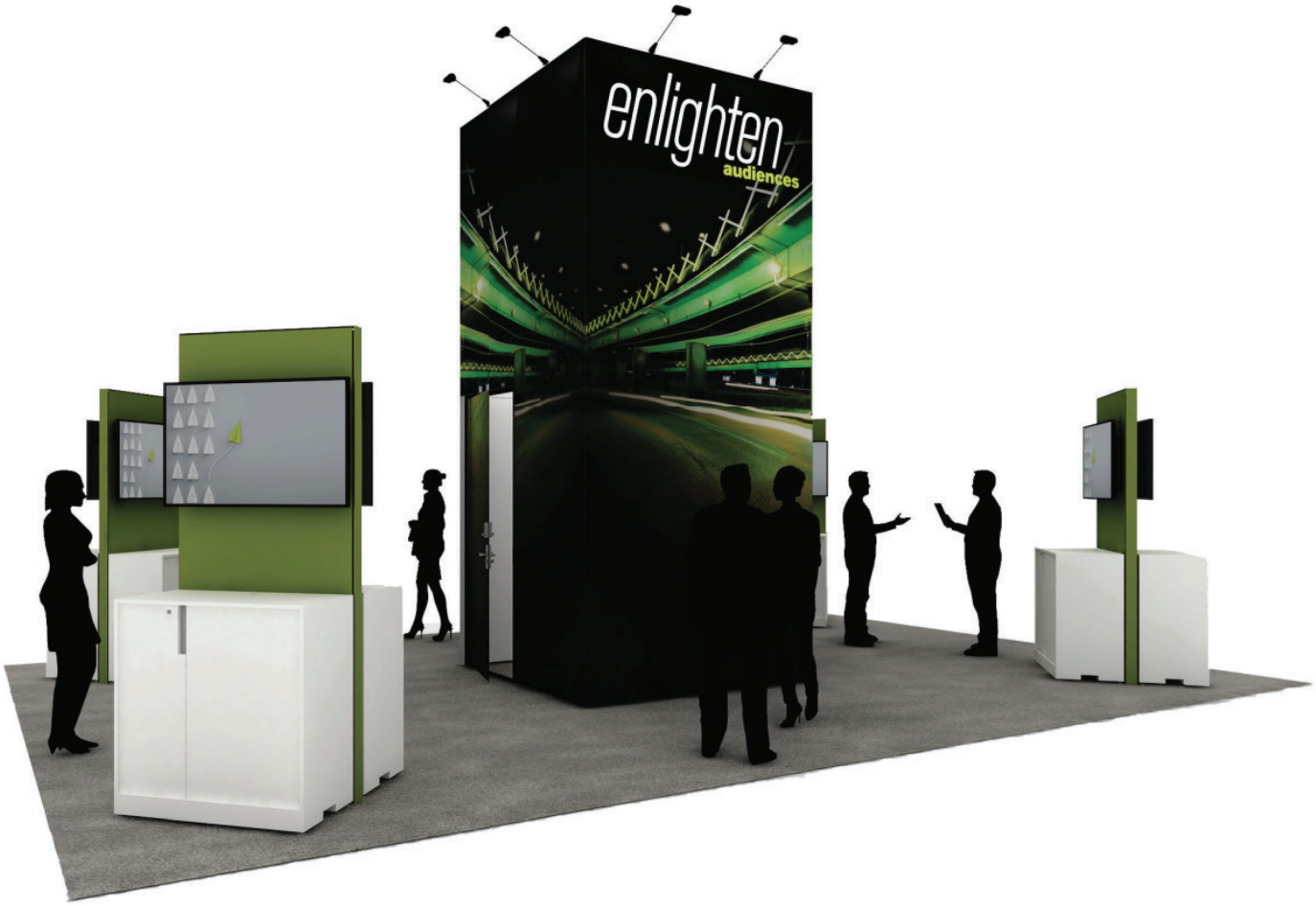
Latitude 400 (20’ x 20’) | $37,000

- 16’h Modular tower structure with large mural fabric graphic and 10’w x 10’d storage closet with locking door
- Eight (8) cabinet with interior storage, and locking door
- Twelve (12) arm lights
- Eight (8) 43” mounted monitors
- 20’x20’ gray carpet
- One (1) wastebasket
- Electrical for arm lights & monitors
- Nightly vacuuming & trash removal

GIS 400 (20’ x 20’) | $34,000

- One (1) small theatre space with graphics
- One (1) 2m smart counter with insert graphic
- Five (5) mounted monitors:
  - (1) 55" monitor (4) 43" monitors
- Two (2) 1m DS demo kiosk with cabinet and fabric graphic - (4) cabinets total
- Four (4) Limerick stools
- Two (2) Limerick chairs
- Two (2) Fairfax chairs
- One (1) Fairfax sofa
- One (1) Sydney white cocktail table
- 20’x20’ gray carpet and padding
- Three (3) 10 amp outlets for A/V
- Nightly vacuuming & trash removal





Grid 600 (30’ x 20’) | $58,000

- 16’h X 7’W modular tower structure with large mural fabric graphic and 6’w x 6’d storage closet with locking door
- Four (4) 8’H freestanding kiosks with (2) 39”w x 19.5”d x 41”h cabinets with interior storage, locking doors
- Eight (8) arm lights
- Eight (8) 43” mounted monitors
- (4) Limerick stools
- 20’x30’ gray carpet
- One (1) wastebasket
- Electrical for arm lights & monitors
- Nightly vacuuming & trash removal

SPONSORSHIP OPPORTUNITIES

Want more recognition at UC? Is your team releasing new products and you want to wow attendees? Sponsorship allows your team to get your brand in front of thousands of GIS experts.

To be recognized as a conference sponsor, two requirements must be met.

1. The sponsorship bundle must be added to your order.
2. Depending on what recognition level you want to achieve, you will need to add items to your order to meet your minimum total.

Sponsorship Bundle (REQUIRED) - $16,500

Platinum Sponsor
minimum $170,000

Complimentary inclusions:
- Inclusion in Expo promotion video
- Press bundle
- 30 min. presentation in Partner Theater
- Marquee E digital signage ad

Gold Sponsor
minimum $126,500

Complimentary inclusions:
- Inclusion in Expo promotion video
- Press bundle
- Digital poster ad

Silver Sponsor
minimum $99,000

Bronze Sponsor
minimum $49,500

	Platinum	Gold	Silver	Bronze
Corporate description on event website and mobile app	✓	✓	✓	✓
Complimentary lead retrieval unit ($495 value each)	2	2	1	
Additional complimentary full conference passes	20	15	10	8
Early access to 2026 Esri UC floor plan and prices	✓	✓	✓	✓
Early access to 2026 Esri UC group housing block	✓	✓	✓	✓
Custom graphic mural ad	✓	✓	✓	✓
Logo feature: Email to registered attendees	✓	✓	✓	✓
Logo feature: Event web page	✓	✓	✓	✓
Logo feature: Mobile app	✓	✓	✓	✓
Logo feature: Recognition signage	✓	✓	✓	✓
Logo feature: Digital signage	✓	✓	✓	✓
Logo banner in Expo ***NEW***	✓	✓	✓	
Logo feature: 2026 UC prospectus	✓	✓	✓	✓
Digital media kit: Includes sponsor-level conference logo, sponsor-level social media templates, etc	✓	✓	✓	✓
Expo floor sticker denoting sponsor level	✓	✓	✓	✓
Social media recognition	✓	✓	✓	✓
Guest party passes	4	3	2	1

Logo on Aisle Banner Dangler

$2,310 | limited

Highlight your organization on our aisle banners displayed above the Expo hall with your logo and your booth number. Set of 2 danglers included.

Mobile App Banner Ad

$5,040 | limited

Feature your organization's ad in the event's mobile app. This ad will rotate on various areas of the mobile app and link to your organization's entry in the app.

Lobby C Video Wall

$5,780 | limited (3)

Located in front of the Expo hall, this digital sign will feature your custom ad video or still image in rotation with Esri information and other sponsor content. Videos rotate through conference hours and average 30-50 views per day.

Lobby D Video Wall

$5,780 | limited (3)

Located in front registration entrance, this digital sign will feature your custom ad video or still image in rotation with Esri information and other sponsor content. Videos rotate through conference hours and average 30-50 views per day.

Custom Branded Meeting Room

$8,930 | limited

This private meeting room on the Expo floor includes one table, six chairs, 5 amps of power, a custom wall panel on the outside of the structure and allows for private meeting for your team.

This meeting space is open for meetings during open Expo hours only.

Street Level Fence Banner

$9,560 | limited

Prominently display your colorful graphic ad to attendees and all those in the Gaslamp District outside the San Diego Convention Center doors. This graphic is displayed along the train barricades in the Gaslamp.

SPONSOR A LA CARTE MENU

Add these menu items to customize your presence. These options are open to sponsors only.

Marquee Digital Ad (Hall E)

$10,080 | limited (3)

Located in front of the registration hall, this large, breathtaking, digital sign will feature your custom ad video or still image in rotation with Esri information and other sponsor content. Videos rotate through conference hours and average 30-50 views per day.

Lobby Six Digital Ad

$10,080 | limited (3)

Located above Ballroom 6 and highly attended technical workshops, this marquee digital sign will feature your custom ad video or still image in rotation with Esri information and other sponsor content. Videos rotate through conference hours and average 30-50 views per day.

Charging Station Lounge

$10,820 | limited (2)

Customize a universal charging station with your organization's brand and messaging for attendees to read while they recharge their devices. This setup will be placed in the Expo Hall or Registration Hall.

SOLD OUT

Email Banner and Feature (XL)

$10,820 | limited (2)

Have something you want to promote to registered attendees? This email component will contain a custom banner linked to your website and an approved custom message. You will be the only partner featured on the email.

SOLD OUT

Gaslamp District Kiosk Posters

$10,820 | limited (3)

These standing display cases face all areas between the Gaslamp District and convention center and are sure to grab the attention of all coming to UC as well as many others walking in the area.

LOW QTY

Hydration Stations Sponsor

$11,550 | limited (3)

Walking around the San Diego Convention Center during UC will require plenty of water to stay hydrated. Your custom graphic ad will be above refill stations around the convention center where attendees can refill their UC water bottles.

Rest and Recharge Zone

$13,970 | limited

Help attendees recharge themselves and their devices with this charging area featuring powered furniture, a relaxing environment, and your branding and messaging on a printed meter board sign for your message in the zone.

Hydration Station Sponsor

$11,550 | limited

Walking around the San Diego Convention Center will require plenty of water to stay hydrated. Your custom graphic ad will be above refill stations around the convention center.

Conference Button

$17,330 | limited

Attendees love the hunt of the buttons at UC each year and you can be part of the fun. We will produce your button with your design and include them in an area for all attendees to take home. Qty 8,000.

SOLD OUT

Conference Sticker

$17,330 | limited

Submit your graphic and be part of the sticker fun at UC. We will produce your stickers with your design and include them in an area for all attendees to take home. Qty 8,000.

SOLD OUT

ADDITIONAL OPPORTUNITIES

These special opportunities are for those who are not interested in exhibiting but want to still play a large role at UC. These packages can be purchased individually or part of your larger order. These are often the options that collect the most amount of leads too!

Professional Headshot Sponsor

$12,000 | limited (2)

UC allows for a great opportunity for attendees at all levels of their career to get their profile photo taken.

This opportunity includes recognition at the photo station, digital poster ad and the opted in contacts list for all who has their photo taken - could be hundreds or thousands!

Health and Wellness Sponsor

$16,500 | limited (3)

This sponsorship includes recognition signage at the 5k and yoga sessions as well as general recognition signage including your logo on the yoga mats. This also includes a mobile app banner ad, push notification inclusion, recognition on the event website and opted in contact list of the 5k and yoga participants.

Family Night Sponsor

$16,500 | limited (4)

This sponsorship provides all attendees and family to attend the UC Expo Family Night snacks and refreshments while getting your brand in front of everyone. This includes recognition signage, a push notification inclusion, and recognition on the event web-site.

Deluxe Digital Signage Package

$33,000 | limited (4)

This bundle includes Hall E marquee and video wall, Lobby B video wall and marquee, Lobby F and G video walls and a digital poster. These screens will also include Esri information and other sponsor content.

Partner Presentation Sponsor

$44,000 | exclusive

Our Partner Presentation Theater on the Expo floor hosts a number of presentations by this year's sponsors and exhibitors. This opportunity includes (2) 30 minute presentations, recognition signage on the theater design and around the event and the opted in attendee list for all presentations in the theater after the event.

Party Sponsorship Opportunities

Brand new this year we are offering sponsorships for our annual Thursday Night Party as it will be at Petco Park, home of the San Diego Padres.

These are unique options that may be once in a lifetime opportunities for you and your team.

Grand Slam | $100,000

This bundle is the largest that allows you to be featured during the UC conference as well as at Petco Park.

- Marquee E sign ad at the convention center
- Recognition on the HD video board at Petco Park
- Recognition on the Gaslamp video wall during party (in rotation with Esri content)
- (10) full meter boards for recognition around the party at Petco Park
- (20) Guest Party Passes
- Reserved tables in the Premier Club for staff (up to 20 seats)
- Floor stickers in the Mercado section
- Custom meter board ads printed and placed in Gallagher Square
- (500) branded beer glasses to be served at the social bars (logo shared with Esri) (Esri will ship any extras to your organization after the event)

10% off this package if you are a UC 2025 Platinum level sponsor.

5% off this package if you are a UC 2025 Gold level sponsor.

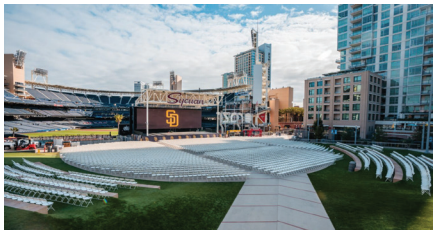
Home Run | $75,000

Not quite a grand slam, but this home run is still out of the park. Allows you to be featured during the UC conference as well as at Petco Park.

- Marquee E sign ad at the convention center
- Recognition on the HD video board at Petco Park
- Recognition on the Gaslamp video wall during party (in rotation with Esri content)
- (5) full meter boards for recognition around the party at Petco Park
- (10) Guest Party Passes
- Reserved tables in the Beach and Pier for staff (up to 15 seats)
- Floor stickers in the Beach and Pier section
- Custom meter board ads placed in Ballast Point Triangle and Western Metal Concourse

Double | $50,000

This bundle allows your brand to be seen along with lots of perks during the UC conference as well as at Petco Park.



- Marquee E sign ad at the convention center
- Recognition on the HD video board at Petco Park
- (5) full meter boards for recognition around the party at Petco Park
- (5) Guest Party Passes
- Reserved tables in the Beach and Pier for staff (up to 15 seats)

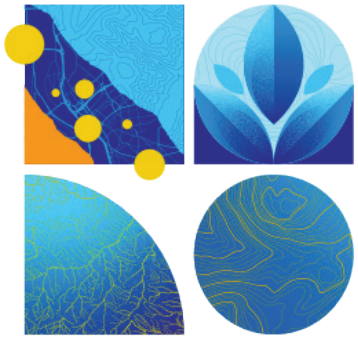
Tee Ball | $40,000

Petco Park updated Gallagher Square with lots of fun for the family. Get your organizations name on the new playgrounds, pickle ball courts and wiffle ball field.

- Vinyl banners around the Gallagher Square Wiffle Ball Field
- Vinyl banners around the pickle ball court and floor stickers at court entry
- Signage at the playground for family activities
- (5) Guest Party Passes
- “Kid cups” (plastic cups) with your branding for those in the playground (1,000 plastic-colored cups with logo)

INVITATION ONLY OPPORTUNITIES

These special packages are for those who are part of smaller partner and user communities in our network. These exhibitor opportunities are in special areas of the Expo floor.



STARTUP ZONE | $3,250

This bundle includes:

- Desk kiosk with mounted monitor and graphics
- (2) Limerick stools
- (2) full conference registration passes
- (1) lead device unit

FEDERAL KIOSK | $1,700

This bundle includes:

- Counter kiosk with mounted monitor and graphics
- (2) Limerick stools
- (2) full conference registration passes
- (1) lead device unit

FEDERAL BOOTH | $2,250

This bundle includes:

- 10'x10' booth space in special area in Expo
- Essential furnishing bundle
- (2) full conference registration passes
- (1) lead device unit

EDUCATION ZONE | $3,000

This bundle includes:

- Tabletop exhibit space
- (1) 6' table with (2) chairs
- (2) Limerick stools
- (2) full conference registration passes
- (1) lead device unit

PUBLIC SAFETY KIOSK | $3,000

This bundle includes:

- Counter kiosk with mounted monitor and graphics
- (2) Limerick stools
- (2) full conference registration passes
- (1) lead device unit

THANK YOU TO OUR 2024 SPONSORS

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MAXAR

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tyler technologies

UDC

VEXCEL DATA PROGRAM

THANK YOU!

We hope you will join us this year in San Diego! If you have any questions, please reach out to us at exhibits@esri.com.