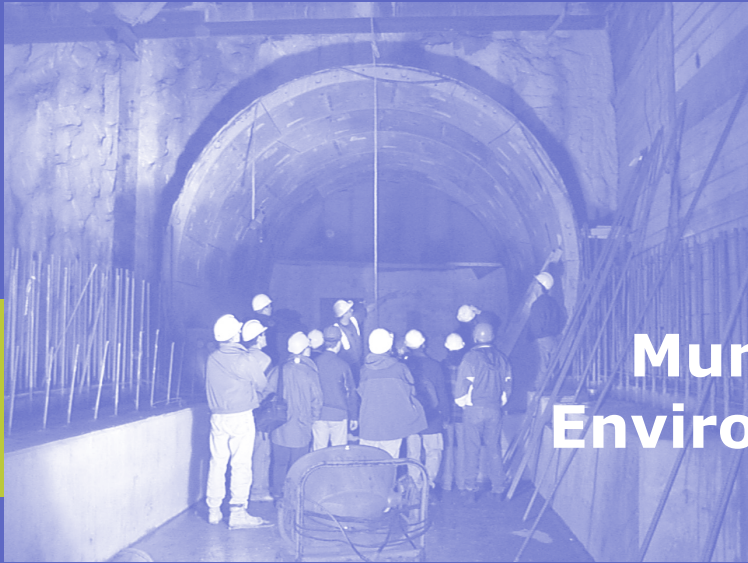




Conseil national  
de recherches Canada

National Research  
Council Canada

# 2001 International Conference on Underground Infrastructure Research



Municipal, Industrial and  
Environmental Applications

## SPONSORSHIP OPPORTUNITIES



# OVERVIEW

The Organizing Committee for the 2001 International Conference on Underground Infrastructure Research – Municipal, Industrial and Environmental Applications – is now offering sponsorship opportunities to a select number of leading organizations in the underground industry. UIR 2001 targets researchers, consultants, owners, environmental and government organizations, municipal leaders, leading manufacturers, and contractors through first-hand observation of the state of underground research activities and participation in the identification of future research needs. History has shown that the evolution of all new technologies is greatly advanced through the publication and distribution of independent research results, industry support and education. To advance and mature the evolution of new underground construction techniques and to make this conference a success, we need your support and participation.

## CONFERENCE GOALS

The goals of UIR 2001 are to advance the use of new underground construction techniques by:

- Gathering international researchers, academics and industry leaders in an unbiased environment;
- Sharing research findings and solutions to unique industry problems;
- Increasing awareness of international research activities and problems; and
- Identifying immediate and long-term research needs.

## CONFERENCE FORMAT

The conference will focus on topical issues challenging the industry and will provide participants with timely and practical information for dealing with these challenges. This will be accomplished through: keynote and invited presentations; breakout and panel discussions; the publication of conference proceedings; and opportunities for participants to associate with their peers from around the world and to exchange new ideas, technologies, and knowledge. To-date, abstracts have been received from Japan, France, Germany, United Kingdom, Poland, China, Brazil, Argentina, Canada and USA. A session that extends future research needs identified at the 2000 Vancouver Trenchless Technology Research Colloquium will be held in conjunction with the conference, along with a Rehab Road Show & Technology Exposition, focused on underground infrastructure and related products and services.

## LEVELS OF SPONSORSHIP

Platinum Sponsorship (Banquet)	Cdn \$6,000
Gold Sponsorship (Bags or Shirts)	Cdn \$3,500
Silver Sponsorship (Lunch or Reception)	Cdn \$1,500
Bronze Sponsorship (Breaks)	Cdn \$500
Supporting Organization *	\$0

\* Available only to not-for-profit organizations.

*These levels are suggestions only— if your organization is interested in a more customized option, or if you would like to be a co-sponsor of one of these levels, please contact us at CATT to discuss your involvement.*

## BENEFITS OF SPONSORSHIP

All of the Conference Sponsorship Opportunities include:

- Recognition on the UIR 2001 website (with hyperlink to sponsor's website);
- Appropriate recognition on-site (easel boards, signage) as it relates to each sponsorship option;
- Recognition in delegate packages and media kits under "sponsorship recognition";
- Opportunity to include one promotional product (e.g. pens, magnets, mugs, conference badge cords) in delegate packages and in speaker room gift baskets;
- One set of attendee labels (as of Early Bird registration deadline) for a pre-conference mailing; and
- Acknowledgement during opening and closing plenary sessions.

Note: All sponsors are asked to include a hyperlink to the UIR 2001 website from their websites, as well as arranging for an ongoing Conference notice in their organizations' newsletters/publications.

## PLATINUM SPONSOR BENEFITS

This is a unique opportunity to sponsor the Tuesday Evening Banquet, the most formal function at the conference. The banquet provides the Platinum Sponsor with a high profile as Conference delegates and Trade Show attendees mingle. In addition to the benefits listed under "Benefits of Sponsorship", the Platinum Sponsor will also benefit from the following:

- Inclusion of sponsor logo on the UIR 2001 website home page, as well as on conference materials;
- Inclusion of sponsor logo and 250-word company description with contact information in the UIR 2001 program;
- Opportunity to include promotional literature (one page) in media kits;
- Opportunity to include promotional literature (maximum 25 pages) in delegate packages;
- Opportunity to include logo or promotional product on banquet tables;
- Opportunity to host a draw for giveaways during the banquet;
- Opportunity to provide one banner and one easel sign for display at the banquet;
- Preferred exhibit booth space rate (50% discount on regular booth space rates);
- One set of attendee labels for a post-conference promotional mailing;
- Two complimentary full conference registrations.

## GOLD SPONSOR BENEFITS

This is an opportunity to sponsor the Conference Bags or Shirts. The bags and shirts provide a high level of sponsor visibility, as they will be distributed to delegates at the conference and will continue to be used long after the conference. In addition to the benefits listed under "Benefits of Sponsorship", the Gold Sponsors will also benefit from the following:

- Inclusion of sponsor logo (along with UIR 2001 host logos) on custom bags/shirts;
- Inclusion of sponsor logo and 100-word company description with contact information in the UIR 2001 program;
- Opportunity to include promotional literature (half-page) in media kits;
- Opportunity to include promotional literature (maximum 10 pages) in delegate packages;
- Preferred exhibit booth space rate (25% discount on regular booth space rates);
- One set of attendee labels for a post-conference promotional mailing;
- One complimentary full conference registration.

## SILVER SPONSOR BENEFITS

This is an opportunity to sponsor one of the Lunches or the Sunday Evening Reception†. The reception will provide a unique opportunity for delegates to meet and mingle before the official opening of the Conference on Monday morning. The lunches will be held in the Exhibit Hall, offering maximum exposure to all Conference and Trade Show attendees. In addition to the benefits listed under "Benefits of Sponsorship", the Silver Sponsors will also benefit from the following:

- Inclusion of sponsor logo and 50-word company description with contact information in UIR 2001 program;
- Opportunity to include promotional literature (maximum 5 pages) in delegate packages;
- Opportunity to provide one banner and one easel sign for display at the sponsored lunch buffet/reception;
- Opportunity to host a draw for giveaways at the sponsored lunch/reception;
- Preferred exhibit booth space rate (10% discount on regular booth space rates);
- One set of attendee labels for a post-conference promotional mailing;
- One complimentary full conference registration.

## BRONZE SPONSOR BENEFITS

A Bronze-level sponsorship is an economical way for your organization to gain exposure to delegates while showing your support for the industry by sponsoring one of the Breaks. In addition to the benefits listed under "Benefits of Sponsorship", the Bronze Sponsors will also benefit from the following:

- Inclusion of logo in the UIR 2001 program;
- Opportunity to include promotional literature/brochure (one page) in delegate packages;
- Opportunity to provide easel sign for display at the sponsored break.

## SUPPORTING ORGANIZATIONS

This opportunity is available to not-for-profit organizations only. In addition to the benefits listed under "Benefits of Sponsorship", Supporting Organizations will also benefit from the following:

- Inclusion of logo in the UIR 2001 program;
- Opportunity to include promotional literature (one page) in delegate packages;
- Exhibit space at no charge (size tbd).

† *The addition of a Sponsor Host Bar at the Sunday Reception upgrades Sponsor from Silver to Gold level.*

# SPONSORSHIP PARTICIPATION FORM

*There are a limited number of sponsorship opportunities available — the earlier you secure your sponsorship, the more likely you are to find a sponsorship level that meets your organization's needs. Opportunities are accepted on a first-come, first-served basis. As well, please note that the earlier you secure your sponsorship, the more exposure you can gain over the course of the Conference marketing program. If you do not see a sponsorship opportunity that fits your organization's needs, please contact us to discuss a more tailored option. Please return this form by fax or by mail to the address listed below.*

CATT, Department of Civil Engineering  
University of Waterloo, 200 University Avenue West  
Waterloo, Ontario, Canada N2L 3G1  
Phone: 519.888.4770 Fax: 519.746.6556  
Email: uir2001@sunburn.uwaterloo.ca Web: www.civil.uwaterloo.ca/uir2001

ORGANIZATION NAME: \_\_\_\_\_

CONTACT NAME & TITLE: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEB: \_\_\_\_\_

We are not able to sponsor UIR 2001; however, we would like to receive a Conference registration package.

We would like to be a sponsor of UIR 2001, please phone us to discuss our options.

We would like to be a sponsor of UIR 2001 (please indicate your desired Sponsorship Level):

- |  |          |  |                                  |  |
|--|----------|--|----------------------------------|--|
| <input type="checkbox"/> Platinum Sponsor        | \$6,000  |  |                                  |  |
| <input type="checkbox"/> Gold Sponsor            | \$3,500  | <input type="checkbox"/> Bags                    | <input type="checkbox"/> Shirts  | <input type="checkbox"/> Reception with Host Bar (upgrade) |
| <input type="checkbox"/> Silver Sponsor          | \$1,500  | <input type="checkbox"/> Monday                  | <input type="checkbox"/> Tuesday | <input type="checkbox"/> Reception (with cash bar)         |
| <input type="checkbox"/> Bronze Sponsor          | \$500    | <input type="checkbox"/> Monday                  | <input type="checkbox"/> Tuesday | <input type="checkbox"/> Wednesday                         |
| <input type="checkbox"/> Supporting Organization | \$0      |  |                                  |  |
| <input type="checkbox"/> Co-Sponsor              | \$ _____ | <input type="checkbox"/> Co-sponsorship of _____ |                                  |  |

Please complete your payment information and enclose your payment to secure your sponsorship level:

Please find enclosed a cheque, made payable to "CATT — University of Waterloo".

Please bill our credit card, in the amount of \$ \_\_\_\_\_.

VISA Card Number: \_\_\_\_\_

MasterCard Name on Card: \_\_\_\_\_

AmEx Expiry Date: \_\_\_\_\_

\_\_\_\_\_  
*Authorized Signature*

\_\_\_\_\_  
*Date*

*Please note: All promotional products, literature, signs, banners and all other products and material to be provided by sponsors are subject to UIR 2001 approval and prior arrangements must be made by the sponsor to obtain UIR 2001 approval in advance of the Conference. Organizations will be contacted upon receipt of this Sponsorship Participation form.*