



DAMAGE PREVENTION

Conference & Expo     

SPONSORSHIP & VENDOR OPPORTUNITIES

October 28, 2026 Niagara Falls Convention Center | Niagara Falls, NY 14303

**20
26**



UDIG·NY

SAFE DIGGING STARTS HERE





CONFERENCE INFORMATION

Event Date: Wednesday, October 28, 2026

Event Location:
Niagara Falls Convention Center
101 Old Falls St, Niagara Falls, NY 14303

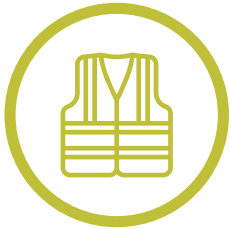
Why become a sponsor:
Highlight your organization front and center for hundreds of professionals at Upstate New York’s biggest damage prevention event.

How to become a sponsor:
Fill out the form at UDigNY.org/vendor

CONFERENCE DEADLINES

Friday, August 28, 2026
Exclusive, Limited, and Unlimited Sponsorships

Monday, October 12, 2026*
Vendor Tables—Space is limited.
*Any vendors who register after August 28, 2026, are not guaranteed inclusion on the vendor page in the event program.



WHO ATTENDS

-  Excavators & Construction Managers
-  Municipal Workers, Consultants, Engineers
-  Facility Operators, Utility locating professionals
-  State and local officials
-  Other professionals

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EXCLUSIVE SPONSORSHIPS

EDUCATION\$4,000*

The exclusive Education Sponsor will have the captive attention of attendees within each session. Your company logo will be prominently displayed on the signage outside of each room that indicates what the class schedule will be. You will also be recognized on the agenda of educational sessions in the event program. Take advantage of the opportunity to address attendees within any and all sessions of your choosing and set up an information table within the classrooms. An optional table in the exhibit hall is included with this sponsorship.

* **SOLD** * REGISTRATION\$3,000*

The exclusive Registration Sponsor is the first company attendees see when they register for the conference online AND when they arrive in person. This sponsorship includes signage displayed in the area where all attendees must register for the event. In addition, your company logo will receive prominent placement on the event registration web page, which all attendees must visit at least once in the run up to the event. Your company name will also be printed on lanyards that all attendees are required to wear for the duration of the event. An optional table in the exhibit hall is included with this sponsorship.

WI-FI\$3,000*

The exclusive Wi-Fi Sponsor's company name will be the password for the venue's Wi-Fi network, available throughout the exhibit hall, classrooms and dining area. The password (your company's name) along with your logo will be displayed on signage, as well as in the event program with instructions for attendees to log on.

**Sponsors who contribute \$2,000+ or purchase an Exclusive Sponsorship will automatically have their company name included on the T-shirt.*

Continued on next page

EXCLUSIVE SPONSORSHIPS

* **SOLD** * **WELCOME BAG** \$2,500*

The exclusive Bag Sponsor will have their logo displayed on nylon drawstring bags provided to every attendee. These bags are used by attendees long after the conference ends and are a great way to make a lasting impression!

* **SOLD** * **NOTEBOOK** \$2,500*

The exclusive Notebook Sponsor's company logo will be featured on every notebook given to each attendee. Whether they are taking notes, or doodling, all of our attendees will see your company logo when they flip open their *insert your company name* notepad.

PARKING \$2,500*

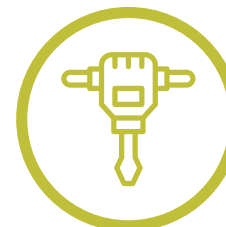
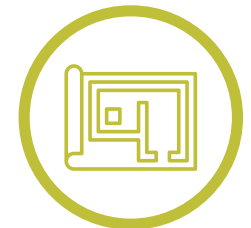
As a parking sponsor, your company logo will be featured on signage directing attendees to their free parking spaces outside the venue. Your company will also be recognized as the parking sponsor in "know before you go" messages sent to attendees in the weeks leading up to the event.

BREAK AREA \$2,000*

The exclusive Break Area Sponsor's logo will be featured prominently on signage at all of the break areas throughout the venue where attendees gather for coffee and/or light refreshments between sessions.

**Sponsors who contribute \$2,000+ or purchase an Exclusive Sponsorship will automatically have their company name included on the T-shirt.*

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EXCLUSIVE SPONSORSHIPS

*** SOLD * WELCOME** **\$2,000***

The exclusive Welcome Sponsor has the opportunity to be the first speaker to greet attendees at the general opening session—our biggest session of the day. Your company logo will also be displayed on signage near the entrance to the exhibit hall.

*** SOLD * CLASSROOM AUDIO-VISUAL** **\$1,000**

The exclusive Classroom Audio Visual Sponsor's name and logo will be displayed on the screens of each of the five training rooms as attendees wait for their sessions to begin. You may also hand out promotional materials to attendees at the beginning of sessions.

BREAKFAST **TBD**

The breakfast line is the first place most attendees go after finishing registration. The exclusive breakfast sponsor gives your company the opportunity to be featured prominently on signage as the sponsor of this important meal. For more information on pricing and benefits, please contact Chris Flaherty: cflaherty@UDigNY.org

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LIMITED AND UNLIMITED SPONSORSHIPS

LUNCH* (six sponsors max)\$1,500

The highlight of many attendees' day is lunch. Help us provide a great meal to our attendees joining a group of companies as a lunch sponsor. You will have your logo and name on display during the lunch hour and get a mention at the end of each class before lunch, as the attendees are given directions on where to join us for lunch.

**Limited-Availability sponsorships may be converted into Exclusive sponsorships by covering the full cost of the sponsored service. In this scenario, additional recognition (e.g. your company logo on napkins) will be provided.*

Please contact Chris Flaherty, cflaherty@UDigNY.org for more information.

FLAG (Unlimited)\$750 (new) \$250 (returning)

Create greater awareness by having your company brand/logo on sail flags displayed for hundreds of attendees to see. As an added bonus, you can take the flag with you once the conference has ended.

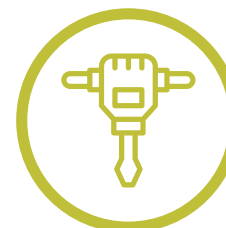
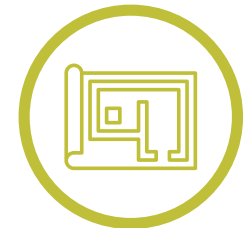
PROGRAM AD (Unlimited)\$200 (full page) \$150 (half page)

Make an impact in our event program! Half-page or full-page ad placed in the program provided to every attendee.

T-SHIRT (Unlimited)\$150*

Create a lasting impression by having your company name printed, "concert tour" style, on the back of T-shirts given to all attendees. You'll create greater brand awareness as participants return to their home regions throughout the state and wear them at home or the jobsite.

**Sponsors who contribute \$2,000+ or purchase an Exclusive Sponsorship will automatically have their company name included on the T-shirt.*



VENDOR OPPORTUNITIES

VENDOR TABLE \$495

The Vendor Table sponsorship includes a 8' table on a 10'x10' space to showcase your products and services to conference attendees. Time will be built into the agenda specifically for attendees to meet vendors. Additionally, the vendor area will be strategically located to receive foot traffic as attendees move between sessions and food offerings. Vendors will also have the opportunity to participate in a contest activity to incentivize attendees to visit their tables.

VENDOR TABLE ADD-ON OPTIONS

CONFERENCE RAFFLE ITEM FREE

Participate in the end of conference raffle by providing an item(s) of at least \$100 value.

ELECTRICITY \$75

Vendors have the option to connect electronics at their tables to venue electricity.

LUNCH TABLE AD PLACEMENT \$100

Your logo on a table-top sign encouraging attendees to look for you while walking through the Exhibit Hall.

SMALL EQUIPMENT SHOWCASE* \$295

The Small Equipment Showcase add-on allows Vendor Table sponsors to showcase a small vehicle, trailer, or piece of equipment in a space adjacent to their Vendor Table, giving attendees a close-up look and drawing extra attention to your exhibit.

LARGE EQUIPMENT SHOWCASE* \$1,200 (Indoor) \$900 (Outdoor)

Do you have a vacuum truck, a 20'+ trailer, or other piece of large equipment to show off on the exhibit hall floor? The Large Equipment Showcase sponsorship is for you! This stand-alone sponsorship allows you to showcase a large vehicle or other piece of industry-related equipment that would not fit in a normal vendor space. Generally, any vehicle or equipment taking up more than two (2) 10'x10' vendor spaces is considered Large Equipment. For smaller vehicles, the regular Vendor Table sponsorship with the Small Equipment Display option selected may be a better option.

**Please refer to the Sponsorship Agreement at UDigNY.org/vendor for important requirements for vehicle safety, and delivery/removal. If you are unsure whether your equipment would be considered Large Equipment, or have any other questions, please reach out to our event contact, Chris Flaherty, cflaherty@UDigNY.org.*



CONFERENCE CONTACT



For questions about sponsorships contact

Chris Flaherty

(716) 392-3973 | cflaherty@UDigNY.org

SECURE YOUR SPONSORSHIP!



1. Scan the QR code or visit **UDigNY.org/vendor**
2. Select your options and submit the form
3. Receive and pay your Invoice

If additional information is needed, our Sponsor Contact will follow up with you directly.