



2021

# Environmental Concerns in Rights-of-Way Management

13th International Symposium (ROW 13)

SPONSOR AND EXHIBITOR GUIDE



ROW 13

October 10-13, 2021  
Charlotte, North Carolina

Hosted by the Utility Arborist Association  
<https://www.rights-of-way.org>





## ROW 13 Conference Sponsor Levels and Benefits

	Diamond Level \$25,000	Platinum Level \$15,000	Gold Level 10,000	Silver Level \$5,000	Bronze Level \$2,500	Contributor Level \$1,000	App Sponsor \$5,000
Complimentary full-conference registrations	3	2	1	1	1	1	1
Complimentary 2-night room	For 2 people in a host hotel						
Sponsor Opportunities	Pre-conference email to all attendees (100 word welcome)						
	May offer promotional literature at opening session						
	Company logo on conference bags						
	May offer promotional item or literature for conference bags	May offer promotional item or literature for conference bags					
Premium table top exhibit space*	In exhibit hall	In exhibit hall	In exhibit hall	In exhibit hall			In exhibit hall
Recognition in the <i>Utility Arborist Newsline</i>	In the Nov/Dec 2020 and all 2021 issues of <i>Newsline</i>	In the Nov/Dec 2020 and all 2021 issues of <i>Newsline</i>	In the Nov/Dec 2020 and all 2021 issues of <i>Newsline</i>	In the 2021 issues	In the 2021 issues		In the 2021 issues
Exhibit space sign recognition	Diamond level recognition	Platinum level recognition	Gold level recognition	Silver level recognition			Silver level recognition
General recognition	All levels of sponsors will have their logo displayed according to their sponsorship level on the ROW website, preliminary program, published proceedings, event signage, and sponsor ribbons for staff						
Special Recognition	At opening session and on signage during plenary sessions	At opening session and on lunch signage	At opening session, on signage and on a slide at educational sessions	At opening session and on break signage	At opening session	At opening session	At opening session, and logo prominently displayed on symposium app
Conference App Recognition	Company listed in symposium app	Company listed in symposium app	Company listed in symposium app	Company listed in symposium app	Company listed in symposium app	Company listed in symposium app	Symposium app will be active during the conference and up to 1 year following. It will be available in all app stores.

\* See Exhibitor Benefits on page 3.





Conference attendance  
is on the rise!

319  
ROW  
10  
(2012)

392  
ROW  
11  
(2015)

413  
ROW  
12  
(2018)

## Become a Conference Exhibitor

Exhibit space is limited, and all exhibitor spaces are premium spots, placed in a high-traffic area near refreshments.

### Why Exhibit?

- Reach hundreds of professionals in your target audience with information about your services, programs and products
- Forge and renew relationships with key decision-makers and purchasers
- Interact with attendees during multiple events in the exhibit space
- Raise awareness of your organization or company in the utility vegetation management industry

### Exhibitor Benefits

- All tabletop exhibit spaces include one 6' skirted table and two (2) chairs plus one (1) complimentary conference registration (value of \$950.00)
  - free wireless internet access
  - electricity available at an additional cost
  - please inquire about larger display options
- Listing in the conference program
- Attendee list provided prior to conference
  - 120 days prior (Diamond Level only)
  - 90 days prior (Diamond, Platinum and Gold only)
  - 30 days prior
  - 7 days prior
  - within 7 days post symposium

- Minimum 5 programmed events where attendees and exhibitors interact
  - A designated coffee hour with our exhibitors
  - At least 3 session breaks where refreshments are served in the exhibitor area

### Tabletop Exhibitor Prices

- \$950.00 USD on or before July 16, 2021
- \$1,050.00 USD after July 16, 2021 (based on availability)

### Cancellation Policy

If we receive a written request for cancellation of space on or before July 16, 2021, exhibitors will be liable for \$250.

For cancellations received after July 16, 2021, exhibitors are liable for 100% of the cost of the space.



## Sponsor and Tabletop Exhibitor Application

DEADLINE: JULY 16, 2021

2021 Environmental Concerns in Rights-of-Way Management  
13th International Symposium (ROW 13)  
October 10-13, 2021 • Charlotte, North Carolina USA

### INSTRUCTIONS:

Type or print this application. Complete both pages. Sign and return this original to the address below. A scanned copy is acceptable. Upon assignment of space, an exhibit space confirmation and invoice will be sent to you.

### PROVIDE YOUR CONTACT AND BILLING INFORMATION:

Key Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Contact's Phone \_\_\_\_\_

Contact's Email \_\_\_\_\_

Website \_\_\_\_\_

Fax \_\_\_\_\_

### BILLING INFORMATION:

Billing Person's Name \_\_\_\_\_

Billing Person's Email \_\_\_\_\_

Billing Person's Phone \_\_\_\_\_

Billing Address \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

### SELECT A SPONSOR LEVEL OR THE TABLETOP EXHIBITOR CATEGORY (page 5) AND PROVIDE NAMES

**Diamond Level Sponsorship.** Cost is \$25,000. Provide three attendee names and two hotel guest names. Registration due by July 16, 2021.

Attendee Name 1 \_\_\_\_\_

Attendee Name 2 \_\_\_\_\_

Attendee Name 3 \_\_\_\_\_

Hotel Guest Name 1 \_\_\_\_\_

Hotel Guest Name 2 \_\_\_\_\_

**Platinum Level Sponsorship.** Cost is \$15,000. Provide two attendee names. Registration due by July 16, 2021.

Attendee Name 1 \_\_\_\_\_

Attendee Name 2 \_\_\_\_\_

**Gold Level Sponsorship.** Cost is \$10,000. Provide one attendee name. Registration due by July 16, 2021.

Attendee Name \_\_\_\_\_

(CONTINUED ON THE NEXT PAGE)



**Sponsor and Tabletop Exhibitor Application (continued)**  
2021 Environmental Concerns in Rights-of-Way Management

DEADLINE: JULY 16, 2021

**Silver Level Sponsorship.** Cost is \$5,000. Provide one attendee name. Registration due by July 16, 2021.

Attendee Name \_\_\_\_\_

**Bronze Level Sponsorship.** Cost is \$2,500. Provide one attendee name. Registration due by July 16, 2021.

Attendee Name \_\_\_\_\_

**Contributor Level Sponsorship.** Cost is \$1,000. Provide one attendee name. Registration due by July 16, 2021.

Attendee Name \_\_\_\_\_

**App Sponsorship.** Cost is \$5,000. Provide one attendee name. Registration due by July 16, 2021.

Attendee Name \_\_\_\_\_

**Tabletop Exhibitor Only.** Cost is \$950 on or before July 16, 2021, or \$1,050 after July 16, 2021 (based on availability). Provide one attendee name. Registration due by July 16, 2021.

Attendee Name \_\_\_\_\_

**EXHIBIT LOCATION PREFERENCE:** PLEASE Do NOT place our exhibit next to, or across the aisle from:

\_\_\_\_\_  
\_\_\_\_\_

**CANCELLATION POLICY:**

If we receive a written request for cancellation of space on or before **July 16, 2021**, exhibitors will be liable for \$250. For cancellations received after July 16, 2021, exhibitors are liable for 100% of the cost of the space.

**SIGNATURE REQUIRED**

The undersigned agrees to the exhibitor contract as stated above and warrants that the information contained in this application is true to the best of his/her knowledge. Exhibitor invoice is to be paid in full 20 business days from receipt of invoice. This contract is not an invoice so please do not pay from this contract. An invoice will be sent to you to you from UAA.

Signature \_\_\_\_\_ Today's date \_\_\_\_\_

**MAIL OR EMAIL COMPLETED APPLICATION TO:**



ROW 13 Exhibitor Registration  
Attn: Diona Neeser  
2009 W Broadway Ave, Suite 400  
Forest Lake, MN 55025

Email: dneeser@gotouaa.org

**OFFICE USE ONLY**

Invoiced / Invoice # \_\_\_\_\_

Paid in full date \_\_\_\_\_

Logo posted in all areas on UAA website

Logo posted in all areas on social media