Esri Infrastructure Management and GIS Conference

October 25 - 28, 2021
Palm Springs, CA

Sponsorship and Exhibitor Opportunities



WELCOME

This crossover event provides learning opportunities to users from infrastructure sectors, creating a richer, more valuable experience for organizations to move their location intelligence and GIS forward. Join professionals specializing in the management of infrastructure from several interconnected industries—water; electric and gas; district heating and cooling; pipeline; telecom; transportation; and architecture, engineering, and construction (AEC).

This in-person event is open only to people who reside in the United States and are fully vaccinated against coronavirus disease 2019 (COVID-19).

EVENT HIGHLIGHTS

Experience the Plenary Session

Join Esri leaders and other guest speakers as they share a vision for a sustainable and connected infrastructure and demonstrate how they are using GIS to meet the challenges ahead.

Attend Customer Presentations

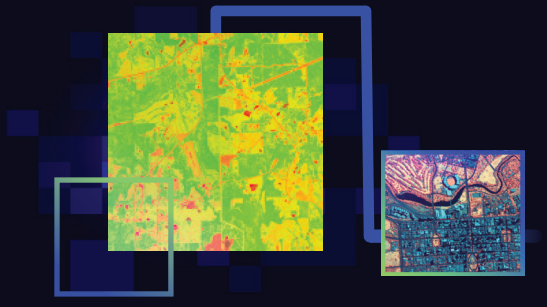
Take advantage of unique learning opportunities, including technical workshops, demonstrations, and customer presentations.

Get Technology Updates

Explore the latest innovations in GIS technology with presentations from Esri subject matter experts.

Network Across Industries

Connect with professionals from all levels of infrastructure organizations. Find others who have faced similar challenges and learn how they have responded using geospatial solutions.



DEMOGRAPHICS

To help you understand the audience for the IMGIS Conference, we have compiled the percentages per role and industry from the 2020 IMGIS virtual event. We hope this provides a snapshot at who you might expect at this year's event.

Please note that this information is provided by the attendee at registration and is all self identified information.

ROLE

Analyst/Researcher/Specialist	9.3%
C-Level Executive	2.1%
Consultant	7.1%
Developer	2.9%
Educator	0.7%
Elected/Appointed Official	0.0%
Engineer	8.1%
GIS Analyst	24.5%
GIS Manager/Supervisor	19.0%
IT Manager/Supervisor	4.1%
IT Technician	1.8%
Manager/Supervisor (Non-GIS/IT)	5.3%
Other	7.5%
Senior Executive	3.9%
Student	3.7%

INDUSTRY

AEC	7.1%
Agriculture	0.4%
Aviation	1.2%
City/Town	6.0%
Civilian	0.5%
Community Planning/Economic Development	0.7%
Conservation	0.1%
County	1.1%
DOT	1.9%
Electric and Gas	20.2%
Emergency Management	0.4%
Environment and Natural Resources	1.4%
Environmental Management	0.8%
Financial Services	0.1%
Fire Rescue EMS	0.1%
Forestry	0.2%
GIS and IT	22.3%
Higher Ed	1.5%
Hospitals and Health Systems	0.1%
Humanitarian	0.1%
Imagery	0.5%
K-12	0.0%
Law Enforcement	0.1%
Logistics/Trucking/Distribution	0.2%
Manufacturing	0.4%
Mapping and Statistics	0.7%
Maritime/Ports	0.4%
Media and Entertainment	0.1%
Mining	0.2%
Non-US National Security	0.1%
Oil and Gas	2.7%
Pharmaceuticals	0.0%
Pipeline	1.4%
Public Health	0.1%
Public Transit	0.7%
Public Works	2.3%
Railroad	0.4%
Real Estate	0.2%
Regional	0.2%
Renewables	0.3%
Research/Science Institutions	0.7%
Retail	0.1%
Sciences	0.3%
Social Services	0.0%
State	1.2%
Sustainable Development	0.2%
Telco/Cable	4.6%
US Intelligence	0.0%
US Military	0.3%
Water Resources	2.7%
Water/Wastewater/Stormwater	12.9%

2020 IMGIS SPONSORS

GOLD

Cityworks® A TRIMBLE COMPANY

CLEARION
SIMPLY TRANSFORMATIONAL

CRITIGEN

CyberTech
spatialitics™ A CyberTech Company

EOS Positioning Systems

nearmap

POWER ENGINEERS

ROK TECHNOLOGIES

SIMILIX
Architecting Smart Energy

ssp

SILVER

3-GIS

Cartegraph

CHA

CoreLogic®

CYIENT

epoch Solutions Group Inc

GISinc®

jt pipes™ Pipe Inspections. Actionable Intelligence.

MAGNOLIA RIVER®

RAMTECH

RMSI

sbs

Trimble®

UDC™

EXHIBITOR $ 5,000 minimum spend

Turnkey Exhibitor Bundle (*required*) - $5,000

We're making it easy to jump back into in-person events with this turnkey exhibit space that covers all the basics you need to exhibit. Your 10'x10' exhibit space includes a kiosk that features a full-panel graphic overlay, a 42" mounted monitor (on second panel), presentation counter with interior storage, two stools, 5 amps of electricity, and a trash bin. Additionally, your organization will have brand presence on our Esri.com event website and Digital Access site, access to our digital marketing kit, a complimentary lead retrieval unit, and special pricing for up to two registrations.

The turnkey exhibitor bundle includes:

- Expo | 10'x10' Exhibit space with a turnkey kiosk
- Branding | Logo and corporate description on Esri.com event website and Digital Access site
- Marketing | Digital Marketing Kit
- Access | Complimentary lead retrieval unit

A LA CARTE OPTIONS

The items allow for customizing your presence at IMGIS and are available at all participation levels.

Live Session | 20-minute Partner Presentation (limit 32) - $4,000

Reserve your spot on our agenda and position your organization as an industry leader. Share your expertise, highlight you recent contributions to the GIS community and showcase your latest products and services with this twenty-minute agenda slot during partner content hours. Each presentation may have up to two speakers and speaker registration is complimentary.

Social Media Bundle (limit 5) - $2,000

Promote your participation at this year's event with a special bundle that focuses on social media exposure. Our Industry and Esri Community teams will reshare your promotional messages so that our large audience can visit your learn about and connect with your organization.

Industry Newsletter Ad (4 per industry) - $1,500

Your organization will be highlighted with prominent placement in an upcoming newsletter that targets your specific industry users.

Exhibitor Digital Swag Ad (delivered to all registrants - no limit) - $500

Looking for some non-traditional ad space? Submit your custom ad promoting your brand, product, services or IMGIS activity schedule for inclusion in an email to be delivered to all registrants.

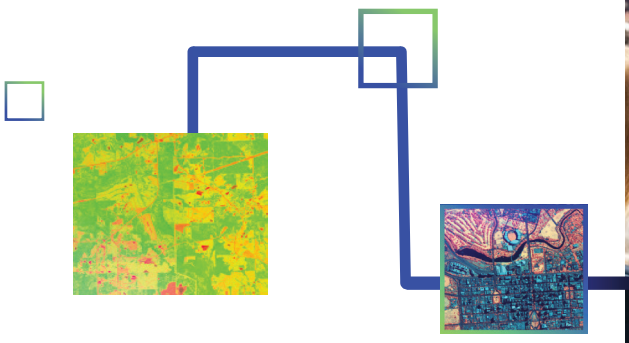
Additional Lead Retrieval Unit - $500

Secure an additional unit to ensure you capture all potential leads at your booth or live presentation. With just a tap of each visitor's badge, you'll seamlessly collect and record your leads for future reference.

SPONSORSHIP $10,000 minimum spend

HOW TO BECOME A SPONSOR

1. **Purchase Exhibitor Bundle**
   Every participant is required to start with an exhibitor bundle. This assures you have the standard inclusions such as booth space.
2. **Add Sponsorship Bundle Upgrade**
   Upgrade to a sponsorship by adding the sponsorship bundle. This will include additional recognition and access to sponsor-only opportunities.
3. **Add items from the A La Carte menu**
   Add special a la carte items to customize your presence.



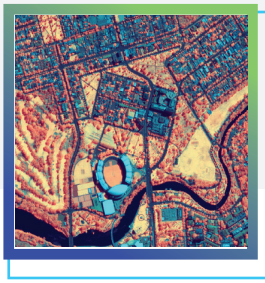


Sponsor Upgrade Bundle (*required*) - $ 3,500

Looking to upgrade your presence and unlock more attendee touchpoints? This opportunity includes a combination of benefits to increase exposure to all registrants. In addition to hierarchal placement across our event website and digital access site, you'll be featured on recognition signage throughout the venue, and have the ability to customize your sponsorship with our sponsor-only opportunities menu.

This option includes everything in the Turnkey Exhibitor Bundle, plus:

- Access | Access to Sponsor-only a la carte menu
- Branding | Hierarchal placement of logo and corporate description on Esri.com event website and Digital Access site
- Branding | Printed and Digital signage (all sponsors)
- Email | Thank You email inclusion to all registrants
- Print Ads | ArcNews/User or Discount
- Branding | Logo on Conference T-Shirt
- Expo | Kiosk upgrade to include curved header denoting sponsor
- Mobile App Inclusion



SPONSOR ONLY OPTIONS

A LA CARTE

These additional items allow for customizing your presence at IMGIS. Sponsors are also eligible to purchase any item on the Exhibitor a la carte menu.

Expo Social Shared Recognition (limit 3) - $3,000

Expo Social attendees are eager to network and learn about the solutions and services you provide. Connect with potential leads and benefit from signage highlighting and thanking you as one of the social's sponsors.

Continental Breakfast Sponsor (limit 3) - $2,500

Each day attendees have a full schedule of learning and networking and breakfast is first on the agenda. Here's your chance to make an early impression with recognition signage throughout the service and dining areas.

Networking Social Shared Recognition (limit 3) - $2,000

Engage with attendees face-to-face and leave a positive, in-person impression. This item includes signage at the social that highlights and thanks you as one of the social's sponsors.

Industry Webinar (one per industry - limit 6) - $2,000

Want to grab event attendees' attention after the conference? Host a joint webinar with your Esri industry team and collaborate with our marketing experts to develop a value-added presentation targeting your community.

Mosaic Reveal Esri.com (limit 4) - $1,000

A new and unique opportunity to be featured front and center of the Esri.com IMGIS Expo page. This mosaic will showcase your logo or custom image and when visitors hover over your image, they will see your special message (or company description) linked your organization's website.

Mobile App Banner Ad (limit 4) - $1,000

Attendees use our mobile app for the real-time agenda on site. This custom rotating banner ad featured in the event mobile application links to your organization profile within the app or external video or website.

HEALTH AND SAFETY REQUIREMENTS

Esri is committed to protecting the health and safety of our attendees, exhibitors, and employees. As such we have established a set of protocols for our events that we ask all attendees to comply with. Esri continues to assess the evolving public health guidance regarding large gatherings and will adapt our protocols accordingly. Please check our Health and Safety Hub periodically for ongoing updates and requirements for attendees and exhibitors.

We encourage every individual to make informed decisions about attending this event in the best interest of their own health as well as the health of others. For those who cannot or choose not to comply with the health and safety requirements for this event, or if you simply cannot attend the event for other reasons, much of the IMGIS Conference digital content will be available after the event.



1. In-Person Attendance Requirements

All attendees, exhibitors and Esri employees at the conference must demonstrate that they have been fully vaccinated against COVID-19. The conference will implement a third-party application for verification. In addition, all attendees must reside in the United States. A person is considered fully vaccinated:

- 14 days, after their second dose in a two-dose series, such as the Pfizer and Moderna vaccines.
- 14 days, after a single-dose vaccine, such as Johnson & Johnson's Janssen vaccine.

This guidance applies to COVID-19 vaccines authorized for emergency use or approved for full use by the U.S. Food and Drug Administration (FDA) on or before October 26, 2021. The list of FDA-authorized vaccines is available here.

If an attendee or exhibitor does not meet these requirements, they are NOT considered fully vaccinated and will not be permitted to enter the 2021 IMGIS Conference.

2. Physical Distancing Policy

Attendees will be required to comply with the recommendations from the CDC on physical distancing between yourself and others throughout the event.

HEALTH AND SAFETY REQUIREMENTS

3. Mask Policy
While indoors, all individuals are required to wear a mask that covers the nose and mouth. Attendees who do not comply will be asked to leave the event immediately, and will not be permitted to return on subsequent days. Refunds will not be provided for the cost of registration, exhibit space or any other expenses. Masks will be available at registration and throughout the venue.

4. Hand Hygiene
Hand sanitizer will be available at registration, throughout the Palm Springs Convention Center. Wash hands often with soap for at least 20 seconds and/or use hand sanitizer before and after touching shared items.

5. Food and Drink
The Palm Springs Convention Center and its partners follow strict safety guidelines. Please click here for more information.

6. Illness
Attendees should not come to event activities if they feel sick or exhibit symptoms of illness. Please refer to the CDC guidelines.

7. Guidelines May Change
Esri reserves the right to update these guidelines at any time.



PAYMENT AND CANCELLATION POLICY

PAYMENTS

All sales are final. Organizations with approved applications will be invoiced (due upon receipt) shortly after the application deadline.

All payments (wire, check, credit card) must be made directly to the customer service department listed on your invoice.

CANCELLATION POLICY

An organization with an approved application by Esri may cancel their application by providing Esri written notice. Exhibitor may be entitled to a refund or be required to pay Esri fees still owed subject to the below provisions.

a. For cancellation requests provided at least sixty (60) days prior to the first setup day of the Esri Event, an Exhibitor, who has paid in full will receive a refund of fifty percent (50%) of the total contracted fee. Exhibitors not paid in full shall owe any outstanding balance up to fifty percent (50%) on the total contracted fee, which shall be paid within thirty (30) days of cancellation.

b. Exhibitor will not receive a refund for cancellation requests provided without a minimum of sixty (60) days' notice prior to the first setup day of the Esri Event and Exhibitor will owe any outstanding balance on the total contracted fee, which shall be paid within thirty (30) days of cancellation.

TERMS AND CONDITIONS

Applicants are required to agree to Esri's terms and conditions at the time of application. Should you choose to submit a physical signed agreement, your application will be placed on hold until Esri receives the document, during which time your organization will not be entitled to any benefits related to your application. Please review the Esri Exhibit and Sponsor.

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

IMPORTANT DETAILS



CONTACTS

Exhibits and Sponsorship - exhibits@esri.com

Agenda - papers@esri.com

Registration - confregis@esri.com



KEY DATES

Application Deadline: September 13

Deliverables Deadline: September 17

Registration Deadline: October 18

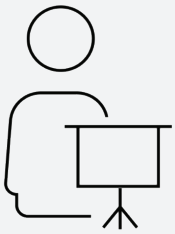
REGISTRATION

Esri Partner Network (EPN) members must sponsor or exhibit to attend the conference in person and all booth staff will need to register.

Exhibitors will receive two complimentary registrations. Additionally, if you purchase the live session option, you will receive two more complimentary registrations for speakers. Based on capacity limitations, this is the only option for EPN partners to attend the conference.

Please note that this event is open only to individuals that reside in the United States and are fully vaccinated against coronavirus disease 2019 (COVID-19). Proof of vaccination will be required.

What's Included?



Plenary, Workshops, Presentations and Demos

Presentations by users, partners and Esri leaders on best practices, Esri software and goals for the cross-sector industries of Infrastructure Management.



Expo

In-person Expo with Esri industries and Esri partners sharing their products and services and answering any questions you may have.



Network with Your GIS Community

Network again with your GIS peers and exchange ideas, implementation tips and tricks and engage with like minded professionals.