esri THE SCIENCE OF WHERE

UC2024
USER CONFERENCE
PROSPECTUS



WELCOME!

Thank you for your interest in the 2024 Esri User Conference (UC). This year's event promises to be bigger and better than ever as we have revamped how we offer items to those interested in sponsoring or exhibiting. While we still have an a la carte menu, we have split some options that were previously in larger bundles to allow for more groups to order specific branding opportunities. We also moved more options to the exhibitor menu so that more organization's can experience specialty branding and engagement options, previously only allowed for sponsors. But don't worry sponsors - you have access to both menus and can still pick whichever custom items your team desires (availability permitting).

We hope your team joins us this year and allows our GIS attendees to engage with your team and bring more attention and business to your organization.

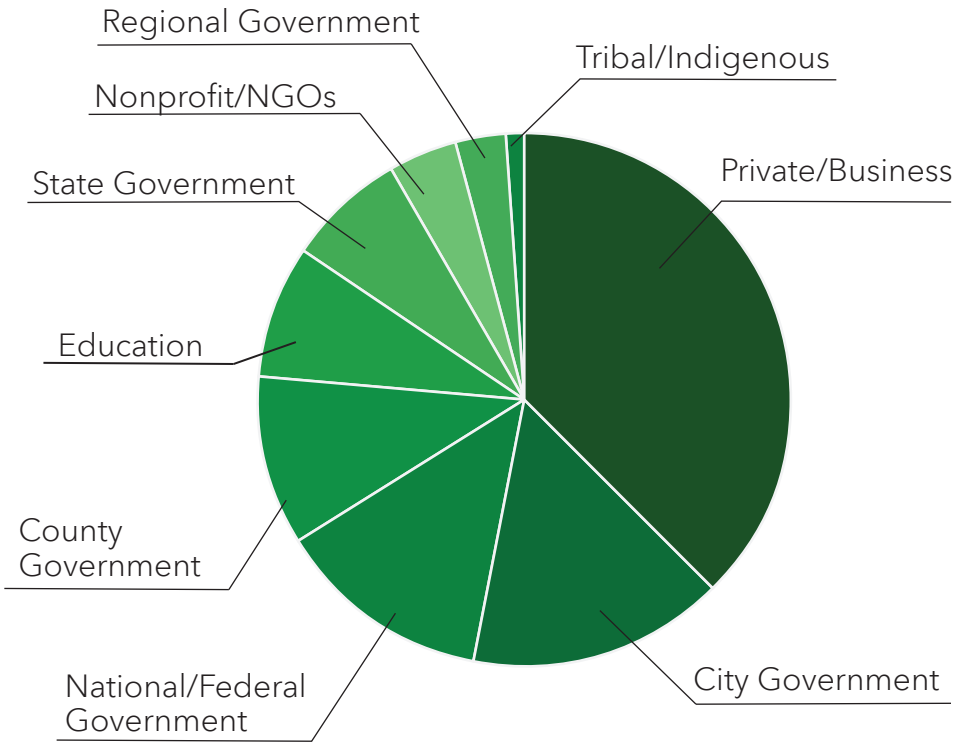
Table of Contents

Welcome/Table of Contents ____ 2
2023 UC Attendee Demographics ____ 3-4
2023 UC by the Numbers ____ 5
Certificate of insurance/Registration ____ 6
Health and Safety/Payment/Terms and Conditions ____ 7
Pre-sale Information/Conference Information ____ 8
Timeline ____ 9
How to Apply ____ 10
Exhibitor Opportunities ____ 11
Exhibitor A La Carte Menu ____ 12-13
Sponsorship Opportunities ____ 14
Sponsorship A La Carte Menu ____ 15-16
Additional Opportunities ____ 17
Invite Only Opportunities ____ 18
2023 Sponsors ____ 19

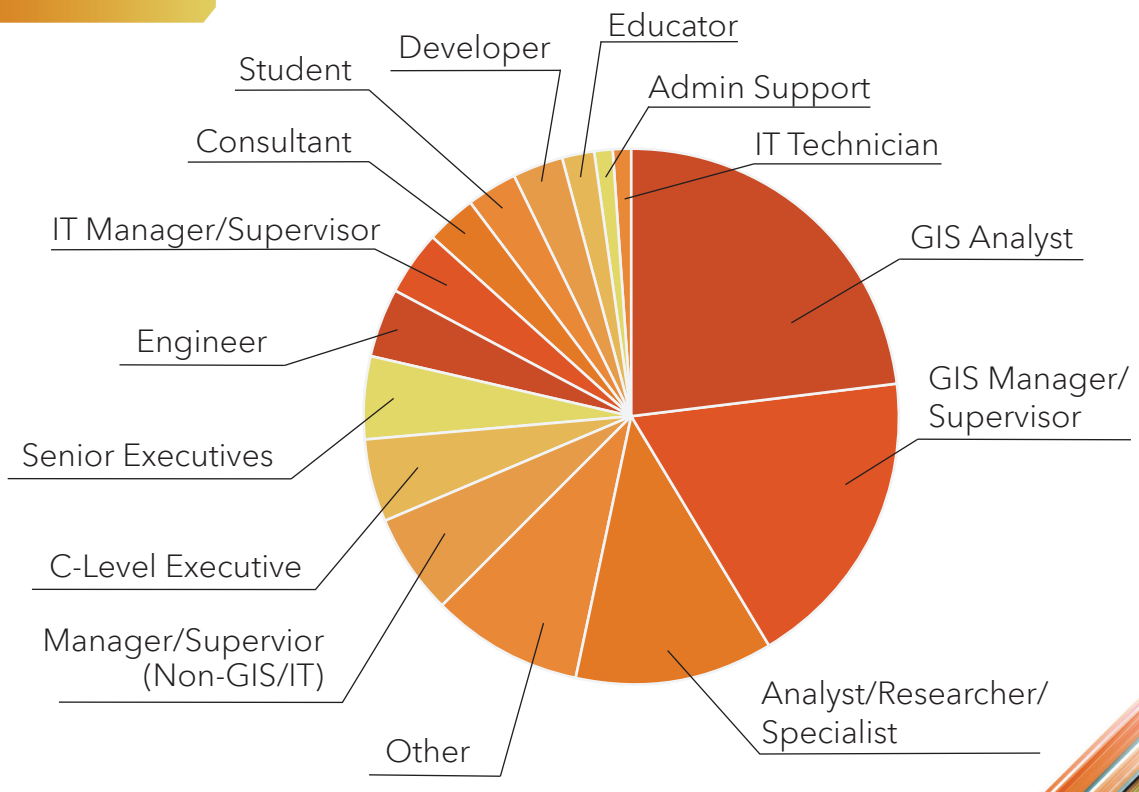
Attendee Demographics

To better understand who attends our User Conference, we are providing the demographics from the 2023 event, for your reference. Please note, these are all self-identified by attendees during the registration process.

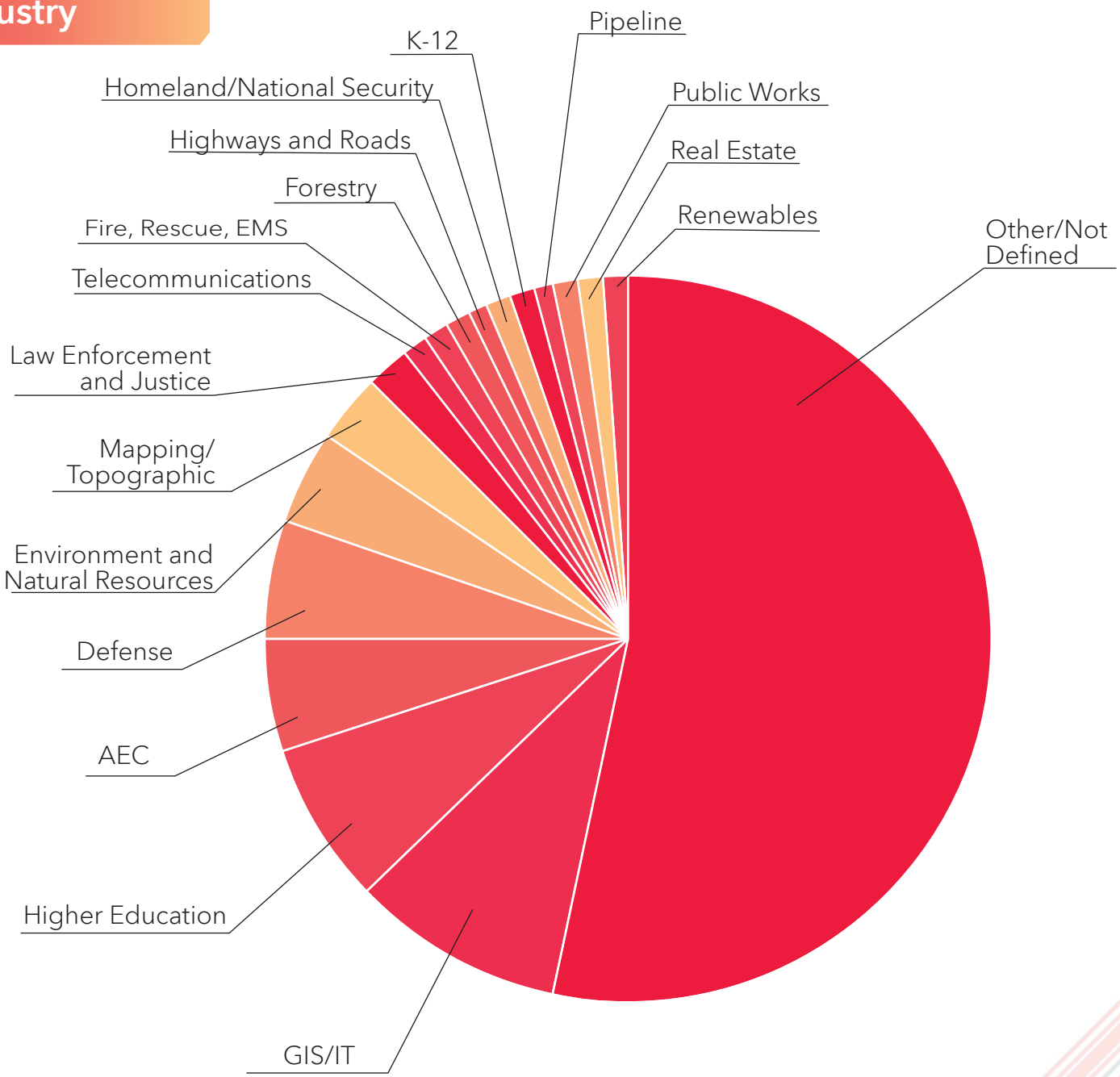
Organization Type



Job Role



Industry



Fortune 500 Organizations in Attendance

Exxon Mobil
Berkshire Hathaway Energy
Ford Motor Company
CVS Health
Walmart
UnitedHealth Group
Shell
TotalEnergies Uniper
Costco
FedEx
Airbus
Northrop Grumman
SAP

UC 2023 - By the Numbers

Thousands of attendees traveled to San Diego for great weather and the largest GIS Conference in the world. We are proud to present the numbers for this year's User Conference and look forward to an even bigger event in 2024.

300+
workshops and sessions



30+
partner presentations



15,500+
attendees



2,000+
esri staff on site



30,000+
exhibitor lead scans



400+
maps in map gallery



43%
first time attendees



117
countries in attendance



500+
5k runners



Certificate of Insurance

Each exhibitor on the Expo floor is required to be insured.
There are now two options to assure you meet the insurance needs for this event.

1. Provide Certificate of Insurance (COI) - This document should be provided by your insurance company and must list Esri as the certificate holder as noted on the example document. Policies must have a minimum of $1,000,000 USD amount of general liability coverage.
2. Purchase general coverage through Esri - We now have the option to add cover-age to your order. You can purchase the insurance for $100 on your order form and our coverage includes and meets all the requirements for this event. Please note that purchasing this coverage is for this event only and does not cover any other event.

Failure to provide a Certificate of Insurance or purchase coverage before the event may result in your application being canceled.

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 passes for your team to join and help with your organization's budget.
- Sponsors are alloted more passes than ever before.

Please note that these allotments are per organization and not per booth space.

While there are complimentary passes, each attendee and exhibitor needs to be registered to attend. In addition to the passes, we are offering a discounted rate for sponsors and exhibitors to purchase additional passes.

	Invite only Exhibitors	Exhibitors	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
Full conference passes	2	5	5	5	5	5
Additional full conference passes			8	8	10	15
Special registration rate (full conference passes)	$1,300	$1,300	$1,300	$1,300	$1,300	$1,300

Health and Safety

Check the Health and Safety page for updates about health and safety requirements.

Esri is committed to protecting the health and safety of our attendees, including exhibitors, employees, and presenters. We follow the established protocols from the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), and local health authorities and ask that all in-person event attendees do the same.

We encourage everyone to make informed decisions about attending our events in the best interest of their health as well as the health of others.

Esri recommends but does not require that all attendees, exhibitors, presenters, and Esri employees at this event ensure that they have had a negative COVID-19 test result 48 hours prior to attending the event or have been fully vaccinated against COVID-19.

Payment Policy

All sales are final. Organizations with approved applications will be invoiced (due 30 days after receiving). The invoice will be created after being approved and sales have closed.

Organization purchase order (PO) information can be submitted during the application period. After the invoice has been issued, invoices can not be edited by the Exhibits team. You will need to work with customer service directly for changes or edits to contact information.

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.

Pre-sale Information

For those who participated atv the 2023 User Conference, there was a brief period of time in which you were able to reserve your 2024 UC location on the floor as well as lock in early prices. For those who participated and paid your deposit, you will be emailed before the a la carte menu and floor goes live to the general public to order items and update your order.

At the moment, there are plans to do a pre-sale again during and after the 2024 UC, so if you want to get a spot early, be sure to join us this year and unlock those special offers.

Conference Information

Conference Location

San Diego Convention Center
111 W. Harbor
San Diego, California
USA

Conference Dates

July 15 - 19, 2024

Contacts

Exhibits and Sponsorship: exhibits@esri.com

Registration: confregis@esri.com

Hotels: hotelres@esri.com

Agenda: esri_conference_sessions@esri.com

Expo Dates and Hours

Exhibitor setup	Sunday, July 14	8:00 a.m. - 5:00 p.m.
Exhibitor setup	Monday, July 15	8:00 a.m. - 6:00 p.m.
Expo open	Tuesday, July 16	9:00 a.m. - 6:00 p.m.
Expo open	Wednesday, July 17	9:00 a.m. - 6:00 p.m.
Family Night	Wednesday, July 17	4:00 p.m. - 6:00 p.m.
Expo open	Thursday, July 18	9:00 a.m. - 4:00 p.m.
Exhibitor tear down	Thursday, July 18	4:00 p.m. - 7:00 p.m.

Timeline

The following are deadlines for assuring that all tasks are met. Failure to meet these deadlines may result in loss of perks or fulfillment. Deadlines are final and will not be extended unless stated by the Esri Exhibits Team.

November 13

- Platinum/Alliance Partner Early Access
- Pre-sale A La Carte early access

November 27

General access to all members of the EPN

April 12

Applications close

April 26

Deliverables due

July 14

Exhibitor move-in date

July 16-18

Expo dates

July 18

Exhibitor move out date

July 16 - August 16

2025 pre-sale open to accepted 2024 sponsors and exhibitors

How to Apply and Customize Your Presence

1. Create or update your My Esri account
Ensure that your account is updated with current contact details. Connecting your account to your organization is recommended, but not required for this event.

2. Start your application
Once you've established or updated your My Esri account, access the portal to submit your application by selecting the Apply Now button on the FedGIS Become a Sponsor webpage.

3. Select your desired participation path and provide exhibit space preferences (if applicable)
Use the floor plan to view exhibit space availability. Provide at least three (3) selections for your best chance at securing a preferred space. Reference this prospectus for full details on each path and its available offerings. All conference sponsors (platinum, gold, silver, bronze) are required to exhibit.

4. Add your exhibitor bundle(s) to your cart: (if applicable)
Choose the appropriate space type and quantity of exhibitor bundles (premium, select, standard) according to the location and exhibit spaces selected. If you choose exhibit spaces denoted as "Turn-key Required", be sure to also add the appropriate turnkey structure bundle to your order.

5. Add your sponsorship or exhibitor items to your cart
Customize your presence by adding items from our expansive a la carte menu. For those choosing a conference sponsor path (platinum, gold, silver bronze), the required sponsor bundle need to be added to your order. For conference sponsors, your final recognition level will be determined by the total value of the items you select, including the required sponsor bundle and exhibit space.

6. Review order and payment details
All applications will be invoiced after the application portal closes. Please submit your invoice information in the appropriate section of the order form.

7. Submit and wait for approval email
After your application has been submitted, we will review and vet the application. If approved, you will receive an acceptance email along with details for your next steps. Please note this process is not automatic and may take 48-72 hours.

Key

Some sponsorship and exhibitor opportunities are only available to certain levels of participation. In order to make it easier to understand, we have created a key for the symbols you will see throughout the a la carte menu.

ALL	Available to all sponsors and exhibitors
SPON	Available to sponsors only
LTD	Limited quantities. If there is a number next to it, that is the total available
ONE	One per organization
NEW	New for 2024
EXC	Exclusive
RFSH	Package updated from previous years
INV	Invitation only

Exhibit

Put your own organization's spin on our 10' x 10' exhibit booth space (raw space) or make it easy for yourself with the turnkey bundles. Start with this required bundle and find your place on the Expo floor. Prices vary according to location.

Each space now includes electricity, carpet and nightly vacuuming.

Raw Booth Spaces

Each 10′ x 10′ raw exhibit space includes:

- Logo and corporate description on the event website and mobile app
- 10' x 10′ exhibit space
- 10' x 10' carpet (grey, standard cut)
- 10 amps electricity (per 10′ x 10′)
- Nightly vacuuming and trash collection
- Media kit (graphics to promote event)

Turnkey Required Spaces

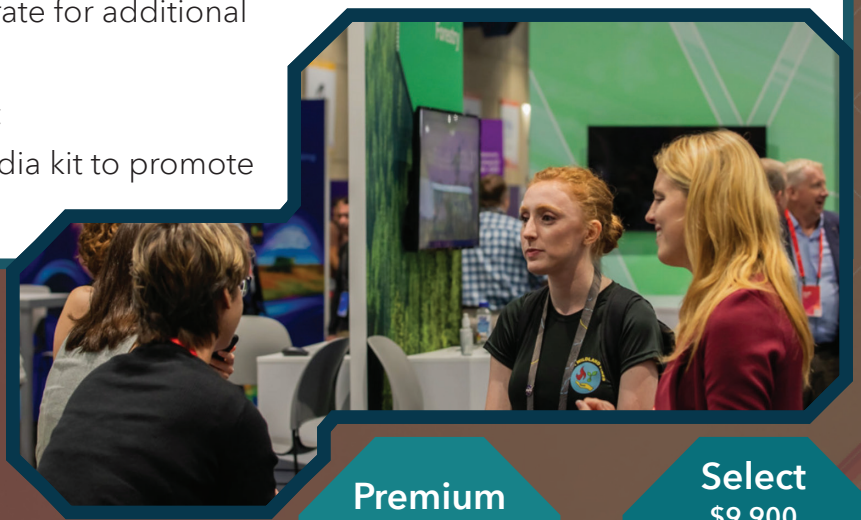
Each 10′ x 10′ raw exhibit space includes:

- Logo and corporate description on the event website and mobile app
- 10' x 10′ exhibit space
- Turnkey structure bundle inclusions
- Electricity included in turnkey structure bundle
- Nightly vacuuming and trash collection
- Media kit (graphics to promote event)

Included per organization

These additions are per organization, not per 10′x10′ space. More than ever before, we are helping with the planning process and offering more vfor you and your organization.

- (5) full conference registrations
- Special registration rate for additional registration passes
- (1) lead retrieval unit
- Access to digital media kit to promote your participation



Booth Prices

Depending on location and traffic, some booth spaces may have a higher price point than others. Turnkey required spaces have a lower price point, but do require an additional cost for the structure.

All prices are for 10′x10′ space each and can be combined to make larger booths.

Turnkey Required
$5,500

These spaces are usually high traffic and near Esri showcase areas.

Additional structure required.

Premium
$11,000

High traffic areas with lots of foot traffic.

Select
$9,900

Medium levels of traffic areas to meet attendees.

Standard
$8,800

Good traffic, even better price point.



Half Meter Board Ad

$800 | LTD4 ALL NEW

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



Full Meter Board Ad

$1,500 | LTD4 ALL NEW

Capture attendee attention and increase impressions with your custom graphic. These standing graphics will be placed in high-traffic areas around the San Diego SDCC (SDCC).



Digital Poster Ad

$1,625 | LTD5 ALL NEW ONE

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.



Single SIG Sponsorship

$2,000 | ALL

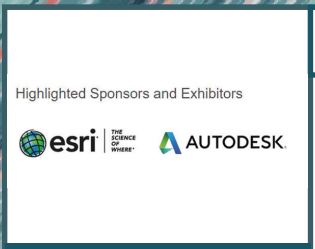
Sponsor one of the SIG meetings at UC. Your logo will be featured at the meeting to attract leads from those who attended. This sponsorship covers one meeting only.



Preferred Area Plenary Seating

$2,200 | LTD5 ALL NEW ONE

Enjoy a seat near Jack Dangermond and Keynote Speakers during the UC Plenary. These passes will allow you to access to preferred seating areas. Item includes 10 passes; conference registration is required.



Email Highlight (small)

$2,750 | LTD4 ALL ONE

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



Lightning Talk

$2,750 | LTD ALL ONE

This 5-minute talk is the ideal length to showcase your organization. Your session will occur in the Partner Presentation Theater 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 F Video Wall Ad

$2,875 | LTD3 ALL ONE NEW

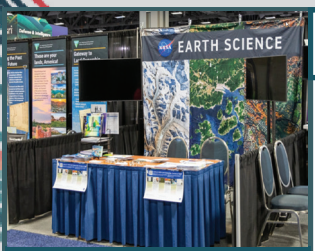
Located in front of the Plenary Session hall, this digital sign will feature your custom ad video or still image in rotation with Esri information. Videos rotate during conference hours and average 30–50 views per day.



Lobby G Video Wall

$2,875 | LTD3 ALL ONE NEW

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. Videos rotate during conference hours and average 30–50 views per day.



Essential Furnishings Bundle

$3,300 | ALL

Avoid going through the show catalog, which can be overwhelming. 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

$3,300 | LTD ALL ONE

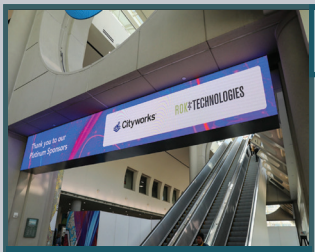
Host your own public/private meetings in one of our session rooms. All rooms will have theater seating, a projector, and A/V setup to use for one hour. Rooms can seat 80–200 guests. Lunch for your attendees can be purchased at an additional fee.



Lobby B Video Wall

$4,625 | LTD3 ALL ONE NEW

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



Lobby E Video Wall

$4,625 | LTD3 ALL ONE NEW

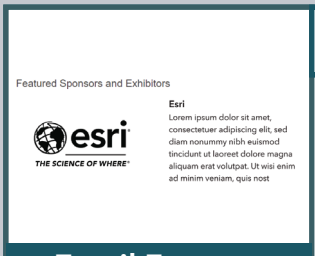
Located near Registration and the Esri Merch Store, this sign will feature your custom ad video or still image in rotation with Esri information. Videos rotate during conference hours and average 30–50 views per day.



Press Bundle

$3,500 | LTD ALL ONE NEW RFSH

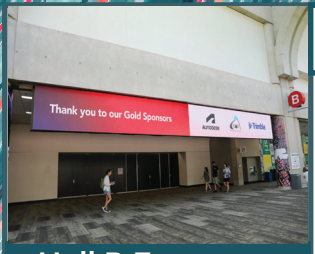
This item includes media list delivered at multiple times prior to UC, logo in media hub graphics, invitation to media only Expo tour (Tuesday), and invitation to attend media breakfast (Wednesday). *This is the only option to receive the media and press list for the event.*



Email Feature (large)

$6,050 | LTD4 ALL ONE

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.



Hall B Entryway Marquee

$ 6,375 | LTD3 ALL ONE NEW

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. Videos rotate during conference hours and average 30–50 views per day.



Partner Presentation (30 minutes)

$ 6,600 | LTD ALL ONE

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. After the event, we will send you the list of attendees who attended your presentation.



Partner Presentation (45 minutes)

$8,000 | LTD ALL ONE NEW

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



Single Social Sponsorship

$8,000 | ALL

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



SDCC Standing Charging Stations

$13,200 | LTD4 ALL ONE

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.



Selfie Wall

$13,750 | LTD ALL ONE

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.

Sponsor

Sponsorship bundle required: $15,000

Is your team looking for more exposure? More opportunities to connect with attendees? Adding the sponsorship bundle to your order unlocks even more opportunities and allows your team to make choices that meet your teams needs.

Your final recognition level is based on your total. Conference sponsors are required to exhibit. Exhibit fees are included in your total to meet your minimums.

	Platinum	Gold	Silver	Bronze
Corporate description on event website and mobile app	●	●	●	●
Complimentary lead retrieval unit	2	2	1	
Additional complimentary full conference passes	15	10	8	8
Special exhibitor registration rate for additional passes	●	●	●	●
Early access to 2025 Esri User Conference floor plan and sponsor package	●	●	●	●
Early access to 2025 Esri User Conference 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 and digital signage	●	●	●	●
Logo feature: Registration page	●	●		
Logo feature: Attendee Guide	●	●	●	●
Logo feature: 2025 User Conference prospectus	●	●	●	●
Digital media kit: Includes sponsor-level conference logo, sponsor-level social media templates, etc	●	●	●	●
Expo floor sticker denoting sponsor level	●	●	●	●
Social media recognition	●	●	●	●
ArcUser full page color ad discount	●	●	●	●
Guest Thursday Night Party passes	4	3	2	1

Sponsorship Levels

The total amount you spend determines your recognition level and which extra bonuses you unlock.

Platinum

min. $155,000

Maximum exposure and extra complimentary items, this price point is for those who make UC their big show!

Complimentary items include:

- Video Promotion
- Press Bundle
- Presentation Slot in Partner Theater
- Sponsor Logo Hanging Banner
- Marquee E Digital Signage Ad

Gold

min. $115,000

If your organization is looking to get your brand all over the event, this is your sponsorship level.

Complimentary items include:

- Video Promotion
- Press Bundle
- Digital Poster Signage Ad

Silver

min. $90,000

Receive special recognition as a sponsor and unlock a menu of extra opportunities with this sponsorship level.

Bronze

min. $45,000

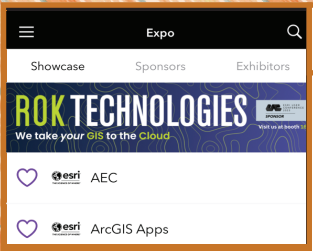
Sponsor benefits and recognition at a lower price point!



Logo on Aisle Banner

$2,000 | LTD NEW SPON

Highlight your location on our aisle banners with your logo and your booth number. Set of 2 signs.



Mobile App Banner Ad

$4,400 | LTD SPON ONE

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.



Sponsor Logo Banner in Expo

$4,400 | LTD SPON ONE

Secure a hanging banner above on one the primary Expo entrances, visible to all Expo attendees, featuring your logo, sponsor level and booth number.



Lobby C Video Wall

$5,000 | LTD3 SPON ONE NEW

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



Lobby D Video Wall

$5,000 | LTD3 SPON ONE NEW

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



Custom Graphic Floor Stickers

$6,050 | LTD4 SPON ONE

Our UC Expo gets a lot of attendees and traffic and this 2' x 2' adhesive floor sticker features your custom design and will be placed in high-traffic areas. Set contains two stickers.



Custom Branded Meeting Room

$7,700 | LTD SPON ONE

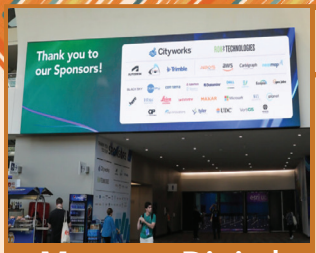
This room on the Expo floor includes one table, six chairs, five amps of electricity, and a custom graphic panel on an exterior meeting wall and allows for private meeting rooms for your group.



Street Level Fence Banner

$8,250 | LTD3 SPON ONE

Prominently display your colorful graphic ad to attendees and all those in the Gaslamp District outside the San Diego Convention Center doors and before the Gaslamp District.



Marquee Digital Signage

$8,750 | LTD3 SPON ONE NEW

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



Lobby Six Video Wall

$8,750 | LTD3 SPON ONE NEW

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



Charging Station Lounge

$9,350 | **LTD SPON ONE**

Customize a universal charging station with your organization's brand and messaging and it will be placed in the Expo Hall.



Email Banner and Feature (X-Large)

$9,350 | **LTD2 SPON ONE**

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.



Gaslamp Kiosk Poster

$9,350 | **LTD3 SPON ONE**

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 or from UC as well as many others.



Hydration Stations Custom Signage

$10,000 | **LTD3 SPON ONE**

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



Rest and Recharge Zone

$12,100 | **LTD4 SPON ONE**

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 signage in the zone.

Custom Conference Stickers

$15,000 | **EXC SPON NEW**

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

Custom Conference Button

$15,000 | **EXC SPON NEW**

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 the Swag area for all attendees. Qty 8,000.

Additional Opportunities

These additional opportunities are available to all partners. These can be purchased with exhibit space and sponsorship bundles or completely a la carte.

These items do count towards all sponsorship minimums.



Family Night Snack Sponsor

$15,000 | LTD4 ALL RFSH

Family Night on Wednesday offers extra fun energy with family members joining UC attendees. This item provides snacks for Family Night attendees (popcorn and pretzels) and gets your name in front of extra guests.



Partner Presentation Theater Sponsor

$40,000 | ALL EXC

The Partner Presentation Theater at the Expo showcases our partner's special highlights and presentations. This item includes recognition on and around the theater as well as two, 30-minute presentations in the theater.



Startup Zone Sponsor

$50,000 | ALL EXC

Our Esri Startup program highlights new organizations in the Esri Partner Network. Your team can be front and center in this high traffic zone at the Expo. This item includes a postconference webinar, an email blast to Startup Zone attendees, and recognition at the Expo.



Health and Wellness Sponsor

$15,000 | LTD3 ALL RFSH

During a busy conference, it's important to keep track of your mind and body. This item highlights your organization during all yoga sessions, the 5k run/walk, and other health and wellness-related activities. This also includes the opt-in information for all participants at these events.



Deluxe Digital Signage Bundle

$30,000 | LTD4 ALL

Save almost $2,000 by bundling the largest and most impressive screens around the SDCC. These digital signs will feature your custom ad video or still image in rotation with Esri information. Videos rotate during conference hours and display an average of 30–50 times per day.



Single Day Coffee Break Sponsor

$15,000 | LTD5 ALL NEW

We serve hundreds of gallons of coffee throughout UC as attendees gather at the coffee bars. This item includes signage around the coffee stations as well as your logo on cocktail napkins at the tables for one full day.



Professional Headshot Sponsor

$10,000 | LTD2 ALL NEW

The attendees at UC go to the event to expand their network and their professional profile, so a strong headshot is crucial. This item will provide recognition for your organization at the headshot photo booth area. It also includes a digital poster ad around the SDCC and the opt-in scans of all those who get their photo taken.

Invite Only Opportunities

These opportunities are available by invitation only and subject to approval by the appropriate committees. These opportunities will be live in early 2024.



Startup Zone Kiosk Bundle

$3,250 | **INV**

Created for organizations in the Startup Partner Program, this package includes a kiosk with custom graphics, a monitor, chairs, and special registration rates.



Public Safety Kiosk Bundle

$1,750 | **INV**

Created for our public safety customers, this package includes a kiosk with custom graphics, a monitor, chairs, and registration passes.



Federal Kiosk Bundle

$1,700 | **INV**

Created for federal agencies, this package includes a kiosk with custom graphics, a monitor, chairs, and registration passes.



Federal Booth Exhibitor Bundle

$2,250 | **INV**

Created for federal agencies, this package includes a 10′ x 10′ booth space, the Essential Furnishings Bundle, and registration passes.



Education Zone Exhibitor Bundle

$3,000 | **INV**

Created for universities and educational institutions, this package includes a 6′ skirted table, chairs, and registration passes.



Academic Fair

$1,500 | **INV**

Specially created for University and Education organizations, this package includes a 6′ skirted table, chairs, and registration passes.

This is for Monday, July 15 during designated times and not part of the UC Expo.



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THANK YOU

We hope you join us at this upcoming year's UC. If you have any questions, please feel free to reach out to us at exhibits@esri.com

