

Sponsor and Exhibitor Opportunities

July 13-17, 2026
San Diego, CA



Welcome to the Largest GIS Conference in the World!

The Esri User Conference brings together thought leaders and geospatial professionals from around the globe. GIS transcends boundaries, integrates knowledge, data, content, analytics, and empowers individuals and organizations to create positive change.

Why Sponsor or Exhibit?

- **Connect with a Global Network of Geospatial Innovators:** Meet thousands of GIS professionals, decision-makers, and thought leaders from around the world. Exhibiting puts your brand at the center of a dynamic, global community driving spatial innovation.
- **Showcase Solutions That Power Positive Change:** This audience is mission-driven. Highlight how your products or services help integrate data, analytics, and content to solve real-world challenges—whether in sustainability, infrastructure, public safety, or beyond.
- **Align with a Movement That Transcends Boundaries:** GIS is more than a tool—it's a mindset. Exhibiting here aligns your brand with a transformative technology that bridges industries, disciplines, and communities.
- **Spark Strategic Partnerships and New Business:** With attendees actively seeking collaboration and solutions, the conference is a prime opportunity to generate leads, build relationships, and explore strategic partnerships that extend beyond the event.
- **Position Your Brand as a Geospatial Leader:** By exhibiting, you demonstrate your commitment to advancing the field. It's a chance to elevate your visibility, share expertise, and reinforce your role as a trusted partner in the geospatial ecosystem.

New this Year: Ultimate Flexibility

You no longer need to purchase a sponsorship bundle to access the à la carte menu. Whether you're selecting a single item or going all-in, the full menu is open to your organization—no strings attached.



New this Year: Deposit Required

New for 2026: Upon confirmation of your booth and eligibility, a deposit invoice for 50% of your total order will be issued as part of the exhibitor agreement.

You'll have 30 days from the invoice date to submit payment in order to secure your booth location and selected items. When final invoices are prepared in winter, your deposit will be credited toward the total before being sent to your team.

If your order is finalized during the application period, you're also welcome to pay in full at that time.

Terms and Conditions

All sponsors and exhibitors must review and accept the updated Exhibitor Agreement as part of the application process. This year's agreement includes important changes from previous versions, so please read this agreement carefully.

You'll be prompted to sign via AdobeSign or may assign the agreement to a designated legal contact within the portal during the application process.

Please note that edits are not permitted unless expressly approved by Esri and its legal team. For questions or clarification, contact us at ucexhibits@esri.com.

[View the complete agreement here.](#)

Certificate of Insurance

Each exhibitor on the Expo floor is required to submit a Certificate of Insurance (COI). This document should be provided by your insurance company and must list Esri as the certificate holder/additional insured.

If you are unable to get coverage, you may also purchase an event specific coverage policy in which you will be included in our coverage for \$100. You can add this to your order form or we can add it on your behalf. If we do not receive your COI one week before the event, we will automatically charge the \$100 fee to your order for coverage.

If you are assigned or order insurance coverage from Esri, you are still held responsible to all policies listed in the Exhibitor Agreement.

Policies must have a minimum of \$1,000,000 USD amount of general liability coverage.



Agenda at a Glance | Explore the rest of what UC has to offer. *Agenda subject to change.*

Monday, July 13

8:30 a.m. - 3:30 p.m.
UC Plenary

3:30 p.m. - 5:00 p.m.
Academic Fair

3:30 p.m. - 6:00 p.m.
Map Gallery
Reception

3:45 p.m. - 4:30 p.m.
Attendee Orientation

Tuesday, July 14

7:00 a.m. - 8:00 a.m.
Special Interest Group
Meetings

8:00 a.m. - 5:00 p.m.
Map Lounge

8:30 a.m. - 5:00 p.m.
Technical Sessions and
User Presentations

9:00 a.m. - 5:30 p.m.
Expo

11:30 a.m. - 12:30 p.m.
Special Interest Group
Meetings

Wednesday, July 15

7:00 a.m. - 8:00 a.m.
Special Interest Group
Meetings

8:00 a.m. - 5:00 p.m.
Map Lounge

8:30 a.m. - 5:00 p.m.
Technical Sessions and
User Presentations

9:00 a.m. - 5:30 p.m.
Expo

11:30 a.m. - 12:30 p.m.
Special Interest Group
Meetings

3:00 p.m. - 5:30 p.m.
Family Night in the
Expo

3:30 p.m. - 5:30 p.m.
Esri Awards

Thursday, July 16

7:00 a.m. - 8:00 a.m.
Special Interest Group
Meetings

8:00 a.m. - 5:00 p.m.
Map Lounge

8:30 a.m. - 5:00 p.m.
Technical Sessions and
User Presentations

9:00 a.m. - 4:00 p.m.
Expo

11:30 a.m. - 12:30 p.m.
Special Interest Group
Meetings

5:30 p.m. - 9:30 p.m.
Thursday Night Party

Friday, July 17

9:00 a.m. - 10:00 a.m.
Technical Sessions

10:30 a.m. - 12:00 p.m.
Closing Session



Attendee Demographics

Attendee Demographics

Learn more about who attends our annual conference. These attendees attend sessions, visit the Expo and attend our socials which are valuable networking opportunities. Please note that all demographics are self-reported by each attendee during the registration process.

Industry: Are your products or services focused on these groups?

17%
GIS
and IT

15%
City/
Town

9%
County

8%
State

7%
Civilian

6%
AEC

5%
Higher
Ed

5%
Electric
and Gas

3%
Regional

3%
Water



Where in the World?

Below are the percentages and locations where our attendees joined us from in 2024.

74% | United States

29% | Pacific

17% | Southeast

14% | Midwest

13% | Americas

8% | Canada

1% | Colombia

1% | Brazil

6% | Europe

1% | UK

1% | Germany

1% | Sweden

4% | Asia

2% | Australia

1% | Japan

1% | New Zealand

3% | WAMEA

1% | South Africa

1% | Saudi Arabia

.5% | UAE





Sponsorship Opportunities

SPONSORSHIPS RE-IMAGINED

Select your budget based on what your team needs and what your budget allows. You can also add items from our a la carte menu if that is of interest to personalize your presence but there are no more minimums and all packages are inclusive.

PLATINUM SPONSORSHIP

\$173,000 | LIMIT 4



The top level sponsorship not only puts you and your team front and center of the conference, but includes our most popular items from our a la carte menu.

GOLD SPONSORSHIP

\$126,000 | LIMIT 8



This bundle give partners the gold standard of sponsorship bundles. This bundle includes high ticket items that allow your group to be recognized in all aspects of the conference.

SILVER SPONSORSHIP

\$84,000 | LIMIT 8



The next level for being a UC sponsor, this bundle includes registration passes and other inclusions while also getting brand recognition around the convention center. Includes extras beyond the bronze level.

BRONZE SPONSORSHIP

\$57,000 | LIMIT 20



The starter level for being a UC sponsor. This bundle includes registration passes and other inclusions while also getting brand recognition around the convention center.



SPONSORSHIPS RE-IMAGINED

If you have sponsored with us over the last five years, you know we used to require you add items to your order to meet a minimum total to reach a certain sponsor level. This year, we are doing all in sponsorship bundles. Everything listed below is included in your order and you do not need to meet any minimums.

These bundles also include booth space this year! You are welcome to add any items from the a la carte menu if you'd like still if something isn't included in your bundle but you want to add it to your order.

	PLATINUM	GOLD	SILVER	BRONZE
	up to 30x70	20x30, 20x20	20x20, 10x20	20x20, 10x20
Booth footprint options	5	4	3	2
Lead devices	20	15	10	5
Hotel room block access	30	25	20	15
Full conference passes (total)	X	X		
Press Bundle	45	30	20	5
Partner presentation in Expo Hall	X			
Logo on Gaslamp flags	X	X		
Inclusion in promo video	4	3	2	1
Guest passes for thursday party	X			
Marquee E digital signage	full	half	half	1/4
Ad in digital swag bag	X	X	X	X
Expo floor sticker at booth	X			
Custom meeting room on Expo floor	X			
Video service at UC	X			
Street level fence banner	X			
Recognition in post UC email	X	X		
Early access to 2027 floorplan	X	X	X	X
Digital poster ad	X	X	X	
Email highlight		X		
Email large	X			
Logo and booth number on aisle sign	X	X		
Hanging grommet sign in Expo	X	X	X	
Full meter graphic ad	X			
Half meter graphic ad		X		
Logo recognition bundle	X	X	X	X
Digital assets promotional kit	X	X	X	X



Exhibitor Opportunities

BOOTH SPACE

Below are the rates for this year's spaces and their corresponding color on the floor plan. As a reminder, when purchasing space on the floor, you are charged for each 10'x10' space you select.

All packages (exception is the education booths) include five (5) full conference registration passes, UC promotional kit and assets, nightly vacuuming and trash collection, carpet (grey), one (1) lead retrieval unit device, and special discounted registration passes for additional attendees. Spaces also include a set amount of power, listed below.

20'x20'
\$45,000

Front and center on the main aisle, these large booths wow attendees on the floor and make a big impact. (Power: (4) 10 amp drops.)

Standard
\$11,000

These spaces allow for you to add a turnkey unit or bring your own booth on the floor. (Power: (1) 10 amp drop per 10'x10' space)

Select
\$12,750

These spaces are closest to Esri product areas on the floor. (Power: (1) 10 amp drop per 10'x10' space)

Turnkey
\$15,500 (10x10)
\$26,750 (10x20)

These spaces are closest to Esri industry areas on the floor as well as the main aisles. (Power: determined by needs of turnkey unit and will vary.)

Education
Invite Only

These spaces are reserved for those who are invited universities. These spaces can not be booked by unapproved exhibitors.

SOLD

These spaces are no longer available.



Turnkey Options
10'x10'

If you ordered a "Turnkey Required" space on the floor, the turnkey unit is included in the package rate.
If you selected a "Standard" or "Select" space, you can still add a turnkey unit for ease at the prices listed below.



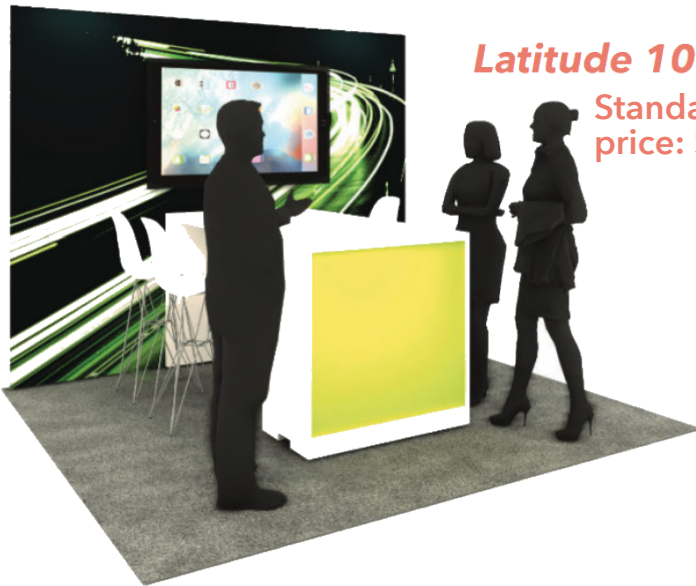
Grid 100
Standalone price: \$7,400



Elevation 100
Standalone price: \$6,800



Contour 100
Standalone price: \$7,500



Latitude 100
Standalone price: \$8,700

**Turnkey Options
10'x20'**

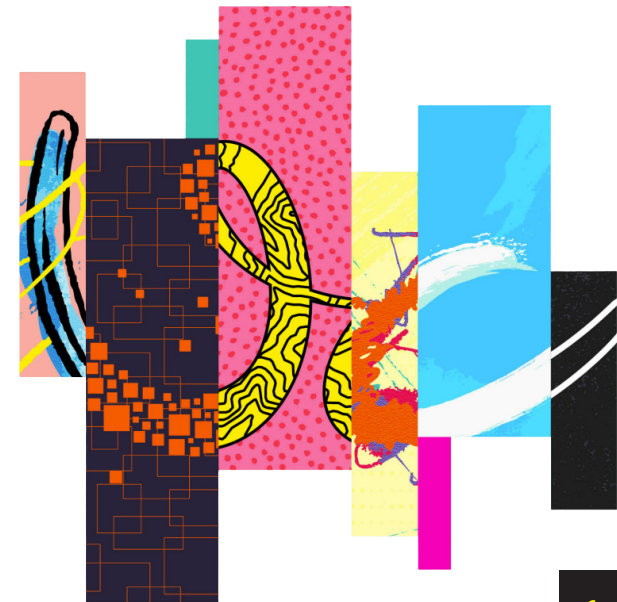
Legend 200 Standalone price: \$12,800



Grid 200 Standalone price: \$13,900



If you are interested in turnkey options for larger booths, please reach out to us at ucexhibits@esri.com.





A La Carte Menu

What's New for 2026?

There are a lot of new things in store for 2026 that we hope make your UC experience amazing. Below are some of the new processes or prices we have in store.

- Turnkey prices listed now include the turnkey unit and all its inclusions.
 - No more two separate prices that can be confusing. Now, you pick your booth and if it's turnkey required, you select your structure unit and you are set.
- A La Carte menu is open to everyone
 - Not interested in sponsoring and exhibiting at the event but want just one or two of the items from our a la carte menu? Now, you can skip having to exhibit and select items from the a la carte menu directly.

Legend

To call out our newest and most exciting items this year, we have created icons to help call them out in the prospectus. If you see these icons, you know something good is in store.

NEW!

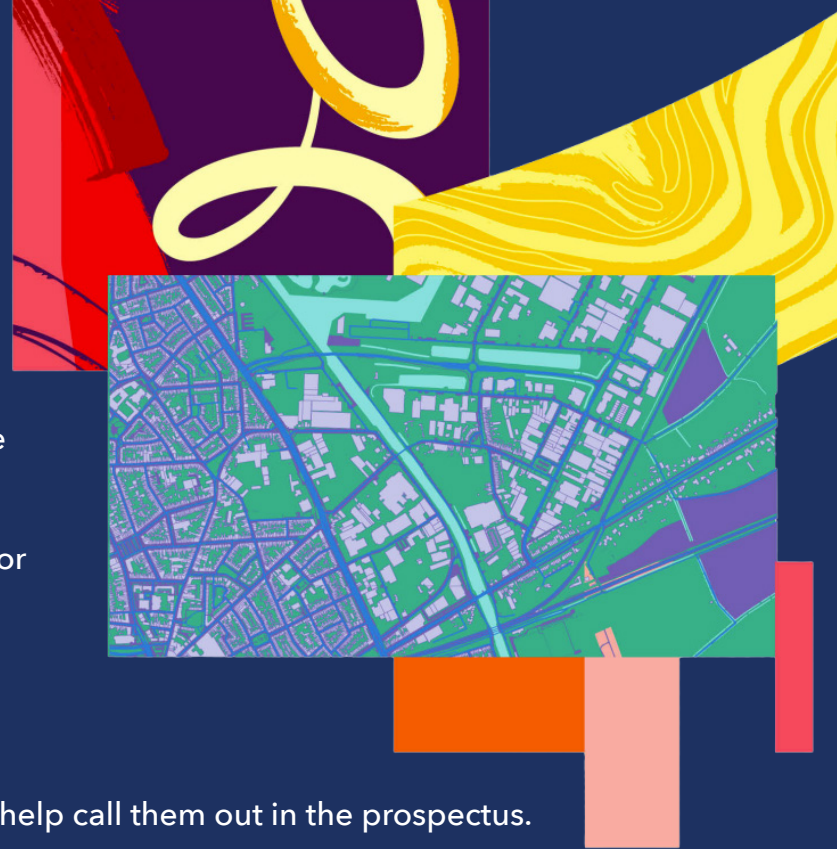
This denotes that this is a brand new package for 2026. We are excited to see what this package brings for this new year!

UPDATED PACKAGE

This denotes that we re-evaluated this package and made some changes that we think will benefit you and your team.

LEADS

If you are looking for hundreds, sometimes thousands, of leads, keep your eyes open for this icon. (note: leads are provided after the event concludes for those who scanned their badge during this opportunity and have not opted out of marketing communications. A signed data processing addendum (DPA) is required.



NETWORKING WITH EASE

Is your team looking for private meeting space for your team or one attendees can use themselves? Hoping to host a lunch session? Looking to just set up your booth with ease? These opportunities have you covered.

LUNCH MEETING SPACE | \$3,900

Use this hour in our session room as you see fit. This meeting space can be used for a session, presentation, or private meeting for your team. You can order lunch through our catering team (at your team's expense) and host a lunch session if that fits your budget. This can also be listed in the detailed agenda or a private space.

Note: All rooms are session rooms and include A/V but are all permanently set as theater setup.

CUSTOM MEETING ROOM (HALL A OR HALL C) | \$15,000 FOR WEEK

This custom branded meeting room includes a table, chairs and power to host private meetings on the Expo floor. This meeting room is also available during open Expo hours.

Custom graphics and Esri key are included on the outside of the meeting room. Meeting rooms are in the back of Hall C or Hall A.

If you are a Platinum Sponsor for 2026, this is included in your bundle.

CUSTOM MEETING ROOM (HALL H) | \$10,000 FOR WEEK

NEW!

This custom branded meeting room includes a table, chairs and power to host private meetings in Hall H. This meeting room is also available during open Expo hours.

Custom graphics and Esri key are included on the outside of the meeting room. Meeting rooms are in the back of Hall C or Hall A.

MEETING SPACE (ONE DAY) | \$4,000

NEW!

Located in Hall H, this is the option to rent a private meeting room for your team's private meetings. This does not include custom graphics and this rate is for one day only.

MEETING SPACE SPONSOR (FOR ATTENDEES) | \$40,000 FOR BLOCK OF 5 ROOMS

NEW!

LEADS

Located in Hall H, this block of rooms will be available for attendees to use. These meeting rooms will allow for attendees to book private meeting while being surrounded by your graphics and branding. You will also receive the opted in attendee list for those who booth and use your meeting room. This space is for attendees to use and not sponsors.

SHOW ME THE LEADS

If lead generation is your top goal for the User Conference, these opportunities are the options that provide the most amount of leads for the least amount of work from your team.

SIG MEETING SPONSORSHIP | \$2,400 EACH | Potential leads: 50-250 **LEADS**

Sponsor one or many of our Special Interest Group (SIG) meeting and gain brand recognition at our popular meetings at UC. This opportunity also includes the opted in attendee list post event and is a great way to get industry specific lead information. **This does not include a speaking opportunity.**

LIGHTNING TALK | \$3,200 | Potential leads: 25-75

This 5-minute talk is the ideal length to showcase your organization. Your session will take place in the Partner Presentation Theater on the Expo floor as part of a collection of Lightning Talks. You will receive a list of scanned attendees who visited your session after the event.

PARTNER PRESENTATION (30 MIN.) | \$7,700 | Potential leads: up to 75

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

MAPPY HOUR EXPO SOCIAL SPONSOR | \$8,000 | Potential leads: could be hundreds or thousands! **NEW!** **LEADS**

New for 2026, we are hosting an Expo social to kick the opening of the Expo. This sponsorship supports food and beverage costs and will include branding at the event as well as the opted in attendee list of everyone who participates. All attendees will need to scan their badge to grab a drink of food and you can use those for marketing.

PARTNER PRESENTATION (45 MIN.) | \$9,300 | Potential leads: up to 75

Secure your spot on our agenda and position your organization as an industry leader. Share your expertise in this 45-minute live presentation in the Partner Presentation Theater in the Expo. After the event, we will send you the list of opted in attendees who attended your presentation after the event.

UC SOCIAL SPONSORSHIP | \$9,300 each | Potential leads: hundreds, maybe thousands **LEADS**

This item allows you to sponsor one of our socials and includes the contact list of opted-in guests at one scanned social, after the event. Recognition is shared among social sponsors. Sponsors can bring promo items to leave on tables at social for attendees to take home. **This does not include any speaking opportunities.**

POPCORN SPONSOR AT EXPO SOCIAL | \$10,000 EACH | Potential leads: could be hundreds or thousands!

NEW!**LEADS**

Popcorn has to be one of the greatest snacks that everyone enjoys! Sponsoring this snack allows our attendees to enjoy something savory while exploring the Expo during the Expo social.

Each attendee who gets popcorn will need to scan their badge and you will receive the opted in attendee list for those scanned.

PROFESSIONAL HEADSHOT SPONSOR | \$12,000 | Potential leads: could be thousands!

UPDATED**LEADS**

Everyone loves a fun and professional looking profile photo. Our photographer will take these shots of all attendees interested for free. Each participant will scan their badge and you will collect the opted in attendee list following the event' conclusion. This opportunity also includes recognition on signage by the photographer.

UC WELLNESS SPONSOR | \$16,500 | Potential leads: hundreds (2024 had 500+ registrants)

LEADS

We know the conference can be stressful and overwhelming for some and we love the wellness opportunities for attendees to stay health on-site including daily yoga and our annual 5k run/walk.

This sponsorship includes your logo on yoga and 5k signage and promo items (yoga mat, 5k bibs, etc) as well as the opted in attendee list for all participants.

ICE CREAM SPONSOR AT EXPO SOCIAL | \$20,000 each | Potential leads: could be hundreds or thousands!

NEW!**LEADS**

We definitely ALL scream for ice cream! This sponsorship helps all attendees who join us at the Expo social enjoy a cool treat while exploring the Expo.

Each attendee will be required to scan their badge to get the sweet treat and you will get the opted in attendee list once the event concludes.

PICKLEBALL SPONSORSHIP | \$30,000 EACH OR \$50,000 EXCLUSIVE | Potential leads: could be hundreds or thousands!

NEW!**LEADS**

With pickleball being all the rage, we will be hosting a pickleball court for attendees to relax during the lunch hour and play a match. This included your brand on the court, cooling towels, paddles, and the barriers for the court. You will also receive the opted in attendee list for all players and spectators who scan to receive the towel giveaway item.

EXPO BEVERAGE BAR SPONSOR | \$30,000 PER DAY | Potential leads: could be thousands!

NEW!**LEADS**

New for 2026 we plan to offer beverage services in the Expo at UC for all attendees to enjoy and to bring more people into the Expo Hall. This opportunity includes your logo on napkins, signage around the beverage station and the opted in attendee list for everyone who scans their badge to receive a drink.

SHOWCASE YOUR BRAND

If getting your brand or logo in front of attendees to build brand recognition, these opportunities will help your team meet that goal. For the options that allow for custom designs, be sure to include a QR code for attendees to scan and go to your organizations website.

EXPO GUIDE AD | \$1,100 EACH PAGE | CUSTOMIZABLE **NEW!**

New for 2026, we are going send attendees a digital Expo guide on what to visit, the partner schedule and all socials or events in the Expo.

This opportunity would include a full page ad to be included in this guide to be sent to all registered attendees.

VIDEO SERVICE | \$3,000 | CUSTOMIZABLE **NEW!**

This video service is for your team to be filmed and interviewed at UC and will showcase your booth and time at the event along with b-roll footage. Rogue Monkey Media will then edit your video and send to you by the end of your week to share on your socials, in emails or just for you to have as a UC memory for your team.

GASLAMP DISTRICT KIOSK POSTER AD | \$8,000 | CUSTOMIZABLE

If you want all of San Diego to see your ad, the gaslamp kiosk poster space is perfect! These posters are in the kiosks in the Gaslamp and by the Trolley line stop where thousands can see your organization. If you add a QR code, you can drive people to your website too. Nearby kiosks will have Esri posters, so your team will be in good company!

STREET FENCE BANNER AD | \$9,600 | CUSTOMIZABLE

Your organization's brand could be front and center in the gaslamp to be seen by attendees leaving and arriving at the convention center as well as those visiting the Gaslamp District. These banners are now bigger and better than years before and great to get you logo and name out to the public. If you add a QR code, you can drive people to your website too.

SDCC CHARGING STATION ADS | \$10,000 | CUSTOMIZABLE

With all attendees needing to recharge their devices through the day, the SDCC has charging stations around the lower level lobbies and you can be featured at all of them. Your ad will be added at each station (that allow them) and will be front and center while attendees get a power boost. Add a QR code to drive attendees to your website.

SDCC WATER STATION ADS | \$10,000 | CUSTOMIZABLE

Attendees staying hydrated is crucial at UC. The SDCC has great water bottle refill stations around the venue and your ad can be featured at all of them so attendees see your organization. Add a QR code to drive attendees to your website.



CONFERENCE BUTTON | \$10,000 | CUSTOMIZABLE

Our attendees love to collect buttons every year and add to their lanyards and we want yours to be one of the buttons they include! This opportunity includes 8,000 buttons designed by you and created by Esri and distributed at the Esri UC event. Your team is welcome to take any extra buttons there may be home after the event.

CONFERENCE STICKER | \$10,000 | CUSTOMIZABLE

Stickers are great for attendees to add to their water bottles, notebooks, laptops or other devices. Get creative creating a sticker that Esri will produce and then distribute at UC. The more creative, the better the chance that attendees share on their devices and spread your brand everywhere. Your team is welcome to take any extra stickers home after the event.

EXTRA LARGE EMAIL COMPONENT TO REGISTERED ATTENDEES | \$10,900 | CUSTOMIZABLE

Esri sends an number of curated emails to our registered attendees leading up to the event and we like to include you. This email component includes your custom banner, copy and headline. Be sure to include your booth number, any presentation or session you may have and your website. A custom URL will help see how your link performed.

CHARGING LOUNGE | \$10,900 | CUSTOMIZABLE

Two things attendees need at every event is a place to charge and comfortable seating and this lounge offers both. This lounge includes your custom graphics printed on our round charging unit that allows attendees plenty of space to charge their device and rest on comfortable, soft furniture.

DIGITAL IMPRESSIONS

If you want your name in lights, digital signage is the way to go. These stunning signs around the convention center offer space for your company's ad and video. Please note that the screens do not have audio.

Price is for the week of the event (Monday-Thursday) and all signage is in the rotation with other sponsors signage and Esri content. Videos and images rotate to equal an average of 30-50 views a day.

DIGITAL POSTER AD | \$2,000 | STATIC OR VIDEO

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.

LOBBY F/G VIDEO AD | \$4,000 | STATIC OR VIDEO

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 and other sponsor content.

LOBBY B VIDEO AD | \$6,000 | STATIC OR VIDEO

Located near the Expo Hall, this sign will feature your custom ad video or still image in rotation with Esri information and other sponsor content.

LOBBY E VIDEO AD | \$6,000 | STATIC OR VIDEO

Located near Registration and the Esri Merch Store, this sign will feature your custom ad video or still image in rotation with Esri information and other sponsor content.

LOBBY C/D VIDEO AD | \$6,000 | STATIC OR VIDEO

Located in front of the Expo hall, this digital sign will feature your custom ad video or still image in rotation with Esri information and other sponsor content.

EXPO HALL MARQUEE AD | \$8,000 | STATIC OR VIDEO

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 and other sponsor content.

BALLROOM SIX LARGE VIDEO AD | \$11,000 | STATIC OR VIDEO

Located above Ballroom 6 and highly attended technical workshops, this marquee digital sign will feature your custom ad video or still image in rotation with Esri information and other sponsor content.

MARQUEE LOBBY E LARGE VIDEO AD | \$11,000 | STATIC OR VIDEO

Located in front of the registration hall, this large, breathtaking, digital sign will feature your custom ad video or still image in rotation with Esri information and other sponsor content.



Thank you again to last year's sponsors

Platinum
Sponsors

ROK TECHNOLOGIES

Trimble®

VertiGIS™

Gold
Sponsors

AUTODESK

EOS
Positioning Systems

GEO Jobe

DELL
Technologies

Microsoft

NVIDIA

Silver
Sponsors

ARXYS

ReportAll

Safe Software

ssp innovations

Bronze
Sponsors

aws

con•terra

CyberTech
spatialitics™
A CyberTech Company

Dataminr

EAGLEVIEW

Fulcrum

here

MAXAR

Nearmap

OPENGOV

tomtom

tyler
technologies

UDC

UC



THANK YOU!

We hope you join us for this year's event!

If you have any questions, please email us at
ucexhibits@esri.com.