



ACCELERATE



UCC
2017

SEPT 10-13, 2017
MARRIOTT RIVERCENTER | SAN ANTONIO, TX

SPONSORSHIP PROSPECTUS

WELCOME

Dear Prospective Sponsor,

We invite you to showcase your products and services at PDI UC17, September 10-13, 2017 at Marriott Rivercenter in San Antonio, Texas.

Now in its 28th year, UC17 will bring together professionals from across North America for four days of training sessions, hands-on learning opportunities, speakers, networking events, inspiration, and fun.

UC17 gives sponsors an exclusive opportunity to present their offerings to a targeted audience. Executives, managers, supervisors, and staff representing Finance, Accounting, IT, Marketing, Pricebook, Operations, Human Resources, and Merchandising from companies ranging from branded and independent c-stores to petroleum marketers and distributors to agricultural cooperatives will be in attendance.

Over 500 of our customers attended UC16. With our recent acquisitions of Intellifuel, KLS Data, Pinnacle ERP assets, DataMax, LomoSoft, and FireStream, we expect attendance to grow and representation to expand to include fuel management and logistics professionals.

Building on the success of our Tech Showcase, this year we're giving you more options to promote your brand and solutions. More opportunities to demonstrate the value of your products and services to the PDI customer community – drive new business, solidify key business relationships, network with a targeted audience of industry professionals.

Join our community of partners to maximize and **ACCELERATE** your PDI UC investment like never before.





"Some of the best players in the entire industry are here at this conference. And it's really the only time you can talk to them, give feedback to each other, and really just mingle with the best in class."

HUBERT WILLIAMS
CIO, Maverik, Inc.

"The networking, all the new releases, the upcoming releases, and the continuing education. Every time I come to UC, I always come back with so much more than when I came."

CHARLIE MOORE
Controller, Cato Gas and Oil

2016 ATTENDANCE



500+ ATTENDEES

Executives, Managers, Supervisors, and Staff representing Finance, Accounting, IT, Marketing, PricewaterhouseCoopers, Operations, Human Resources, and Merchandising



150+ COMPANIES

Branded and independent c-stores, Petroleum marketers and distributors, Agricultural cooperatives



40 STATES PLUS CANADA & PUERTO RICO

Vermont to Florida, Washington to California, and all the way from Hawaii

2016 SPONSORS

THANK YOU!

To our sponsors that made UC16 a huge success



UC17 AT A GLANCE

At UC17, over 700 industry peers will come together to learn how networking and collaboration can transform and accelerate their business. UC17 will feature over 60 training sessions and hands-on learning opportunities, but that's not all.

Welcome Reception (Sunday Evening)

Enjoy a relaxing time visiting with old friends and meeting new ones. This event will ensure you have everything you need for a great conference.

Prayer Breakfast (Monday)

Kick off the first full day of UC17 with a time of worship through music and word. Join us in this celebration of faith and fellowship... with a really great breakfast, too!

Keynote Luncheon (Monday)

Our Keynote Luncheons are always an enriching experience for all in attendance. Join us for a delicious meal and learn something new.

Tech Showcase (Monday Evening)

Connect with our industry-leading customers during this 1-1/2 hour event. Showcase your innovative technologies and share your knowledge and experience with over 600 participants.

Big Night Out (Tuesday Evening)

It's time to give that business casual garb a break. Enjoy great food, live entertainment, high-stake casino games, and awesome prizes. Don't miss it!

Sponsorship Packages



	GOLD \$15,000	SILVER \$8,500	Bronze \$5,500
Booth in Technology Showcase	✓	✓	✓
Complimentary conference registrations*	4	3	2
Special thank you during General Session	✓	✓	✓
Logo, link, and company bio on website	✓	✓	✓
Social media mentions prior to and during event	✓	✓	✓
Access to full pre- and post-show attendee list	✓	✓	✓
Logo or company information slide shown during General Session and Networking Lunch	✓	✓	
Company logo on all session presentation title slides	✓	✓	
Bag insert	✓	✓	
Mobile charging station with branded signage in each classroom	✓		
Up to 60 second promotional video shown during General Session	✓		
Room drop	✓		

*Additional badges can be purchased for \$1,500 each

GOLD Sponsorship

\$15,000

- » Priority placement in Technology Showcase
- » 4 conference badges*
- » Mobile charging station with branded sponsorship signage in each classroom
- » Up to 60 second promotional video shown during General Session
- » Room drop
- » Logo or company information slide shown during General Session and Networking Lunch
- » Company logo on all session presentation title slides
- » Bag insert
- » Special thank you during General Session
- » Logo, link, and company bio on website
- » Social media mentions prior to and during event
- » Access to full pre- and post-show attendee list

*Additional badges can be purchased for \$1,500 each



SILVER Sponsorship

\$8,500

- » Booth in Technology Showcase
- » 3 conference badges*
- » Logo or company information slide shown during General Session and Networking Lunch
- » Company logo on all session presentation title slides
- » Bag insert
- » Special thank you during General Session
- » Logo, link, and company bio on website
- » Social media mentions prior to and during event
- » Access to full pre- and post-show attendee list

*Additional badges can be purchased for \$1,500 each



BRONZE Sponsorship

\$5,500

- » Booth in Technology Showcase
- » 2 conference badges*
- » Special thank you during General Session
- » Logo, link, and company bio on website
- » Social media mentions prior to and during event
- » Access to full pre- and post-show attendee list

*Additional badges can be purchased for \$1,500 each



A-LA CARTE Opportunities

Big Night Out Sponsor (\$7,500)

Special thank you and branded sponsorship signage in prominent location

Welcome Reception Sponsor (\$5,000)

Special thank you and branded sponsorship signage in prominent location

Keynote Lunch Sponsor (\$5,000)

Special thank you and branded sponsorship signage in prominent location

Networking Lunch Sponsor (\$5,000)

Special thank you and branded sponsorship signage in prominent location

Prayer Breakfast Sponsor (\$3,500)

Special thank you and branded sponsorship signage in prominent location

Vendor-led Session (\$3,500)

Exclusive (only one available); 45-minute session designed to help customers maximize the value of your solutions

SOLD OUT

Room Key Sponsor (\$2,500)

Exclusive (only one available); keys must be provided by sponsor

Breakfast Sponsor (\$2,500)

2 available; branded sponsorship signage in prominent location

Refreshment Break Sponsor (\$1,500)

8 available; branded sponsorship signage in prominent location

Bag Insert (\$1,250)

One item and/or one full page advertisement

RESERVE A Sponsorship

Sponsorships are limited and available on a first-come, first-served basis.

To request your sponsorship, email us at ucinfo@profdata.com

Questions?

Send an email to ucinfo@profdata.com or give us a call at 254.410.7600

