



2017 OUUG SPONSORSHIP OPPORTUNITY LEVELS*

February 14 – 16, 2017
Pointe Hilton Squaw Peak Resort
Phoenix, Arizona

****SPONSORSHIPS MUST BE CONFIRMED WITH 50% DEPOSIT NO LATER THAN SEPT. 15TH, 2016!***



Join Us For the Only Dedicated Oracle Utilities Customer Event!

We're celebrating our 8th year anniversary! As a valued member of the Utility services and solutions industry, you are invited to participate as a sponsor and exhibitor at the upcoming 2017 Oracle Utilities User Group (www.OUUG.org) community-sponsored conference on February 14-16, 2017 in Phoenix, Arizona. This thriving annual user-directed, self-funded event will once again be held at luxurious **Pointe Hilton Squaw Peak Resort** (www.squawpeakhilton.com). For 2017, all Oracle Utilities product groups...Customer Care & Billing, Work & Asset Management, Mobile Workforce Management, Meter Data Management, Network Management System, Lodestar, OPower and DataRaker are being brought under this one umbrella user conference venue. Given that the user conference meetings are not funded nor organized by Oracle (thank you client community leaders!), your support and sponsorship is what makes these quality events possible. *Thank you in advance for your consideration & support!*

WHAT MAKES THIS YEAR'S EVENT AMAZING?



In an effort to help clients optimize their travel dollar, this event will be held the same week as the 2017 Edge Customer Conference hosted by the Oracle Utilities Global Business Unit on February 13 – 14, 2017. *Please note there is a separate registration process and fee for the 2017 Edge event via Oracle; information & invitations forthcoming.* Not only do we expect more client companies and their representatives in attendance, but the collaboration between these two events attracts C-suite executives and decision makers including Oracle's new team from recently acquired OPower! Additionally, the **Vendor Night Welcome Reception on Tuesday evening February 14, 2017** from 5:00pm-8:00pm in the resort's mountain Palacio Lounge & Veranda has been expanded to include all Oracle Utilities product communities, Oracle product teams & industry partners. *More bang for your sponsorship buck!*

ORACLE OPEN GOLF TOURNAMENT



Bringing back a favorite conference tradition from years past, we're hosting a golf tournament prior to the Edge Conference on **Sunday afternoon, February 12, 2017** at the Troon® Lookout Mountain Golf Club (located nearby at the Pointe Hilton Tapatio Cliffs Resort, the event hotel's sister property). See www.tapatioclifffshilton.com/resort-golf. The golf registration site will be accessible shortly from the main conference website www.OUUG.org and www.OracleGolf.Club.

Weaving through the rugged Sonoran Desert, the pristine 18-hole layout borders the Phoenix Mountain Preserve and combines award-winning golf with spectacular views of nearby Lookout Mountain and Piestewa Peak. Lookout Mountain Golf Club has received the Golf Digest four-star award for nine consecutive years and has been rated by the Zagat Survey as one of "America's Top Golf Courses." We'll be using a shotgun scramble format and awarding prizes for longest drive, closest to the pin, etc. Tournament sponsor will receive coverage on the conference website, email blasts and during the awards ceremony. Player transportation to/from the course will be provided, as well as a box lunch, "beverages" and branded golf giveaway items. *Sponsorship available below.*

Sponsorships Levels & Participation Opportunities



Take part in the most visible and engaging aspects of this grassroots event through sponsorship of the conference program, two evening receptions, industry media access (EnergyCentral, *Intelligent Utility Magazine*, ReliabilityWeb.com, *Uptime Magazine*, etc.), promotional giveaway items, website presence, as well as meals and breaks. Individual and packaged sponsorship opportunities outlined below are available on a first-come, first-serve basis, though past sponsors will be given priority.

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Promotional items include a portfolio pad set, conference tote bag, lanyards, flash drives, etc. Add your logo for ongoing branding opportunities during and long after the conference.

Conference breakfasts, lunches and breaks help facilitate attendee introductions and interaction throughout the conference, and elegantly promote sponsoring organizations through tabletop and brochure displays.

And finally, your organization's logo (with website link), will be prominently displayed on the **2017 Oracle Utilities User Group Conference website** (slated to go live in August 2016) for 12 months of maximum exposure as visitors use the site to reference posted presentations throughout the year.

After-Hours Event Sponsorships

Prior to the start of the conference, **Tuesday, February 14, 2017**, a casual, hosted cocktail **Vendor Night Welcome Reception** will be held at the Resort's mountainside Palacio Lounge & Veranda (a new location since demand for booth space has doubled!). Conference registration for all attendees will also take place at this time; you're guaranteed to see a crowd! Vendor booths are welcome but not required (10'x10', contact us if you need a larger size, space permitting); table top displays are just fine too. Space is very limited; first-come, first-serve basis. A great way to kick-off your conference networking opportunities at the start of the event! Hours: 5:00pm – 8:00pm; still plenty of time to entertain clients for dinner. Appetizers and open bar.; attire business casual. This reception will include attendees from all Oracle Utilities product communities as well as partners and the Oracle team. *Hosted by OUUG's Platinum level sponsors as part of their sponsorship investment.*

On **Wednesday, February 15, 2017** following the conference day, attendees will be delivered by coach to the nearby historic **Wrigley Mansion** (www.wrigleymansion.com.) This breathtaking landmark originally constructed in 1932 by chewing gum personality William Wrigley Jr. (now owned by the chili folks at Hormel), was thoughtfully designed as a 50th anniversary gift to his beloved wife. Sitting at the top of a hill in the exclusive Arizona Biltmore Resort, the mansion commands spectacular 360-degree views of the mountains and downtown Phoenix. Guests will enjoy dinner, a hosted bar and the opportunity to roam the treasured grounds and gardens. Transportation provided and available throughout the evening, returning back to the event hotel. Wristband Required for Admittance. Attire casual. Hours: 5:30pm – 9:00pm. *Hosted by OUUG's Presenting level sponsors as part of their sponsorship investment.*



Sponsorship Packages

Presenting Level Sponsor includes:

\$15,000

- **Wrigley Mansion Night Event Sponsorship – Weds., February 15, 2017**
- Unlimited User Conference Attendee Registrations for your company
- Logo on Attendee Lanyards/Badges
- Logo on website homepage & product-specific pages with link
- Logo on Conference Signage & Promotional Giveaways (i.e., portfolio pad, tote, etc.)
- Recognition in Conference Program and Opening & Closing ceremonies
- Collateral distribution opportunity for Attendee Packets
- Inclusion in pre- and post-event promotion to customer community mailing list
- Premium 10x10 Booth Space at the opening night Vendor Night Welcome Reception
- Opportunity to place your company's box banner stand signage in Conference Center
- Opportunity to deliver a session presentation (**abstract required by 10/1/2016**)

Platinum Level Sponsor includes:

\$7,500

- **Vendor Night Welcome Reception Sponsorship – Tues., February 14, 2017**
- Four (4) Conference Attendee Registrations
- Logo on website homepage & product-specific pages with link
- Recognition in Conference Program and Opening & Closing ceremonies
- Logo on Conference Signage & Promotional Giveaways (i.e., portfolio pad, tote, etc.)
- Collateral distribution opportunity for Attendee Packets
- Inclusion in pre- and post-event promotion to customer community mailing list
- 10x10 Booth Space at the opening night Vendor Night Reception
- Opportunity to place your company's box banner stand signage in Conference Center
- Opportunity to deliver a session presentation (**abstract required by 10/1/2016**)

Gold Level Sponsor includes:

\$3,000

- Sponsorship of Breakfasts, Lunches or Afternoon Breaks
- Two (2) Conference Attendee Registrations
- Logo on website with link on a selected product group-specific page
- Recognition in Conference Program
- Table/Booth Space at the opening night Vendor Night Reception

Golf Tournament Sponsorship

\$2000

- Sunday afternoon, February 12, 2017 at Troon® Lookout Mountain Golf Club at Pointe Hilton Tapatio Cliffs Resort, the event hotel's sister property. Includes 4 entries and the fastest cart the track owns!

Industry Partner includes:

\$1500

- 10x10 Table/Booth Space at opening night Vendor Night Welcome Reception
- One (1) Conference Attendee Registration (regular Vendor Registration Fees apply to add'l vendor attendees)
- Recognition in Conference Program

The Enterprising & Engaged Oracle Utilities User Community

The 2016 conference's 40% attendee increase indicates a strong conference attendance given the low-cost registration, easily accessible locale, collaboration with Oracle Utilities' Edge Customer Conference and involvement with all product groups.

Previous years' conference participants have included:

- Aboritz
- AGL Resources
- ALLETE/Minnesota Power
- Ameren
- Avista
- Baltimore Gas & Electric Company
- Benton PUD
- Canadian Forest Products
- Cedar Falls Utilities
- Citizens Energy
- City of Anaheim
- City of Burbank
- City of Calgary
- City of Clearwater
- City of Colton
- City & County of Honolulu
- City of Columbus
- City of Guelph
- City of Largo
- City of Long Beach
- City of Phoenix
- City of Portland
- City of Regina
- City of Riverside
- City of Saint Paul
- City of St. Petersburg
- City of Tempe
- City of Tucson Water
- ComEd
- Colorado Springs Utilities
- Contra Costa Water District
- Dekalb County Water & Sewer
- Denver Water
- Detroit Water & Sewer
- Delta Mendota
- Duquesne Light Company
- Duke Energy
- Empire District Electric
- ENSTAR
- Eugene Water and Electric Board
- Exelon
- Fayetteville Public Works Commission
- Florida Power & Light
- FMC Corp.
- Gas South
- Golden State Water Company
- Grant County PUD
- Great Lakes Water Authority
- Green Mountain Power
- Greenville Utilities
- Greystone Power
- Hampton Roads Sanitation District
- Hillsborough County
- Hydro Ottawa
- IESO
- Irvine Ranch Water District
- JEA
- Jefferson Metropolitan Sewer District
- KCP&L
- LA County Sanitation District
- Lafayette Utilities System
- Las Vegas Valley Water District
- Lee County Electric Cooperative
- Long Beach Gas & Oil
- Los Angeles Dept. of Water Power
- Louisville Water
- Madison Metropolitan Sewerage
- Metropolitan Council
- Miami-Dade Water & Sewer
- MidAmerican Energy
- Middlesex Water Company
- Minnesota Power
- Modesto Irrigation District
- Montgomery Water Works
- Montana-Dakota Utilities Co
- NE Ohio Regional Sewer District
- Old Dominion Electric Cooperative
- Oncor Electric
- Orlando Utilities Commission
- Pacific Gas & Electric
- PEPCO
- Portland Gas & Electric
- Passaic Valley Sewerage Commissioners
- Pennichuck Water
- Pima County
- Powerstream
- Public Service New Mexico
- Questar Gas
- Rappahannock Electric Cooperative
- San Francisco Public Utilities Commission
- San Jose Water
- San Luis Delta Mendota Water Authority
- Saint Paul Regional Water Services
- Santee Cooper
- Seattle City Light
- Seminole Electric Cooperative
- SMECO
- Southern Company
- Toronto Hydro
- Tucson Electric Power
- Tucson Water
- University of North Carolina
- University of Wisconsin, Health Clinics
- Utilities Inc.
- Vectren
- Veolia Water North America
- Washington Suburban Sanitary Comm.
- Westar Energy

OFFICIAL CONFERENCE HOTEL & OTHER OPTIONS:



The luxurious **Pointe Hilton Squaw Peak Resort** is the official event hotel, conveniently located just minutes from the Phoenix Sky Harbor International Airport. Revel in the warm and inviting atmosphere of the resort as you enjoy 27 acres of all-suite accommodations, extensive amenities and unique dining, nestled along the Phoenix North Mountain Preserves



and just minutes from Scottsdale, the Biltmore corridor and downtown. The Spanish-Mediterranean architecture couples with the bold Southwestern landscape to create one of the area's premier resorts. As with previous years, **hotel reservations and availability are on a first-come, first-serve basis as the room block is limited and the hotel always sells out.** Once the room block is gone regular room rates apply.

Pointe Hilton Squaw Peak Resort, 7677 N 16th St., Phoenix, Arizona 85020
602.997.2626 www.squawpeakhilton.com

IN ORDER TO RECEIVE THE DISCOUNTED ROOM RATE OF \$235 PER NIGHT + TAX, HOTEL RESERVATIONS MUST BE MADE ONLINE VIA THIS LINK, <http://bit.ly/OUUG17Hotel>. Reservations cannot be made by phone.

PRELIMINARY CONFERENCE SCHEDULE

Sunday, February 12th Afternoon

User Group Conference Golf Tournament
Lookout Mountain Golf Club at the Pointe Hilton Tapatio Cliffs Resort

Monday & Tuesday February 13th & 14th

Oracle Utilities' Edge Customer Conference
Requires a separate registration fee & process managed by Oracle.
Information & invitations forthcoming from your Oracle representative.

Tuesday, February 14th 5:00pm – 8:00pm

Conference Registration & Vendor Night Welcome Reception for all Oracle Utilities product user communities. To be held at the resort's mountainside Palacio Lounge & Veranda (a new location). *Vendor Night set-up will begin at approximately 1:00pm; tear-down immediately following event.*

1:00pm – Set-up

Wednesday, February 15th 7:30am

Opening Ceremonies/Keynote Address/General Session
Breakfast

8:30am – 4:30pm

Conference Tracks/ Breakout Sessions

12:00pm – 1:00pm

Lunch

5:30pm – 9:00pm

Off-site social event at Wrigley Mansion; transportation provided.

Thursday, February 16th 7:30am

Breakfast

8:30am – 4:30pm

Conference Tracks/ Breakout Sessions/Closing Ceremonies

12:00pm – 1:00pm

Lunch

We look forward to seeing you in Phoenix in 2017! We encourage you to sign up early as exhibit space is especially limited. To reserve a conference sponsorship and exhibit, please contact conference director Cathy McCause Fuss at info@OUUG.org or (209) 564-6744. A follow-up Sponsorship Agreement will be sent.

SPONSORSHIPS MUST BE CONFIRMED NO LATER THAN SEPTEMBER 1, 2016!
50% deposit may be made online via credit card or by check made payable to Oracle Utilities Users Group by September 1, 2016. Balance due by December 1, 2016.

Cathy McCause Fuss
Conference Director

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