



# 2018 OUUG SPONSORSHIP OPPORTUNITY LEVELS\*

**February 27 – March 1, 2018**  
**InterContinental New Orleans Hotel**  
**New Orleans, Louisiana**

**\*SPONSORSHIPS MUST BE CONFIRMED WITH PAYMENT NO LATER THAN DECEMBER 31, 2017!**



## Join Us for the Only Dedicated Oracle Utilities Customer Event!

**We're celebrating our 9<sup>th</sup> 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 **2018 Oracle Utilities User Group** ([www.OUUG.org](http://www.OUUG.org)) community-sponsored conference on February 27-March 1, 2018. This thriving annual user-directed, self-funded event will be moving a bit more east to New Orleans to the InterContinental New Orleans Hotel ([www.icneworleans.com](http://www.icneworleans.com)). For 2018, 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 one roof for this co-located event with the [Oracle Utilities Edge Customer Conference Product Forum](#). 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 2018 Edge Customer Conference Product Forum hosted by the Oracle Utilities Global Business Unit on February 26-27, 2018. *Please note there is a separate registration process and fee for the 2018 Edge event via Oracle; [click here](#) for additional information.* 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 27, 2018** from 5:00pm-8:00pm at the InterContinental New Orleans Hotel has been expanded to include all Oracle Utilities product communities, Oracle product teams & industry partners. *More bang for your sponsorship buck!*

## 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.

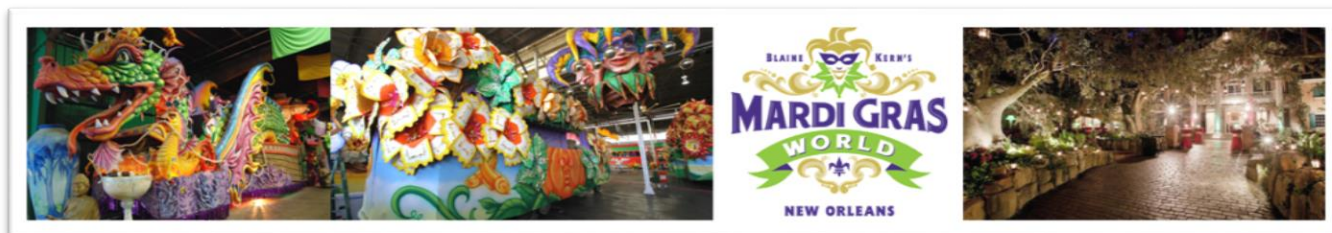
**Conference breakfasts, lunches and breaks** help facilitate attendee introductions and interaction throughout the conference, and elegantly promote sponsoring organizations through tabletop and brochure displays.

And finally, your organization's logo (with website link), will be prominently displayed on the **2018 Oracle Utilities User Group Conference website** ([www.OUUG.org](http://www.OUUG.org)) 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 27, 2018**, a casual, hosted cocktail **Vendor Night Welcome Reception** will be held at the InterContinental New Orleans Hotel. 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 28, 2018** following the conference day, attendees will be delivered by coach to the spectacular **Mardi Gras World Museum** ([www.mardigrasworld.com](http://www.mardigrasworld.com)). Guests will enjoy a festive dinner, a hosted bar and the opportunity to roam the 300,000 square foot working warehouse where floats are made for Mardi Gras parades. While Mardi Gras will have occurred earlier in the month (Feb. 13, 2018), due to number of parades hosted 47 days prior to Fat Tuesday, this operation runs year-round. The most recent season included 54 parades and featured 1,061 floats, 588 marching bands, and more than 135,000 participants. The combined parade routes covered 301 miles and the processions were on the street for 204 hours. Transportation provided to/from the event location & hotel. Wristband Required for Admittance; casual attire. Guests welcomed with a Guest/Spouse registration (purchased during the online OUUG registration process). *Hosted OUUG Presenting Level Sponsors as part of their sponsorship investment.*



## Sponsorship Packages

Presenting Level Sponsor includes:

**SOLD OUT \$15,000**

- **Mardi Gras World Museum Night Event Sponsorship – Weds., February 28, 2018**
- Unlimited User Conference Attendee Registrations for your company
- Logo on Attendee Lanyards/Badges
- Logo on website homepage & product-specific pages with link
- **Full page color ad in official Conference Program (8.5"x11" full bleed OK, hi-res pdf no later than 1/1/2018)**
- Logo on Conference Signage & Promotional Giveaways (i.e., portfolio pad, tote, etc.)
- Recognition at OUUG 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 with your Oracle customer (abstract required by 11/30/2017)

Platinum Level Sponsor includes:

**\$7,500**

- **Vendor Night Welcome Reception Sponsorship – Tues., February 27, 2018**
- Four (4) Conference Attendee Registrations
- Logo on website homepage & product-specific pages with link
- Recognition at OUUG Opening & Closing ceremonies
- **1/2-page color ad in official Conference Program (8.5w"x 5.5h" full bleed OK, hi-res pdf no later than 1/1/2018)**
- 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 with your Oracle customer (abstract required by 11/30/2017)

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

## The Enterprising & Engaged Oracle Utilities User Community

The 2017 conference's 40% attendee increase indicates a strong conference attendance given the low-cost registration, 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 Counsel
- 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:



Authentic New Orleans luxury meets you at the **InterContinental New Orleans** — where impeccable, Four-Diamond accommodations and service are matched only by the perfect location. This is the place to immerse yourself in Big Easy culture, just steps away from the historic French Quarter and the riverfront. Business and leisure travelers alike soak in the subtle quiet of our hotel while remaining close to the exciting pace of the city. The richly-appointed, newly renovated guestrooms and hotel spaces envelop your senses, while the exquisite rooftop pool with stunning city views and the fine make your New Orleans and conference experience complete.

**InterContinental New Orleans Hotel**, 444 St Charles Ave, New Orleans, LA 70130  
(504) 525-5566 [www.icneworleans.com](http://www.icneworleans.com)

**Hotel reservations and availability are on a first-come, first-serve basis as the room block is limited. Once the room block is gone, it's gone and regular room rates apply.** The discounted room rate for this Four-Diamond is \$234 + tax/night; online reservation instructions are below. Please be advised that last year's room inventory went quickly & the hotel sold out completely well in advance of the event. The room block with this rate expires on February 1, 2018 at which time regular room rates will apply.

**IN ORDER TO RECEIVE THE DISCOUNTED ROOM RATE OF \$234 PER NIGHT + TAX, HOTEL RESERVATIONS MUST BE MADE ONLINE VIA THIS LINK, [CLICK HERE](#). Reservations cannot be made by phone.**

## PRELIMINARY CONFERENCE SCHEDULE

**Sunday, February 25<sup>th</sup>**  
**Afternoon**

Oracle Utilities' Edge Customer Conference Attendee Registration  
InterContinental New Orleans Hotel

**Monday & Tuesday**  
**February 26<sup>th</sup> & 27<sup>th</sup>**

Oracle Utilities' Edge Customer Conference  
Requires a separate registration fee & process managed by Oracle. [Click here](#).

## PRELIMINARY CONFERENCE SCHEDULE - Cont'd

**Tuesday, February 27<sup>th</sup>**  
Oracle 5:00pm – 8:00pm  
Vendor Set-up

OUUG Conference Registration & Vendor Night Welcome Reception for all OUUG Utilities product user communities held at InterContinental New Orleans Hotel  
*Time & instructions forthcoming for Tuesday after vendor set-up*

**Wednesday, February 28<sup>th</sup>**  
7:30am  
8:30am – 4:30pm  
12:00pm – 1:00pm  
5:30pm – 9:00pm

Opening Ceremonies/Keynote Address/General Session  
Breakfast  
Conference Tracks/ Breakout Sessions  
Lunch  
Off-site social event to Mardi Gras World Museum; transportation provided.

**Thursday, March 1<sup>st</sup>**  
7:30am  
8:30am – 4:30pm  
12:00pm – 1:00pm

Breakfast  
Conference Tracks/ Breakout Sessions/Closing Ceremonies  
Lunch

**We look forward to seeing you in New Orleans in 2018!** We encourage you to sign up early as exhibit space and speaking opportunities are especially limited. To reserve a conference sponsorship and exhibit, please contact conference director Cathy McCause Fuss at [info@OUUG.org](mailto:info@OUUG.org) or (209) 564-6744. A follow-up Sponsorship Agreement will be sent. As we get closer to the event, all sponsors/vendors will be provided with a Vendor Confirmation Packet, complete with shipping instructions, move-in guidance, etc.

**SPONSORSHIPS MUST BE CONFIRMED NO LATER THAN DECEMBER 31, 2017!**  
**Payment may be made online invoice via credit card or by check made payable to Oracle Utilities Users Group.**

Cathy McCause Fuss  
Conference Director

**Oracle Utilities User Group**  
1155-C Arnold Drive, Suite 365  
Martinez, CA 94553  
**[www.OUUG.org](http://www.OUUG.org)**

Conference Director:  
Cathy McCause Fuss  
[info@OUUG.org](mailto:info@OUUG.org)  
M 209.564.6744