

OUUG
AUSTIN
2026
ORACLE UTILITIES USERS GROUP CONFERENCE
APRIL 14-16, 2026

SPONSOR PROSPECTUS

December 31, 2025
January 31, 2026

March 1, 2026
April 7-11, 2026
April 14, 2026
April 15, 2026

Sponsorship confirmations due to OUUG
Presentation Abstracts Due/FIRM DATE due to limited meeting space
(Must be co-presented with Oracle Customer, space permitting)
Conference Program Ad Art Due (Presenting & Platinum level sponsors)
Window for Shipping Supplies & Attendee Bag Inserts to Hotel
Evening Vendor Night Welcome Reception & Expo/JW Marriott
Evening Offsite Social Event; Speakeasy Austin

www.OUUG.org

v1.0 11.3.2025



Amplify Your Brand Be a MYOUUG Sponsor.

Founded in 2009, the Oracle Utilities Users Group (OUUG) is a global "for-users, by-users" support organization devoted exclusively to bringing together customers leveraging the Oracle Utilities application stack, OPN partners and Oracle staff to share the utility product brain trust within their respective user communities-at-large. OUUG helps to provide a framework for users to realize the full benefit of their Oracle investment by offering networking, functional & product knowledge sharing and best-practices guidance from colleagues throughout the year and at the annual MYOUUG Conference.



Oracle Utility Customers
Functional Users & Technology
Professionals



OPN Oracle
Partner Network
& Solutions



Oracle Product Community
& Technical Staff



Austin

2026 Conference Overview & Program Highlights



Vendor Night Welcome Reception & Expo

4:30pm – 7:30pm

Meet fellow attendees & Oracle solution partners on the front end of OUUG!

Opening Ceremonies, Keynote & Sessions

8:30am – 4:30pm

Conference kick-off & track sessions & training throughout the day.

Offsite Social at Jason Aldean's Rooftop Bar

6:00pm – 9:00pm

A festive off-site social/networking event. Dinner, live music & other surprises!

Presentations & Sessions

8:30am – 12:00pm

Track sessions continue; conference ends.

2026 MYOUUG Sponsorship Levels Overview

Sponsorship Levels Overview	Presenting Level \$20,000 USD	Platinum Level \$10,000 USD	Gold Level \$5,000
Conference Staff Registrations (not for Customer use)	YES QTY 4	YES QTY 2	YES QTY 1
Logo on Promotional Giveaway Items (bags, journal books, etc.)	YES		
Logo on Attendee Lanyards & Badges	YES		
Host of Wednesday Night Offsite Social Event	YES		
Logo on OUUG Conference Homepage	YES		
One (1) Dedicated OUUG Constant Contact Email Blast	YES		
Post Conference Opt-In Attendee List	YES		
Box Banner Display Opportunity in Conference Center (sponsor-provided box banner stand & space/hotel permitting)	YES		
OUUG Social Media Exposure on Twitter, LinkedIn, Facebook, etc.	YES	YES	
OUUG Constant Contact Email Blasts Logo & Hyperlink Inclusion	YES	YES	
Brochures/Giveaways in Conference Attendee Bags	YES	YES	
Logo on Conference Signage & Banners	YES	YES	
Recognition in Opening Ceremonies & Video	YES	YES	
Session co-presented with an Oracle Customer (Abstracts due no later than Jan.31, 2026; session acceptance is space permitting)	YES	YES	
Host of Tuesday Night Vendor Welcome Reception & Expo	YES	YES	
10x10 Booth Space Vendor Night Welcome Reception & Expo <i>* First come, first serve; limited space. No add'l/larger booth spaces available.</i>	YES	YES	YES
Logo, Description & Hyperlink on Sponsor Webpage	YES	YES	YES
OUUG Conference Mobile App	YES Splash Page Banner Ad & One (1) Push Notification	Listing Only	Listing Only
Full-Color Conference Program Advertisement	YES Full Page Ad	YES 1/2 Page Ad	Listing Only

2026 MYOUUG Sponsorship Premium Add-On's

NEW Sponsorship Add-Ons	Available to Presenting Level	Available to Platinum Level	Available to Gold Level
Dedicated in-house Wi-Fi sponsor, company logo prominently displayed on sign-on splash page on Weds & Thursday.	YES \$10,000 One (1) Opportunity Available	N/A	N/A
JW Marriott branded hotel key given to all OUUG attendees checking into the property on Tuesday thru Thursday.	YES \$10,000 One (1) Opportunity Available	N/A	N/A
Sponsor of the Opening Ceremonies & Welcome Address (introducing the Keynote Speaker)	YES \$7,500 One (1) Opportunity Available	N/A	N/A
Sponsor of Wednesday lunch in Main Ballroom; logo prominently displayed on all three giant screens. Sponsor may provide collateral or giveaways to put on tables, if desired.	YES \$5,000 One (1) Opportunity Available	YES \$5,000 One (1) Opportunity Available	N/A
Conference photo backdrop for attendees to use on Weds & Thursday, prominently displayed outside Grand Ballroom. Highly popular each year for attendee social media & conference mobile app photo posting. Includes your Company logo & hashtag.	YES \$5,000 One (1) Opportunity Available	YES \$5,000 One (1) Opportunity Available	N/A

**Confirm your sponsorship BY DEC. 31, 2025
by emailing info@OUUG.org!**

2026 MYOUUG PRESENTING LEVEL – 12 Available \$20,000

- Four (4) Conference Staff Registrations (not for Customer use)
 - Logo on Promotional Giveaway Items (bags, journal books, etc.)
 - Logo on Attendee Lanyards & Badges
 - Host of Wednesday Night Offsite Social Event at Speakeasy Austin
 - Logo on OUUG Conference Website Homepage
 - Box Banner Display Opportunity in Conference Center (*sponsor-provided box banner stand & space/hotel permitting*)
 - ***NEW*** One (1) dedicated OUUG Constant Contact Email Blast (*could be good for inviting guests to your evening events*)
 - OUUG Social Media Exposure on Twitter, LinkedIn, Facebook, etc.
 - OUUG Constant Contact Email Blasts Logo & Hyperlink Inclusion
 - Brochures/Giveaways in Conference Attendee Bags
 - Logo on Conference Signage & Banners
 - Recognition During Opening Ceremonies & Video
 - Host of Tuesday Night Vendor Welcome Expo/JW Marriott
 - 10x10 Booth Space Vendor Night Welcome Reception & Expo (*space limited this year; first come, first serve*).
 - Logo, Description & Hyperlink on Sponsor Webpage
 - OUUG Conference Mobile App Prominent Splash Page Display
 - Full-Color Conference Program Advertisement - FULL PAGE AD
 - Receive full opt-in Attendee List 1 week post event
 - Session Co-presented with an Oracle Customer (**Abstracts due no later than January 31, 2026; session acceptance is space permitting**)
- **FIRM DEADLINE DUE TO LIMITED MEETING ROOM SPACE****

Available Add-On's for Presenting Level

- **Primary Sponsor of OUUG Conference Center-wide Wi-Fi** on Weds. & Thurs. April 14-16, 2026. *Only 1 sponsor spot available* **\$10,000**
- **Primary Sponsor of Keynote Speaker (TBA)** & introduction of keynote during Opening Ceremonies, Weds. April 15, 2026
Only 1 sponsor spot available **\$7,500**
- **Primary Sponsor of Lunch Weds. April 15, 2026** with access to Main Ballroom multi-screen media display from 12:00pm-1:00pm.
Only 1 sponsor spot available **\$5,000**
- **Conference Photo Backdrop in Main Foyer** for attendees to use on Weds & Thursday, prominently displayed outside Grand Ballroom. Highly popular each year for attendee social media & conference mobile app photo posting. Includes your Company logo & hashtag.
Only 1 sponsor spot available **\$5,000**
- **Dedicated Conference Center Meeting Room** (AV & Food/Beverage add'l, available via Hotel); room capacity 50 banquet-style setting.
Only 3 sponsor spots available **\$7,500**



2026 MYOUUG PLATINUM LEVEL – 20 Available \$10,000

- Two (2) Conference Staff Registrations (not for Customer use)
- OUUG Social Media Exposure on Twitter, LinkedIn, Facebook, etc.
- OUUG Constant Contact Email Blasts Logo & Hyperlink Inclusion
- Brochures/Giveaways in Conference Attendee Bags
- Logo on Conference Signage & Banners
- Recognition During Opening Ceremonies & Video
- Host of Tuesday Night Vendor Welcome Reception & Expo/JW Marriott
- 10x10 Booth Space Vendor Night Welcome Reception & Expo (*space limited this year; first come, first serve*). No add'l/larger booth spaces available.
- Logo, Description & Hyperlink on Sponsor Webpage
- OUUG Conference Mobile App - Listing Only
- Full-Color Conference Program Advertisement - HALF-PAGE AD
- Session Co-presented with an Oracle Customer (**Abstracts due no later than January 31, 2026; session acceptance is space permitting**)

****FIRM DEADLINE DUE TO LIMITED MEETING ROOM SPACE****

Available Add-On's for Platinum Level

- **Primary Sponsor of Keynote Speaker (TBA)** & introduction of keynote during Opening Ceremonies, Weds. April 15, 2026
Only 1 sponsor spot available **\$7,500**
- **Primary Sponsor of Lunch Weds. April 15, 2026** with access to Main Ballroom multi-screen media display from 12:00pm-1:00pm.
Only 1 sponsor spot available **\$7,500**
- **Dedicated Conference Center Meeting Room** (AV & Food/Beverage add'l, available via Hotel); room capacity 50 banquet-style setting. *Only 6 sponsor spots available* **\$7,500**



2025 MYOUUG GOLD LEVEL

\$5,000

- One (1) Conference Staff Registration
- 10x10 Booth Space Vendor Night Welcome Reception & Expo (*space limited this year; first come, first serve*). No add'l/larger booth spaces available.
- Logo, Description & Hyperlink on Sponsor Webpage
- OUUG Conference Mobile App Listing
- Conference Program Listing
- **GOLD LEVEL DOES NOT INCLUDE A PRESENTATION SLOT**



OUUG's History

OUUG was founded in 2009 by a consortium of Oracle Utilities users led by Tier 1 utility customer Veolia NA to create a networking forum that addressed their specific Work & Asset Management (WAM) needs not initially met in the existing Oracle user group structure at that time. Reaching out to their former user group coordinator Cathy McCause Fuss, retired VP Global Marketing of the predecessor company SPL WorldGroup, they embarked on creating a supportive user group structure and annual event to meet the unique needs of the newly formed Oracle Utilities user community.

The initial self-funded OUUG conference was held in 2010, hosted at Veolia's Vancouver WA site, attended by 70 Oracle customers and a handful of legacy partner sponsors. Within two years, attendance had doubled and Oracle Utilities invited OUUG to co-locate the event at Oracle's headquarters in Redwood Shores, CA. In 2020, OUUG celebrated its 11th anniversary in Austin TX, the week prior to the COVID shutdown, with 800+ attendees from the Oracle Utilities' product groups including CC&B, NMS, WAM, MDM, LPS, etc.

In 2021, OUUG pivoted and presented a very successful virtual event experience that helped bridge our return to an in-person event in Nashville, TN, with 700 attendees. As we prepare our 17th annual event in Austin TX again on April 14-16, 2026!

Inception



Tier 1 Oracle Utilities customer Veolia NA creates initial OUUG event called FullCircle (WAM)

1st Conference



1st OUUG/FullCircle 2010 event hosted at Veolia NA's **Vancouver WA** site, 70 attendees

2nd Conference



2nd OUUG/FullCircle 2011 event hosted by Madison Sewerage in **Madison WI**, 100 attendees

3rd Conference



3rd OUUG invited by Oracle to co-locate event at Oracle HQ in **Redwood Shores CA**, 150 attendees

5th Conference



5th OUUG event, expanded to include CC&B, MDM, DataRaker & Lodestar

9th Conference



9th OUUG event, co-located with Oracle Utilities Edge Product Forum in **New Orleans LA**, hits 500+ attendees

10/11th Conference



Celebrating OUUG's 10th & 11th anniversary in **Austin TX**

12th Conference



OUUG pivots to a virtual event experience

13th Conference



OUUG returns to in-person event Nashville 2022!

17th Conference



OUUG returns to Austin TX!



The Volunteer OUUG Ecosystem

OUUG

Cathy McCause Fuss
Conference Director
(formerly SPL
WorldGroup/Synergen)

OFS UG

Mike Little
Toronto Hydro
Scott Taje
ATCO

CANADA UG

Ramez Hakeem
alectra utilities

Customer Solutions UG

Blanca Barajas &
Leslie Miller
*Las Vegas Valley
Water District*

WAM/WACS UG

Samantha Mooren
City of St. Pete
John Clow
*Process Solutions
Assurance (PSA)*
Daryl Hillen & Paul
Hesby, *Oracle Utilities*

MDM/SGG UG

Bob Walters
ComEd
Layne Nelson
Oracle Utilities

OFS UG

Mike Little
Toronto Hydro
Scott Taje
ATCO

NMS UG

Gabe Cano
ConEdison
Jessica Adams
SDG&E

Load Analysis UG

Rick Camarata
Oracle Utilities

CCS Cloud UG

Marizol Garcia
*Hillsborough County
Florida &
Robert Thomas
TMG Consulting*

[CLICK HERE FOR CONTACT INFO](#)

SPONSOR SIGN-UP

DUE by December 31, 2025

Contact info@OUUG.org to confirm.

QUESTIONS?

Visit www.OUUG.org

Cathy McCause Fuss

Conference Director info@OUUG.org M 209.564.6744

cathy.mccause@gmail.com



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2026