



TREES & UTILITIES CONFERENCE | 2025

KNOXVILLE, TN | SEPTEMBER 9-11

EXHIBITOR AND SPONSORSHIP PROSPECTUS

LEARNING & ENGAGEMENT

The Trees & Utilities Conference serves as the premier learning and engagement event for more than 1,000 utility vegetation managers, urban forestry professionals, and engaged citizens across the United States and around the world. The Trees & Utilities Conference offers the latest in:

- Utility arboriculture research
- Best management practices
- Current trends in vegetation management
- Continuing education credits
- Networking opportunities

PUBLICITY & RECOGNITION

Through this conference, you will have many publicity and recognition opportunities, including:

- Engaging with an ideal audience for your products and services, including utility vegetation managers, various utility professionals, urban and community foresters, landscape architects, and other stakeholders invested in sustainable vegetation management.
- Increasing your visibility and building brand awareness
- Generating excellent publicity for your company
- Increasing the positive effects of trees in communities throughout the country
- Helping to shape the future of utility arboriculture research

SECURE YOUR SPONSORSHIP OR RESERVE YOUR BOOTH TODAY!



SPONSORSHIP OPPORTUNITIES



PLATINUM SPONSOR

\$35,000

One available

BENEFITS INCLUDE

- Recognition as Platinum Sponsor with color logo in general and concurrent session rotating slide deck
- Full-page ad in onsite printed conference program
- Recognition as Platinum Sponsor with color logo on conference website with clickable link-through to company website
- Conference app banner
- Social media mention
- Recognition as Platinum Sponsor with color logo on conference signage (entry unit and meter boards)
- 20'x20' booth space
- Complimentary registration for 10 attendees
- Welcome address during the opening session up to 5 minutes long
- Final pre-conference address to attendees via email
- Recognition as Platinum Sponsor during the networking reception with color logo on event signage and drink tickets.
- Conference registration list provided 90, 60, 30, 7 days prior, and within 7 days following the conference.

SPONSORSHIP OPPORTUNITIES

SIGNATURE SPONSOR

\$20,000

Three available

BENEFITS INCLUDE

- Color logo on conference program
- Color logo on conference website with clickable link-through to company website
- Color logo on conference signage
- Conference app banner
- Social media mention with company listing
- Three complimentary registrations
- 20'x20' exhibit booth
- Conference registration list provided 60, 30, 7 days prior, and within 7 day following the conference.
- Pre-conference address to attendees via email

KEYNOTE SPONSOR

\$15,000

One available

BENEFITS INCLUDE

- Color logo on conference program
- Color logo on conference website with clickable link-through to company website
- Color logo on conference signage
- Company logo in pre-conference email to attendees
- Recognition on Keynote opening slide
- Company representative to provide a 5 minute introduction of keynote speaker
- Social media mention with company listing
- Two complimentary registrations
- 10'x10' exhibit booth
- Conference registration list provided 60, 30, 7 days prior, and within 7 day following the conference.

AV SPONSOR

\$15,000

One available

BENEFITS INCLUDE

- Color logo on conference program
- Color logo on conference website with clickable link-through to company website
- Color logo on conference signage
- Company logo in pre-conference email to attendees
- Color logo representation in each speaking room
- Social media mention with company listing
- Two complimentary registrations
- 10'x10' exhibit booth
- Conference registration list provided 60, 30, 7 days prior, and within 7 day following the conference.

**OVER 1,200 ENGAGED
PROFESSIONALS
AWAIT YOUR BRAND!**



SPONSORSHIP OPPORTUNITIES



Help support the conference while gaining invaluable marketing and networking benefits. Available sponsorship opportunities are listed below. Reserve your sponsorship today [here](#). All sponsorships are due July 18, 2025.

Opportunity	Trees & Utilities App Sponsor \$10,000 (limit 1 sponsor)	Wi-Fi Sponsor \$10,000 (limit 1 sponsor)	Workshop Sponsor \$10,000 (limit 1 sponsor)	Tuesday Boxed Lunch \$7,500 (limit 3 sponsors)	Programs/ Notebook \$7,500 (limit 1 sponsor)	Continental Breakfast/Mid-Morning Breaks \$5,000 (limit 6 sponsors)	Photography \$2,500 (limit 2 sponsors)	Afternoon Breaks \$2,500 (limit 6 sponsors)	Contributor Sponsor \$1,000
BRAND RECOGNITION									
Conference Program	Color Logo	Color Logo	Color Logo	Color Logo	Color Logo <small>(listed as program sponsor)</small>	Color Logo	Company Name Listed	Company Name Listed	Company Name Listed
Conference Website	Color Logo	Color Logo	Color Logo	Color Logo	Color Logo	Color Logo	Company Name Listed and Logo on Conference photos web page post conference	Company Name Listed	Company Name Listed
Sponsor Website Through-link	Link to the sponsor's website	Link to the sponsor's website	Link to the sponsor's website						
Conference App Banner	Color Logo			Listing Included Tuesday	Color Logo				
Table Tents			Color Logo Tuesday Workshop Breakfast	Color Logo Tuesday Lunch		Color Logo Wednesday, Thursday morning		Color Logo Tuesday, Wednesday afternoon	
Conference Signage	Color Logo	Color Logo	Color Logo	Color Logo	Color Logo	Color Logo	Company Name Listed	Company Name Listed	Company Name Listed
Complimentary Registrations	2	2	2	2	2	1	1	1	
Other	10'x10' booth	10'x10' booth	Opportunity for a 5 minute opening and closing of the workshop 10'x10' booth	Color logo on boxed lunches					
MARKETING									
Recognition in Conference App	Color Logo	Color Logo	Color Logo	Company Name Listed	Company Name Listed	Company Name Listed	Company Name Listed	Company Name Listed	
Social Media Mention	Listed	Listed	Listed	Listed	Listed	Listed	Listed	Listed	
Conference Registrant List	Provided 30 days prior, 7 days prior, and within 7 days following conference	Provided 30 days prior, 7 days prior, and within 7 days following conference	Provided 30 days prior, 7 days prior, and within 7 days following conference	Provided 30 days prior, 7 days prior, and within 7 days following conference	Provided 30 days prior, 7 days prior, and within 7 days following conference	Provided 30 days prior, 7 days prior, and within 7 days following conference	Provided 30 days prior, 7 days prior, and within 7 days following conference	Provided 30 days prior, 7 days prior, and within 7 days following conference	Provided 7 days prior, and within 7 days following conference

Sponsorship Terms and Conditions:

- Sponsors may display materials and signage only in pre-approved locations. Please contact conference organizers to verify materials and sign placement prior to the conference.
- Sponsors will provide one high-resolution color logo to conference organizers. File format needed: .eps, .ai, or .svg. Only one logo per company will be accepted to be utilized in the sponsor benefits listed above.
- No combination of logos.
- All sponsor invoices must be paid within 45 days of invoice sent date but no later than August 1st to ensure proper recognition at the event.
- All sponsorship benefits will be updated within 5 business days of a paid invoice.



EXHIBITOR INFORMATION

Any exhibitor's booth materials, such as tables, chairs, paper, banners or flags are not to exceed your booth space. This includes overhang of any kind. Inline and bulk space exhibitors will receive the registration list 14 days prior and 7 days post.

BOOTH OPTIONS

INLINE BOOTH

\$2,000 per 100 sq. ft. (\$20/sq ft)

- Minimum size is 10'x10'. Sold in increments of 100 sq. ft.
- Booth construction consists of an 8' back wall drape and 3' side rail drape.
- Each 100 sq. ft. of inline booth space includes one furniture package consisting of an 8' draped table (topped and skirted on three sides), two side chairs, and a wastebasket.
- Two complimentary exhibitor registrations per 100 sq. ft.
- No early move out is allowed.
- Listing as an exhibitor in the conference program and app if received by July 18, 2025.

BULK SPACE

\$5,500 per 400 sq. ft. (\$13.75/sq ft)

- Bulk equipment space is sold in increments of 400 sq. ft.
- Each 400 sq. ft. space receives one furniture package consisting of an 8' draped table (topped and skirted on three sides), two side chairs, and a wastebasket.
- Three complimentary exhibitor registrations per 400 sq. ft.
- No early move out is allowed.
- Listing as an exhibitor in the conference attendee program and app if received by July 18, 2025.
- Space/Weight Considerations:
Weight limits: none | Lowest ceiling height: 16' | Highest ceiling height: 30'

EXHIBITOR INFORMATION

TRADE SHOW SCHEDULE (tentative, subject to change)

Date	Move-In/Out	Show Hours	Show Events
Monday September 9, 2025	10:00 a.m.–6:00 p.m. (move-in)		
Tuesday September 10, 2025	7:00 a.m.–11:00 a.m. (move-in)	11:30 a.m.–5:00 p.m.	Boxed Lunch and Break on Trade Show Floor Networking Reception with Exhibitors 5:30–7:30 p.m. at the Marriott Knoxville Downtown
Wednesday September 11, 2025		7:30 a.m.–5:00 p.m.	Breakfast and Breaks on Trade Show Floor
Thursday September 12, 2025 <i>early move out incurs additional fee of 50% of the exhibitor booth cost</i>	11:00 a.m.–5:00 p.m. (move-out)	8:00 a.m.–11:00 a.m.	Breakfast and Break on Trade Show Floor

For cancellation of space on or prior to July 14, 2025, the exhibitor will be liable for 10% of the total cost of the space. Cancellations of space received after July 14, 2025 will not be issued a refund.

ADDITIONAL INFORMATION

- Early move out from listed move out time will incur an additional fee of 50% of the exhibitor booth cost.
- Conference organizers reserve the right to change the floor plan – including but not limited to aisle space and booth assignments – without notice to provide a more satisfactory, attractive, and successful trade show.
- Payments must be received within 30 days of invoice to guarantee exhibit space. All pricing is quoted in US Dollars. Refer to the exhibit registration form for cancellation policies.
- Pre-registration for exhibit representatives is required. Additional conference and trade show badges are available for \$380 each. (Includes meals, breaks, networking reception, and access to conference sessions.)
- **Sponsor and exhibitor deadline is July 18, 2025** to be included in the conference program.
- No promotional items, materials, food and/or beverage distribution allowed outside of booth parameters. Happy hours, receptions, and/or activations must be pre-approved by event staff prior to the event and be scheduled only during designated breaks.

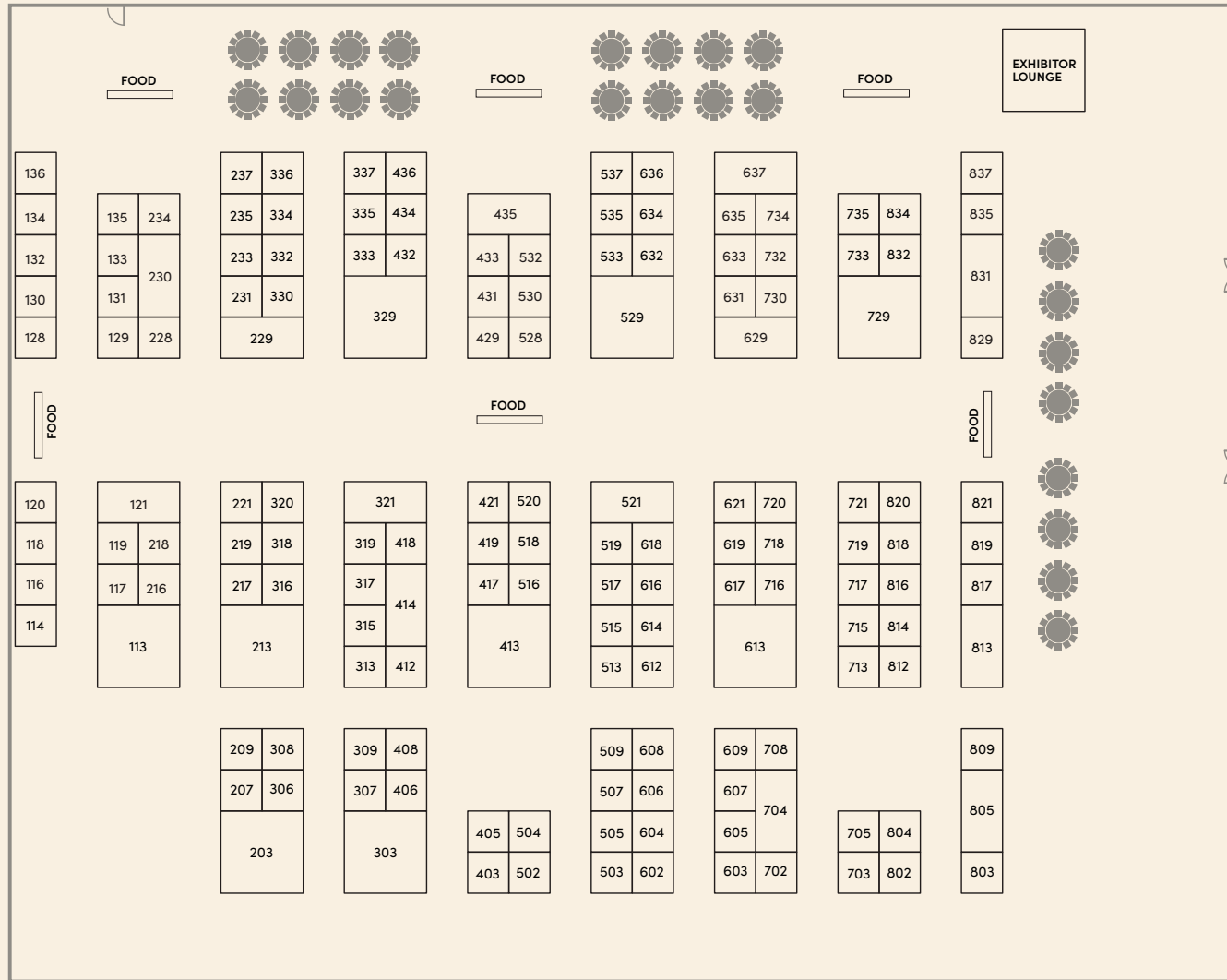


➔ Reserve your space now by visiting TreesandUtilities.org.

For more information and details on booth availability, contact Tara Watermeier at twatermeier@arborday.org.

EXHIBITOR INFORMATION

FLOOR PLAN



ENTRANCE