



APRIL 30-MAY 4 | PORTLAND, OR

NO-DIG SHOW

2023



Technical Papers | Industry Exhibits | Networking Events | Special Awards | Innovations | Entertainment

SPONSOR & EXHIBITOR PROSPECTUS

For more information visit

nastt.org



WHO IS NASTT?



Founded in June 1990, NASTT is a not-for-profit, educational and technical society that is dedicated to promoting the benefits of trenchless technology for public awareness through education, training and research.

NASTT is North America's definitive resource for trenchless solutions to aging underground infrastructure and the applications of trenchless technologies.

NASTT is your link to thousands of trenchless professionals and leaders working at the regional, national and international levels. Membership is open to individuals, agencies and companies involved with providing gas, water, sewage, communications and electrical underground services. NASTT is affiliated with the International Society for Trenchless Technology (ISTT) and shares the same basic concerns for the environment and the social costs of utility construction and rehabilitation.

NASTT has a network of 12 regional chapters and 18 student chapters throughout North America. The regional chapters are the grassroots of NASTT, offering valuable educational and networking opportunities in your local area.

For more information, please visit nastt.org.

WHY EXHIBIT AT NASTT NO-DIG SHOW

The NASTT No-Dig Show is the largest trenchless technology conference in the world, where professionals attend to learn new techniques that will save money and improve infrastructure. The show provides attendees an opportunity to learn methods in technical sessions and talk to vendors during exhibit hall hours about new products and equipment.

On average, more than 2,000 industry professionals attend the NASTT No-Dig Show, and more than 200 companies exhibit their trenchless products and services. Exhibitors and sponsors have the opportunity to meet with attendees on the show floor and network with potential customers at multiple social events including NASTT's Annual Educational Fund Auction.

We are excited about holding the NASTT 2023 No-Dig Show in Portland, OR. The facility offers a great space for exhibitors to showcase products and equipment with nearly 100,000 square feet of exhibit space.



NASTT MEMBERSHIP BENEFITS

Enrich your organization as one of NASTT's elite Corporate members! Join as a group for increased savings and opportunities to stand out and take your team, clients and customers to the next level. The base price for the group Corporate membership includes six employees. And when you add more employees, you'll save more than 70 percent per person.

Receive NASTT No-Dig Show Member Pricing: only NASTT Corporate members are eligible for exhibit booth member pricing which covers the cost of membership; plus, group members can register to attend at the member rate.

Get Noticed: NASTT's Trenchless North America features a listing of NASTT Corporate members along with the company website and primary contact.

Corporate Member Perks: Group members receive specialized content, corporate/group registration rates and discounts on bulk book purchases.

"Being a NASTT group Corporate member gives us credibility in the industry. New trenchless professionals need training and it takes years to get that in geotechnical engineering. NASTT membership helps us provide people with more knowledge faster and on point with the industry nationwide. Being involved helps our team develop the connections they need." – Kenneth G. Sorensen, Kleinfelder, Inc.

For more information, contact Carolyn Hook at membership@nastt.org



ABOUT THE HOST HOTELS

- Hyatt Regency Portland at the Oregon Convention Center
375 NE Holladay Street | Portland, Oregon | 97232
- DoubleTree by Hilton Portland
1000 NE Multnomah Street | Portland, Oregon | 97232
- Make sure you book your hotel room using our discounted block link listed on <http://www.nodigshow.com/>

THE EXHIBIT SPACE

As one of the largest event venues in the Pacific Northwest, the Oregon Convention Center provides outstanding experiences by embracing the local flavor and innovative approaches.

FREQUENTLY ASKED QUESTIONS

How Do I Reserve Exhibit Space?

Step 1: Go to <https://shows.map-dynamics.com/nodig2023/?register>. If you are a corporate member of NASTT, you will be eligible for the member rate which will give you additional savings on your exhibit space.

Step 2: The system will allow you to select your booth online and pay right on the website.

How is Exhibit Space Assigned?

To reserve your exhibit space, a 50% deposit must be paid online. All companies must pay in full by December 1, 2022. If final payment is not received by the designated dates, your booth space reservation will not be guaranteed.

What is the Cost of Exhibiting?

NASTT Member Rate.....\$2,550 in-line 10'X10',
\$2,750 corner or island 10'X10'*

Non-Member Rate.....\$4,200 in-line 10'X10',
\$4,400 corner or island 10'X10'

**Exhibiting companies must be current 2022 corporate members to receive the NASTT member rate.*

Complete the registration process in one easy location! With our system you can select the booth location you want, fill out your contact information and pay all at once online! It will save you time filling out paperwork and having to send it through email or fax – and it's "green" by not having to print anything out! Visit nastt.org/ registration today to reserve your space!

What's Included?

- 10 ft back drape and 3 ft. side drape on in-line booths
- 7 in. x 14 in. ID sign in the rear of the booth
- Free exhibit hall passes for current and potential customers
- Company listing on the NASTT No-Dig Show website
- Company listing on the NASTT No-Dig Show mobile app
- Company logo and listing on NASTT No-Dig Show website as an exhibitor
- (2) Full Conference and (2) Exhibit Hall Only passes per 10 ft x 10 ft booth
- 24-hour security service

nodigshow.com/exhibitors-resources.html

SHOW SCHEDULE

| Date | Move-In Time | Show Hours | Move-Out Time |
|------------------------------|-------------------------|------------------------|-------------------|
| Sunday, April 30, 2023 | 7:00 am – 6:00 pm | | |
| Monday, May 1, 2023..... | 7:00 am – 10:00 am..... | 11:45 am – 3:45 pm | |
| Tuesday, May 2, 2023 | | 10:30 am – 3:30 pm | |
| Wednesday, May 3, 2023..... | | 9:00 am – 1:00 pm..... | 2:00 pm – 9:00 pm |

For more information or to reserve your the 2023 No-Dig Show Sponsorship, please contact Hannah Stakolich, Exhibit & Sponsorship Sales, Benjamin Media Inc. at 440-465-9434 or hstakolich@benjaminmedia.com.

NASTT 2023 NO-DIG SHOW ATTENDEE DEMOGRAPHICS



TOP 10 ATTENDEE AREAS OF INTEREST:

1. Horizontal Directional Drilling

2. Wastewater Rehabilitation

3. Auger Boring

4. Wastewater New Installation

5. Microtunneling

6. Stormwater Rehabilitation

7. Watermain Rehab

8. Pipe Bursting

9. Lateral Rehabilitation

10. Watermain New Installation



SEE WHAT OUR NO-DIG SHOW EXHIBITORS HAVE TO SAY:

"The NASTT No-Dig Show is a top priority for our company each year. The show brings together the perfect mix of contractors, engineers, owners, and equipment manufacturers to collaborate on new projects and equipment innovations. Our team, be it the sales, operations, or engineering side, gathers so much knowledge from this show. Moving the show location to amazing venues around the country keeps our team and customers engaged in the trenchless industry. The NASTT staff makes sure the show content remains fresh and cutting edge, making this show so important to the underground industry."

Kevin Nagle, Vice President of TT Technologies, Platinum Sponsor

"The NASTT No-Dig Show has always been very rewarding for the HDPE industry and the Plastics Pipe Institute because we meet many leading water system owners, contractors, students, researchers and designers to review trenchless installations such as horizontal directional drilling, pipe bursting and pre-chlorination compression-fit lining. No-Dig is also a perfect setting for our association to share technical information, case studies, standards (such as ANSI/AWWA C906-21 and ASTM F1962, the only ASTM HDD standard in the water market), best practices and software such as PPIPACE and PPIBoreAid. We always look forward to participating in the NASTT No-Dig Show."

Camille George Rubeiz, P.E., Senior Director of Engineering, Plastics Pipe Institute, Inc., Gold Sponsor

"As a first-time exhibitor, Bothar was extremely pleased with the entire NASTT No-Dig event. The combination of a technical program, vast exhibit hall and unique special events created a highly effective networking experience. It was great to see contractors, engineers, manufacturers and owners come together to share their day-to-day practices in trenchless engineering and construction. Bothar will continue to support this event and NASTT's efforts to better the trenchless technology community and industry moving forward. We look forward to seeing everyone at the NASTT No-Dig Show."

Maureen Carlin, Vice President of Engineering and Preconstruction, Bothar, Silver Sponsor

OTHER ATTENDEE AREAS OF INTEREST:

- Bypass/Dewatering Pumps
- Oil & Gas Condition Assessment/Inspection
- Oil & Gas Distribution/Operation/Rehabilitation
- Pilot Tube
- Pipe Cleaning
- Pipe Ramming
- Stormwater Condition Assessment/Inspection
- Stormwater New Installation
- Utility Tunneling
- Wastewater Condition Assessment/Inspection
- Watermain Condition Assessment/Inspection

For more information, please contact Hannah Stakolich, Exhibit & Sponsorship Sales, Benjamin Media Inc. at 440-465-9434 or hstakolich@benjaminmedia.com.



NASTT 2023 NO-DIG SHOW SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS

| Benefits Package | Platinum Package | Gold Package | Silver Package |
|--|------------------|-----------------|-----------------|
| 20'x30' Island booth in preferred location | • | | |
| Full-page, 4-color advertisement in the NASTT No-Dig Conference Preview | • | | |
| Opportunity to display company equipment near registration area | • | | |
| Opportunity to place one 30-second video on the NASTT No-Dig Show website promoting your company | • | | |
| Twelve Full Conference registration passes and twelve Exhibit Only registrations | • | | |
| 20'x20' Island booth in preferred location | | • | |
| Half-page, 4-color advertisement in the NASTT No-Dig Conference Preview | | • | |
| Eight Full Conference registration passes and eight Exhibit Only registrations | | • | |
| 10'x20' Corner booth in preferred location | | | • |
| Four Full Conference registration passes and four Exhibit Only registrations | | | • |
| Complimentary exhibitor logo listing in mobile app | • | • | • |
| Company logo prominently displayed on conference signage | • | • | • |
| Company logo and link displayed on the NASTT No-Dig Show website and emails | • | • | • |
| Access to attendee list before and after the conference (email addresses not included) | • | • | • |
| Various marketing benefits throughout the planning process and live event | • | • | • |
| Price | \$34,000 | \$19,000 | \$9,500 |
| Package Values | \$58,300 | \$35,700 | \$25,150 |

- A fifty percent (50%) non-refundable deposit is required to be paid with submittal of the signed sponsorship and/or exhibit contract. No sponsorship and/or exhibit application will be acknowledged or promoted, either in print or on the No-Dig Show website, until the contract and required deposit have been submitted and processed.
- The remaining fifty percent (50%) of the sponsorship and/or exhibit is due December 1, 2022. If any balance due after December 1, 2022 is not paid, sponsorship and/or exhibitor's booth space will be released by NASTT.
- Sponsorship and/or exhibit contracted after December 1, 2022 must be paid in full with submittal of contract.
- For complete terms and conditions see page 11.

For more information or to reserve your the 2023 No-Dig Show Sponsorship, please contact Hannah Stakolich, Exhibit & Sponsorship Sales, Benjamin Media Inc. at 440-465-9434 or hstakolich@benjaminmedia.com.

NASTT 2023 NO-DIG SHOW SPONSORSHIP OPPORTUNITIES



All sponsorships include your organization logo and website URL link on the No-Dig Show website. There is limited availability for each sponsorship. To check availability, please go to nastt.org

SPECIAL EVENT SPONSORSHIPS

CASINO ROYALE EVENT SPONSOR

\$6,000

Utilize one of the NASTT No-Dig Show's most enjoyable events by sponsoring this fun new networking event!

- Company logo displayed prominently on signage throughout the event
- Recognition as the Casino Royale Event Sponsor in the accompanying slide presentation
- Opportunity to provide giveaways at the door or on cocktail tables
- Casino Royale Event Tickets for up to 10 guests
- Company logo displayed on 1 event gaming table and listed as Casino Royale Table Sponsor

**Only (1) sponsorship available*

CASINO ROYALE CARD SPONSOR

\$3,500

Provide the playing cards for Casino Royale with your company's branding!

- Tickets to Casino Royale for up to 10 guests
- Company playing cards used at each gaming table
- Recognition as Casino Royale Card Sponsor in the accompanying event slide presentation
- Sponsor is responsible for production and shipment of 200+ playing card decks – must be ordered through our vendor and be official playing cards

**Only (1) sponsorship available*

CHAMPAGNE TOAST SPONSOR

\$3,000

Cheers to you, to colleagues, and to new connections! Provide the champagne and we will toast to our award winners, your company and to letting the games begin at Casino Royale!

- Company logo displayed on on-site signage
 - MC to mention and thank the sponsor in the toast
 - Option to provide branded cocktail napkins
- *Sponsor is responsible for the production and shipment of napkins

**Only (1) sponsorship available*

CASINO ROYALE PRE-EVENT BAR SPONSOR

\$2,800

Create a "buzz" at the NASTT No-Dig Show Casino Royale by sponsoring the pre-event bar.

- Company logo displayed on tabletop signage placed at each bar
- Company logo displayed on on-site signage
- Option to provide branded cocktail napkins that will be handed out at each bar with drinks.

*Sponsor is responsible for the production and shipment of napkins

**Only (3) sponsorships available*

KICK-OFF BREAKFAST EVENT SPONSOR

\$2,750

Start the NASTT No-Dig Show off right by promoting your company at the first event of the Show!

- Five-minute speaking opportunity.
- Reserved table for 10 guests.
- Company logo prominently displayed on signage throughout the event.
- Recognition as a Kickoff Breakfast Event Sponsor in the accompanying event slide presentation.
- Opportunity to provide giveaways on the tables. Sponsor is responsible for production and shipment of any giveaway items.

**Only (2) sponsorships available*

CASINO ROYALE TABLE SPONSOR

\$2,000

Roll the dice with NASTT No-Dig Show attendees by sponsoring our networking reception games – Blackjack, Craps, Roulette or Poker, the choice is yours!

- Tickets to Casino Royale for up to 10 guests
- Company logo displayed on tabletop signage at your gaming table
- Recognition as a Casino Royale Table Sponsor in the accompanying event slide presentation

AUCTION RECEPTION SPONSOR

\$1,750

Help us support a fun and exciting evening that benefits the NASTT Educational Fund for educational initiatives.

- Company logo prominently displayed on event signage.
- Recognition as an Auction Reception Event Sponsor in the accompanying event slide presentation.

• Opportunity to provide branded cocktail napkins and/or can koozies. Sponsor is responsible for production and shipment of items.

**Only (3) sponsorships available*

KICK-OFF BREAKFAST VIP SEATING

\$1,000

Utilize one of the NASTT No-Dig Show's most important events by sponsoring a table at this exciting kick-off breakfast!

Benefits include

- VIP Reserved table in prime location for 10 guests
- Company logo displayed on tabletop signage
- Recognition as a Kick-Off Breakfast Table Sponsor on accompanying event slide presentation

**Only (10) sponsorships available*



NASTT 2023 NO-DIG SHOW SPONSORSHIP OPPORTUNITIES

All sponsorships include your organization logo and website URL link on the No-Dig Show website. There is limited availability for each sponsorship. To check availability, please go to nastt.org

EXHIBIT HALL SPONSORSHIPS

DIRECTIONAL FLOOR SIGN SPONSOR

\$3,250

Lead attendees to the exhibit hall and your booth with your company brand!

- Sponsor logo printed on table tents on lunch tables in the exhibit hall.
- Floor stickers lead into the Exhibit Hall and to the Sponsor booth. Sponsor can provide any image or message they choose for decals.

**Only (3) sponsorships available*

LANYARD SPONSOR

\$2,500

Imagine NASTT No-Dig Show attendees wearing your company name and/or logo around their neck!

- Sponsor provides lanyards to be distributed to attendees at registration. Sponsor is responsible for production and shipment of lanyards following specs provided by NASTT.

**Only (2) sponsorships available*

ATTENDEE BAG SPONSOR

\$2,400

Have your logo displayed on the bag full of information and goodies each full conference attendee receives at the NASTT No-Dig Show. Your logo will be seen throughout the conference when attendees carry their bag around to exhibits and session rooms!

- Company logo printed on one side of attendee bags.

**Only (2) sponsorships available*

DIRECTIONAL SIGNAGE SPONSOR

\$2,300

Lead attendees to the exhibit hall and your booth with your company brand!

- Sponsor logo printed on table tents on lunch tables in the exhibit hall.
- Floor stickers lead into the Exhibit Hall and to the Sponsor booth. Sponsor can provide any image or message they choose for decals.

**Only (1) sponsorship available*

H2O ON-THE-GO SPONSOR

\$2,250

Keep attendees hydrated on site with your branded water bottle.

- Sponsor to provide branded water bottles to be included inside attendee bags. Sponsor is responsible for production and shipment of water bottles and any associated costs.

**Only (1) sponsorship available*

DEMO PROMOTION PACKAGE

\$1,600

Are you doing a demo at the No-Dig Show? Use this marketing package to help spread the word and get attendees to your demos!

- Sponsor is featured in an attendee email highlighting demonstrations in the exhibit hall. Email to be sent 1 week prior to the NASTT No-Dig Show.
- Sponsor is featured in a mobile app push notification highlighting demos in the exhibit hall.
- Sponsor is featured on the Show website in a section dedicated to Demos. Includes company name, logo, booth #, and 25-word description of demonstration.

AISLE SIGN SPONSOR

\$1,500

Sponsor an aisle sign and your company branding will be featured at the bottom of the hanging aisle signs.

- Sponsor to provide logo and is responsible for all associated costs.

**Only (8) sponsorships available*

CONCESSION SPONSOR

\$1,500

Your company will be recognized as the Concession Sponsor located within the Exhibit Hall.

- Sponsor logo printed on table tents on lunch tables in the exhibit hall.

**Only (1) sponsorship available*

COFFEE BREAK SPONSOR

\$1,250

Coffee breaks are placed prominently in the conference classroom area.

- Company logo prominently displayed on signage in coffee break location.
- Opportunity to provide branded coffee cups and/or napkins. Sponsor is responsible for production and shipment of items.

**Only 3 sponsorships available*

ATTENDEE GIVEAWAY SPONSOR

\$1,200

This is a fun way to get your company's name out in front of the NASTT No-Dig Show attendees.

- Sponsor provides branded giveaway item of choice that is placed inside attendee bags. Sponsor is responsible for production and shipment of items. Actual items are preferred versus flyers or brochures.

NASTT 2023 NO-DIG SHOW SPONSORSHIP OPPORTUNITIES



All sponsorships include your organization logo and website URL link on the No-Dig Show website. There is limited availability for each sponsorship. To check availability, please go to nastt.org

HOTEL SPONSORSHIPS

All hotel sponsorships take place at the Hyatt Regency Portland at the Oregon Convention Center.

HOTEL KEY CARD SPONSOR

\$3,400

How many times will you use your hotel key card at The NASTT No-Dig Show? This is a sponsorship that will give your organization great exposure.

- Company logo or image printed on key card. Key card must also include 4-color 2023 No-Dig Show logo on the back of the card. Sponsor provides the hotel key card and covers any associated costs.

**Only (1) sponsorship available*

HOTEL BAR SPONSORSHIP

\$2,300

Sponsor the hotel bar and network with attendees after hours!

- Company logo prominently displayed on signage in bar location.
- Opportunity to provide branded napkins or coasters at bar location. Sponsor is responsible for production and shipment of items.

**Only (1) sponsorship available*

WELCOME SPONSOR

\$1,800

Provide a message to every guest at check-in! Great way to invite attendees to your booth, to watch a demo, or to attend a session.

- Sponsor responsible for printing and shipping flyer to hotel and any associated costs. Max flyer size 8-1/2" x 11". Content to be approved before printing.

**Only (1) sponsorship available*

MOBILE APP SPONSORSHIPS

MOBILE APP SPLASH SCREEN SPONSORSHIP

\$2,500

A full-screen ad displays when the app is launched or refreshed for excellent brand visibility.

- Sponsor provides branded image or message based on provided specs.

**Only (1) sponsorship available*

MOBILE APP BANNER AD SPONSORSHIP

\$1,500

Exclusive banner ad appears at the top or bottom of the screen within the app.

- Sponsor provides branded image or message based on provided specs.

**Only (5) sponsorships available*

MOBILE APP PUSH NOTIFICATION SPONSOR

\$750

Generate interest in your exhibit and drive traffic to your booth by sending a promotional push notification.

- Sponsor provides text for 1 push notification promotion based on provided specs.

**Only (12) sponsorships available*



NASTT 2023 NO-DIG SHOW SPONSORSHIP OPPORTUNITIES

All sponsorships include your organization logo and website URL link on the No-Dig Show website. There is limited availability for each sponsorship. To check availability, please go to nastt.org

RECRUITMENT SPONSORSHIPS



STUDENT SPONSOR \$2,800

Support the next generation of trenchless professionals.

- Company logo placement on the back of the NASTT Student Chapter Volunteer Shirts
- Invitation to attend Student Orientation (two representatives)
- Five-minute speaking opportunity during the Student Orientation
- Recognition as a Student Sponsor in the accompanying event slide presentation
- Opportunity to provide giveaways at Student Orientation. Sponsor is responsible for production and shipment of items
- One page insert into digital student orientation packet with company information and logo

**Only (5) sponsorships available*



YOUNG PROFESSIONAL SOCIAL SPONSOR \$1,500

Support our young professionals in the industry by sponsoring the Young Professionals Social.

- Company logo prominently displayed on signage in reception location.
- Opportunity to provide branded cocktail napkins. Sponsor is responsible for production and shipment of napkins.
- Sponsor receives the reception attendee contact list after the event.

**Only (3) sponsorships available*



RECRUITMENT CONNECTION SPONSOR \$500

Participate in our Recruitment Connection hour and network with professionals looking for work!

- Dedicated post on the NASTT Trenchless Job Board
- Featured in attendee e-blast as Recruitment Connection Sponsor
- Promoted in attendee emails prior to the event
- Company logo listing in mobile app