



**Fountains of Opportunity:**  
*Create a Legacy*

**PROSPECTUS**



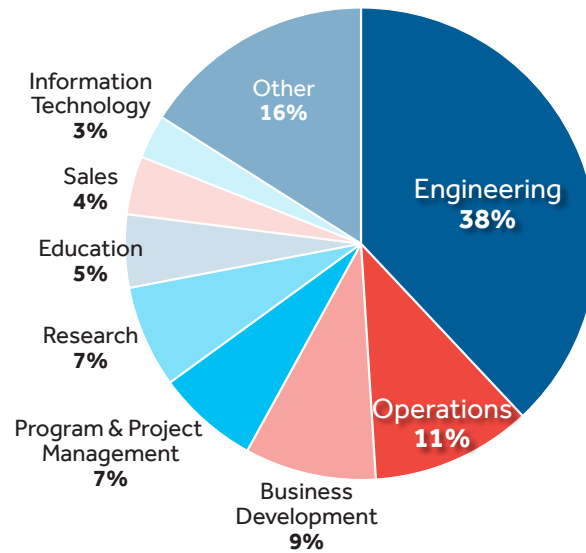
**2025 USSD Annual Conference and Exhibition**  
**May 5-8, 2025 • Kansas City, MO**

# SOCIAL MEDIA & DEMOGRAPHICS

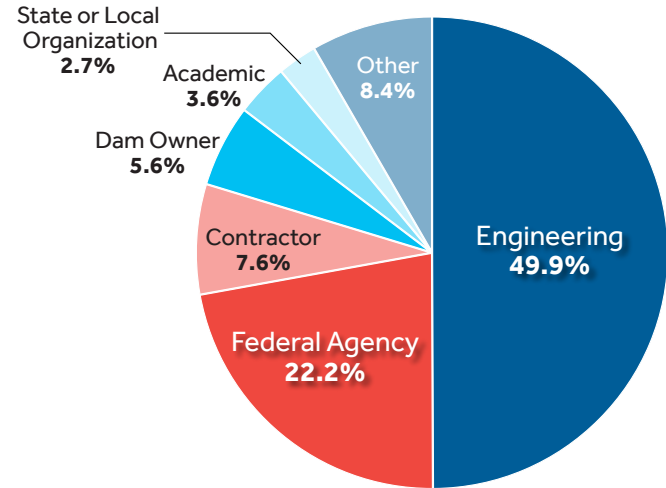
**7,070** LinkedIn followers and growing as of September 2024

**900+** attendees expected at the 2025 Annual Conference

### LinkedIn Followers



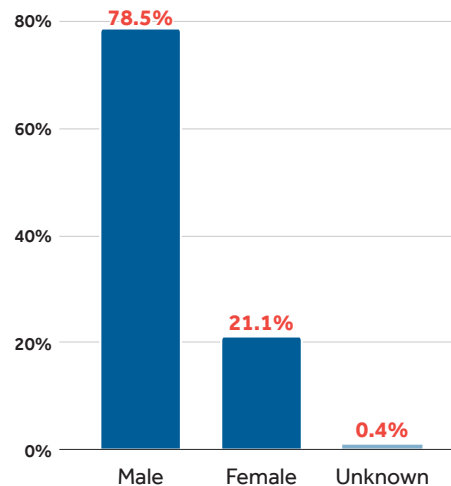
### Attendee Primary Organization Type



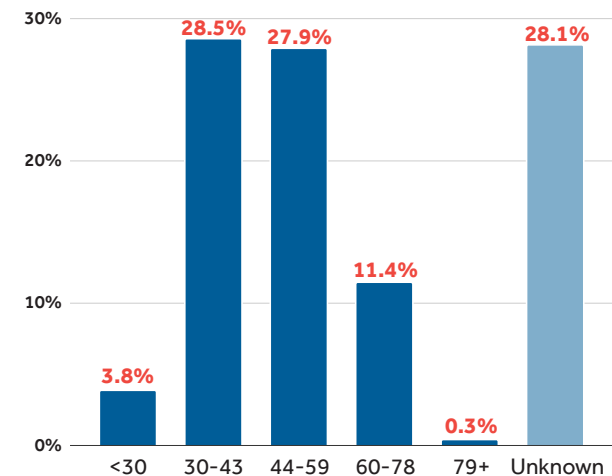
USSD Annual Sponsorship Program offers opportunities to showcase your company to USSD stakeholders through various touchpoints during the benefit year. By participating in the USSD Annual Sponsorship Program:

- Companies display their commitment to the industry and make their companies stand out in the crowd with leaders in the dam and levee industry.
- Companies showcase your company to a national and international dam and levee industry professionals.
- Companies can set their annual budget and get the most value for their investment.
- Support the work USSD does to fulfill its mission and vision.

### Gender



### Age Groups



# SPONSORSHIP PACKAGES

## FOR 2025 ANNUAL CONFERENCE, ALL SPONSORS RECEIVE:

- Logo on 1 USSD conference webpage
- 2025 Conference attendee mailing list
- Access to Supplier Lounge at 2025 annual conference
- Logo on Exhibit Hall entrance signage
- Listed as sponsor in conference mobile app
- Push notifications via Mobile app (timing & qty dependent upon sponsor package)
- Post conference recognition in Summer 2025 issue of Dams & Levees Bulletin

## FOR JAN 1 -DEC 31, 2025, ALL SPONSORS RECEIVE:

- Recognition with logo on USSD website homepage
- Video ads run on USSD social media sites (60 secs max; recurrence according to sponsorship package)
- Credit vouchers to be used towards USSD membership(s) (amount based upon sponsorship package)
- Logo on homepage for USSD Learning Center

## APPLICATION & PAYMENT

- Review the Sponsorship Packages & A la carte option at <https://www.usdams.org/sponsorships-2025/>
- Online registration will be the only registration method available to select a sponsorship package. Selection is on a first come, first served, AND first paid basis. Sponsors are encouraged to secure their sponsorship packages immediately with credit card payment. FULL payment for all sponsorships must be received within 30 business days of online reservation OR no later than January 31, 2025 (whichever is earliest). FULL payment for sponsorships reserved online after January 1, 2025, must be received within 20 business days.
- Sponsorships that are not paid in FULL according to the aforementioned deadlines, may be cancelled and returned to general sale.
- Sponsorship sales are final & non-transferable.

*Additional a la cart options will be available on the website in January 2025.*

### A LA CARTE OPTIONS

#### ANNUAL CONFERENCE OPTIONS

<b>WIFI</b>	<b>YP Mentoring Lunch &amp; Social</b>	<b>Field Tour</b>
(2 available)	(3 available)	(4 available)
\$10,000	\$2,000	\$1,500

# SPONSORSHIP PACKAGES

	DIAMOND	PLATINUM	GOLD	SILVER
Pricing (member / nonmember)	\$20,000 / \$23,000	\$18,000 / \$21,000	\$12,000 / \$15,000	\$8,000 / \$11,000
# Available	3	4	7	7
<b>General Benefits (Jan 1-Dec 31, 2025)</b>				
Video to run on USSD LinkedIn page (max of 60 secs)	4 runs	3 runs	2 runs	1 run
Credit to be used towards USSD membership(s)	\$330	\$220	\$110	\$110
Recognition with logo on webpage advertising selected education <i>* Selection options will be posted by qtr</i>	2	2		
<b>Conference Related Benefits &amp; Options</b>				
Exclusive Pre-Conference Email to 2025 conference registrants <i>* Sponsor responsible for drafting &amp; supplying email text/graphics. Email will be sent by USSD.</i>	X			
Interactive logo (hyperlink to company website) in 2025 conference mobile app. USSD will select location within app.	X			
Speaking or Video Opportunity (5 min to address attendees)	X			
Award Sponsorship (exclusive with first right of refusal for following year - max of 2 years) <i>* Choose from: Excellence in Constructed Project, Exceptional YP, PSSEM</i> <i>* Includes recognition on marketing material for selected award, logo on award plaque (along with USSD logo) &amp; company representative to assist with award presentation</i>	X			
Early Access Sponsor Selection for 2026 sponsorship packages <i>(2 weeks before general sell)</i>	X			
Web ad on one USSD conference webpage	X	X		
Looping/scrolling electronic display of Logo inside exhibit hall	X	X		
Branded item available for all attendees during registration/check-in. <i>* Item will be ordered and shipped by USSD (@900).</i> <i>Sponsor will be notified by February 2025 of selected item.</i>	1	1		
Push notifications via mobile app	3	2	1	
Branded postcard (3x5) distributed during sessions <i>* Sponsor responsible for ordering &amp; shipping in accordance with USSD guidelines.</i>	1	1	1	
YP Events & Activities - Recognition on signage	X	X	X	
Wrap Party - Recognition on signage & Individual Tickets	3	2	1	

# EXHIBIT PACKAGES

## EACH BOOTH INCLUDES:

- 1 6ft table
- 2 standard chairs
- 1 wastebasket
- Pipe & Drape
- Power Outlet (standard)

## OPTIONAL ADD-ONS:

- USSD Logo drink tickets to give out at booth – **\$18**
- Ticket for Specialty Cocktail at Reception Bars (tickets given out at booth) – **\$20**

### 10x10

**\$1,800 (Member)/ \$2,100 (Non-member)**

**60 available**

**One (1)** Full Conference Attendee registration

### 10x10 PRIME

**\$2,100 (Member)/ \$2,400 (Non-member)**

**10 available**

**One (1)** Full Conference Attendee registration

### 10x20

**\$3,600 (Member)/ \$3,900 (Non-member)**

**6 available**

**Two (2)** Full Conference Attendee registrations

### 20x20

**\$6,200 (Member)/ \$6,500 (Non-member)**

**4 available**

**Three (3)** Full Conference Attendee registrations

*Available number of booths may be adjusted prior to opening of booth sales. This information will be available on the USSD website along with the Exhibit Rules and Regulations.*