



2015 Oracle Utilities User Group Conference

EVENT SPONSORSHIP OPPORTUNITY LEVELS

March 9-12, 2015

Pointe Hilton Squaw Peak Resort
Phoenix, AZ



Sponsorship Program Details

We're celebrating our 6th year anniversary! As a valued member of the Utility Software Solutions Industry, you are invited to participate as a sponsor and exhibitor at the upcoming Oracle Utilities User Group (www.OUUG.org) community-sponsored conference on March 9-12, 2015 in Phoenix, AZ. This thriving annual user-directed, self-funded event will be held at luxurious **Pointe Hilton Squaw Peak Resort** (www.squawpeakhilton.com), as we have outgrown the Oracle Conference Center in Redwood Shores, CA. For 2015, all Oracle Utilities product groups, including Lodestar, are being brought under this one umbrella user conference venue. 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 and 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 2015 Multi-Product Customer Advisory Board (CAB) hosted by the Oracle Utilities Global Business Unit (*please note there is a separate registration process and fee for the CAB via Oracle; information & invitations forthcoming*). Not only do we expect more client companies and their representatives in attendance, but the collaboration between these two events is sure to attract C-suite executives and higher-level decision makers. Additionally, the **Vendor Night Welcome Reception on Tuesday evening, March 10, 2015** from 5:30pm-8:30pm in the resort's main ballroom has been expanded to include all Oracle Utilities product communities such as CC&B, WAM, MDM, MWM, NMS, DataRaker, Lodestar, etc. More bang for your sponsorship buck!

NEW FOR 2015 – USER CONFERENCE GOLF TOURNAMENT



Bringing back a favorite conference tradition from years past, we're adding a golf tournament prior to the CAB on **Sunday afternoon, March 8, 2015** at the Troon® Lookout Mountain Golf Club (at the Pointe Hilton Tapatio Cliffs Resort, the event hotel's sister property). See www.tapatiocliffshilton.com/resort-golf. The golf registration site can be accessed from the main conference website www.OUUG.org, or directly at www.OracleGolf.Club.



Weaving through the rugged Sonoran Desert, the pristine 18-hole layout borders the Phoenix Mountain Preserve and combines award winning golf with spectacular views of nearby Lookout Mountain and Piestewa Peak. Lookout Mountain Golf Club has received the Golf Digest four-star award for nine consecutive years and has been rated by the Zagat Survey as one of "Americas Top Golf Courses." We'll be using a shotgun start format and awarding prizes for longest drive, closest to the pin, etc. Tournament sponsor will receive coverage on the conference website, email blasts and during the awards ceremony. Player transportation to/from the course will be provided, as well as a box lunch, "beverages" and branded golf giveaway items.

\$2000 (includes 4 entries and the fastest cart the track owns!)

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, promotional giveaway items, website presence, as well as lunches and breaks. Individual and packaged sponsorship opportunities are outlined, and are available on a first-come, first-serve basis, though past sponsors will be given special consideration.

Promotional items currently under consideration 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 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 **Oracle Utilities Users Group Conference website** (slated to go live in November 2014) 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, March 10, 2015**, a casual, hosted cocktail **Vendor Night Welcome Reception** will be held in the main ballroom of the Pointe Hilton Squaw Peak Resort. 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); table top displays are just fine. 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: 5:30pm – 8:30pm. Heavy hors d'oeuvres served and open bar. This reception will include attendees from all Oracle Utilities product communities as well as partners and the Oracle team.

On **Wednesday, March 11, 2015** following the conference day, attendees will be delivered by coach to a Phoenix favorite, **Rustler's Rooste** (www.rustlersrooste.com). The old-west ambiance celebrates the Wild West and desert heritage with a gorgeous roof top bar and a great claim to fame....*Beer & Brew with a View!* Enjoy an evening of gambling at casino night for great prizes, a full dinner and a hosted bar. Transportation provided and available throughout the evening, returning back to the event hotel. Regarded as the highlight of the event each year, this sponsor is sure to garner amazing exposure!
Hours: 5:30pm – 9:30pm.



Sponsorship Packages

Presenting Level Sponsor includes:

Qty 1 Available
\$10,000

- **Rustler's Rooste Casino Night Celebration Event Sponsorship**
- Unlimited User Conference Attendee Registrations for your company
- Logo on website [homepage](#) & product-specific pages with link for 12 months
- Logo on Promotional Giveaways (i.e., portfolio pad, tote, etc.)
- Recognition in Conference Program and Opening & Closing ceremonies
- Collateral distribution opportunity for Attendee Packets
- Inclusion in pre- and post-event promotion to attendee mailing list
- Premium Table/Booth Space at the opening night Vendor Night Reception
- **NEW!** Opportunity to present a *Lightning Talk* session (30 minutes) to attendees

Platinum Level Sponsor includes:

Qty 3 Available
\$5,000

- **Vendor Night Welcome Reception Sponsorship**
- Four (4) Conference Attendee Registrations
- Logo on website [homepage](#) with link for 12 months
- Recognition in Conference Program and Opening & Closing ceremonies
- Logo on Promotional Giveaways (i.e., portfolio pad, tote, etc.)
- Collateral distribution opportunity for Attendee Packets
- Premium Table/Booth Space at the opening night Vendor Night Reception
- **NEW!** Opportunity to present a *Lightning Talk* session (30 minutes) to attendees

Gold Level Sponsor includes:

\$2,500

- 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
- **NEW** - Opportunity to present a *Lightning Talk* session (30 minutes) to attendees

Industry Partner includes:

\$1000

- Table/Booth Space at opening night Vendor Night Welcome Reception
- **NEW!** One (1) Conference Attendee Registration
- Recognition in Conference Program

Partner Attendee Registration

\$585

- Required for non-sponsoring partner attendees or those vendors that require additional registrations.

The Enterprising & Engaged Oracle Utilities User Community

2014 attendance and 2015 inquiries are indicating a strong conference attendance given the low-cost registration, easily accessible locale and this year's collaboration with Oracle Utilities' Customer Advisory Board (CAB) AND involvement with all product groups. Previous years' conference participants have included:

- AGL Resources
- ALLETE/Minnesota Power
- Baltimore Gas & Electric Company
- Benton PUD
- Canadian Forest Products
- Cedar Falls Utilities
- Citizens Energy
- City of Anaheim
- City of Calgary
- City of Clearwater
- City of Colton
- City & County of Honolulu
- City of Columbus
- City of Guelph
- City of Las Vegas
- City of Largo
- City of Phoenix
- City of Portland
- City of Regina
- City of Riverside
- City of Saint Paul
- St Petersburg
- City of Tucson Water
- Dekalb County Water & Sewer
- Delta Mendota
- Duquesne Light Company
- Eugene Water and Electric Board
- Fayetteville Public Works Commission
- FMC Corp.
- Gas South
- Golden State Water Company
- Green Mountain Power
- Greenville Utilities
- Greystone Power
- Hillsborough County
- JEA
- KCP&L
- LA County Sanitation District
- Lafayette Utilities System
- Las Vegas Valley Water District
- Lee County Electric Cooperative
- Los Angeles Dept of Water Power
- Madison Metropolitan Sewerage
- Metropolitan Counsel
- Mid American Energy
- Middlesex Water Company
- Montgomery Water Works
- Montana-Dakota Utilities Co
- NE Ohio Regional Sewer District
- Oncor Electric Delivery
- Pacific Gas & Electric
- Orlando Utilities Commission
- Passaic Valley Sewerage Commissioners
- Pennichuck Water
- Pima County
- 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
- Tucson Electric Power
- University of Wisconsin, Health Clinics
- Veolia Water North America
- Washington Suburban Sanitary Comm.
- Westar Energy
- ...and more!

OFFICIAL CONFERENCE HOTEL & OTHER OPTIONS:



The luxurious **Pointe Hilton Squaw Peak Resort** is the official event hotel, conveniently located just minutes from the Phoenix Sky Harbor International Airport (though no hotel airport shuttle is available). Revel in the warm and inviting atmosphere of the resort as you enjoy 27 acres of all-suite accommodations, extensive amenities and unique dining, nestled along the Phoenix North Mountain Preserves and just minutes from Scottsdale, the Biltmore corridor and downtown. The Spanish-Mediterranean architecture couples with the bold Southwestern landscape to create one of the area's premier resorts. As with previous years, **hotel reservations and availability are on a first-come, first-serve basis as the room block is limited.**

We encourage attendees to reserve their room early. In fact, we recommend you reserve a hotel room NOW if there is even a slight chance you'll be able to attend; you can always cancel the room later. The discounted room rate for this all-suite property is \$215 + tax/night; online reservation instructions are below. Please be advised that last year room inventory went quickly, and the room block ends prior to the March event. **REMINDER: This conference is the throes of the Cactus League spring baseball training!**



Pointe Hilton Squaw Peak Resort
7677 N 16th St
Phoenix, Arizona 85020
602.997.2626 <http://www.squawpeakhilton.com/>

IN ORDER TO RECEIVE THE DISCOUNTED ROOM RATE OF \$215 PER NIGHT + TAX, HOTEL RESERVATIONS MUST BE MADE ONLINE VIA THIS LINK, <http://bit.ly/1p1QWo8>. Reservations cannot be made by phone.

PRELIMINARY CONFERENCE SCHEDULE

Sunday, March 8th
Afternoon

User Group Conference Golf Tournament
Lookout Mountain Golf Club at the Pointe Hilton Tapatio Cliffs Resort

Monday & Tuesday
March 9th & 10th

Oracle Utilities Customer Advisory Board CAB Meeting
Requires a separate registration fee & process managed by Oracle
Information & invitations forthcoming

Tuesday, March 10th
5:30pm – 8:30pm

Conference Registration & Vendor Welcome Reception for all Oracle Utilities product user communities. To be held in the resort's main ballroom.

Wednesday, March 11th
7:30am
8:30am – 4:30pm
5:30pm – 9:30pm

Opening Ceremonies/Keynote Address/General Session
Continental Breakfast
Conference Tracks/ Breakout Sessions
Rustler's Rooste Dinner & Casino Night Celebration; transportation provided.

Thursday, March 12th
7:30am
8:30am – 4:30pm

Continental Breakfast
Conference Tracks/ Breakout Sessions/Closing Ceremonies

Friday, March 12th
Times TBD

Oracle Utilities Partner Forum presented by Oracle
Information & invitations forthcoming

We look forward to seeing you in Phoenix in 2015! We encourage you to sign up early as exhibit space is especially. To reserve a conference sponsorship or exhibit, please contact conference director Cathy McCause at cathy.mccause@geo-nexus.com or (209) 564-6744. A follow-up Sponsorship Agreement will be sent. **Payments may be made online via credit card or by check made payable to *OWAM Users Group*.**

Cathy McCause
Conference Director

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