Through The Science of Where, Esri pioneers innovative problem solving with advanced geographic information system (GIS) technology. We believe that The Science of Where can unlock data's full potential in every organization. As a global market leader, we have helped customers improve their results with ArcGIS, the world’s most powerful mapping and spatial analytics software.

Esri partners around the globe share our vision. At the forefront of geospatial technology, they leverage the ArcGIS platform to meet some of the world’s greatest challenges.

Exponential year-over-year growth in attendance makes the Esri User Conference (Esri UC) a can’t-miss opportunity. Showcase your products and service solutions to over 16,000 GIS users—65 percent of whom are business and technology decision-makers and influencers in their organizations—at the largest GIS conference in the world.
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The Esri User Conference provides a platform to engage with our existing clients and partners along with discovering new opportunities. The sessions, exhibit hall, and networking with our peers helps us stay current with industry information and real world examples. By actively participating in the Esri Community and showcasing at user events, we find immeasurable value to the conversations we have with the passionate GIS users who attend Esri UC. We look forward to this week every year!

Cindy Curletti, Marketing Manager, Cityworks
Esri UC 2018 Platinum Sponsor

Our experience exhibiting at the 2018 Esri UC went off without a hitch! Our booth location was perfect and we had tremendous traffic and great feedback from visitors to our booth.

Glenn Letham, CMO, GEO Jobe
2018 UC Exhibitor
## Sponsor Opportunities

### Platinum Sponsor
**$120,000—150 Perk Points**

It doesn’t get better than this. The greatest presence. The most perks. 150 Perk Points to customize your sponsorship. Get serious return on your investment.

- Six (6) 10’ x 10’ booths (drape and an ID sign upon request)
- Twenty (20) Full-Conference Registrations* including the Plenary Session; all scheduled sessions, workshops, meals, beverage breaks, and conference materials; and admission to the Thursday Night Party
- Five (5) Expo-only Registrations* including the Thursday Night Party Ticket (new this year)
- Partner Registration Rate at any time for additional registrations
- Four (4) Lead Retrieval Units
- 100-word Corporate Description on the event web page and mobile app
- Early Access to 2020 Esri User Conference Floorplan
- Early Access to 2020 Esri User Conference Group Housing Block
- Logo Feature: Event Web Page
- Logo Feature: Mobile App
- Logo Feature: 2020 Esri User Conference Prospectus
- Logo Feature: Email to registered attendees
- Logo Feature: Recognition Signage
- Logo Feature: Digital Signage
- Logo Feature: Expo Aisle Signs
- Logo Feature: Select Furniture
- Logo Feature: Grand Lobby B Staircase
- Logo Feature: Two (2) Flagpoles on Harbor Blvd
- One (1) Street-level Fence Banner
- One (1) Custom Graphic Ad (artwork to be provided by sponsor)
- Admission to the VIP Sponsor Lounge at the Thursday Night Party
- Social Media Promotion: Video (60 seconds or less) recorded in your booth; Shared on an Esri social media channel during the conference
- Social Media Promotion: Three (3) Retweets, subject to Esri approval, with content to be provided by sponsor, must include #EsriUC event hashtag; 280-character limit per Retweet
- Conference Sponsor Logo
- One (1) Custom Graphic on Venue Upper Level
- 20 Premier Seats at the Plenary Session
- One (1) Lunchtime Session/Meeting including audiovisual (AV) equipment and seating for up to 200
- One (1) Evening Session/Meeting including audiovisual AV equipment and seating for up to 200
- Sponsorship of One (1) Charging Station Lounge
- One (1) Sponsor Logo Banner in Expo Hall
- One (1) Custom Graphic on Venue Upper Level
- 20 Premier Seats at the Plenary Session
- 150 Perk Points (see menu on page 8)

### Gold Sponsor
**$90,000—120 Perk Points**

Showcase your brand in style and make a statement with decision-makers. 100 perk points to customize your sponsorship.

- Four (4) 10’ x 10’ booths (drape and an ID sign upon request)
- Fifteen (15) Full-Conference Registrations* including the Plenary Session; all scheduled sessions, workshops, meals, beverage breaks, and conference materials; and admission to the Thursday Night Party
- 4 Expo-only Registrations* including the Thursday Night Party Ticket (new this year)
- Partner Registration Rate at any time for additional registrations
- 3 Lead Retrieval Units
- 75-word Corporate Description on the event web page
- Early Access to 2020 Esri User Conference Floorplan
- Early Access to 2020 Esri User Conference Group Housing Block
- Logo Feature: Event Web Page
- Logo Feature: Mobile App
- Logo Feature: 2020 Esri User Conference Prospectus
- Logo Feature: Email to registered attendees
- Logo Feature: Recognition Signage
- Logo Feature: Digital Signage
- One (1) Street-level Fence Banner
- Social Media Promotion: Video (60 seconds or less) recorded in your booth; Shared on an Esri social media channel during the conference
- Social Media Promotion: Two (2) Retweets, subject to Esri approval, with content to be provided by sponsor, must include #EsriUC event hashtag; 280-character limit per Retweet
- Conference Sponsor Logo
- One (1) Custom Graphic Ad (artwork to be provided by sponsor)
- Expo Floor Sticker denoting sponsor level
- Shared Recognition at Three (3) Special Interest Group (SIG), Regional User Group (RUG) Meetings or Socials
- Custom Branded Meeting Room in Expo including a table, 4–6 chairs, and 5 amps of electricity; featuring graphics provided by sponsor
- Admission to the VIP Sponsor Lounge at the Thursday Night Party
- One (1) Sponsor Logo Banner in Expo Hall
- Ten (10) Premier seats at the Plenary Session
- 120 Perk Points (see menu on page 8)
**SILVER SPONSOR**

$60,000—75 Perk Points

Set the trend. 75 perk points allows you to tailor your sponsorship to your needs.

- Four (4) 10’ x 10’ booths (drape and an ID sign up on request)
- Ten (10) Full-Conference Registrations* including the Plenary Session; all scheduled sessions, workshops, meals, beverage breaks, and conference materials; and admission to the Thursday Night Party
- Three (3) Expo-only Registrations* including the Thursday Night Party Ticket (new this year)
- Partner Registration Rate at any time for additional registrations
- Three (3) Lead Retrieval Units
- 50-word Corporate Description on the event web page
- Early Access to 2020 Esri User Conference Floorplan
- Early Access to 2020 Esri User Conference Group Housing Block
- Logo Feature: Event Web Page
- Logo Feature: Mobile App
- Logo Feature: 2020 Esri User Conference Prospectus
- Logo Feature: Email to registered attendees
- Logo Feature: Recognition Signage
- Logo Feature: Digital Signage
- One (1) Custom Graphic Ad (artwork to be provided by sponsor)
- Social Media Promotion: One (1) Retweet subject to Esri approval, with content to be provided by sponsor, must include #EsriUC event hashtag; 280-character limit per Retweet
- Conference Sponsor Logo
- Expo Floor Sticker denoting sponsor level
- Shared Recognition at Two (2) Special Interest Group (SIG), Regional User Group (RUG) Meetings or Socials
- Admission to the VIP Sponsor Lounge at the Thursday Night Party
- 75 Perk Points (see menu on page 8)

**BRONZE SPONSOR**

$30,000—50 Perk Points

Strut your stuff. Customize your presence with 50 perk points.

- Two (2) 10’ x 10’ booths including drape and an ID sign
- Six (6) Full-Conference Registrations* including the Plenary Session; all scheduled sessions, workshops, meals, beverage breaks, and conference materials; and admission to the Thursday Night Party
- Two (2) Expo-only Registrations* including the Thursday Night Party Ticket (new this year)
- Partner Registration Rate at any time for additional registrations
- Two (2) Lead Retrieval Units
- 50-word Corporate Description on the event web page
- Early Access to 2020 Esri User Conference Floorplan
- Early Access to 2020 Esri User Conference Group Housing Block
- Logo Feature: Event Web Page
- Logo Feature: Mobile App
- Logo Feature: 2020 Esri User Conference Prospectus
- Logo Feature: Email to registered attendees
- Logo Feature: Recognition Signage
- Logo Feature: Digital Signage
- One (1) Custom Graphic Ad (artwork to be provided by sponsor)
- Conference Sponsor Logo
- Expo Floor Sticker denoting sponsor level
- Shared Recognition at Two (2) Special Interest Group (SIG), Regional User Group (RUG) Meetings or Socials
- Admission to the VIP Sponsor Lounge at the Thursday Night Party
- 50 Perk Points (see menu on page 8)
PERK POINTS MENU

All sponsor perks are first come, first secured (FCFS). Certain perks are limited to one per organization.

50 POINTS
- Banner Ad (Mobile App)
- Charging Station (limit 1 per sponsor)
- Street Level Fence Banner (limit 1 per sponsor)
- Lunchtime Session (1-hour session; limit 1 per sponsor)

25 POINTS
- Additional 10’ x 10’ booth (includes raw space only)

10 POINTS
- Expo-Only Registration* (includes Thursday Night Party Ticket)
- Premier Seating for 5 in the Plenary Session (limit 1 per sponsor)
- Water Cooler Wrap (limit 1 per sponsor)

40 POINTS
- Custom Branded Meeting Room in Expo which includes tables, chairs, electricity and custom artwork provided by sponsor (limit 1 per sponsor)

20 POINTS
- ArcUser Ad—One (1) Full-page Color Ad in a future print edition (print-ready content to be provided by sponsor, limit 1 per sponsor)
- Sponsor Logo Banner in Exhibit Hall (above meeting rooms; limit 1 per sponsor)
- UC Full Conference Registrations*

30 POINTS
- Dedicated Meeting Room in Expo (limit 1 per sponsor)
- Custom Graphic on Venue Upper Level (limit 1 per sponsor)
- Supporting Sponsorship (shared recognition at 1 additional SIG/RUG Meeting or Social)

5 POINTS
- Thursday Night Party Ticket
- Additional Lead Retrieval Unit
- 5K Fun Run/Walk Pass
- Yoga Pass

Sponsoring the Esri User Conference has become one of our annual highlights at Eos Positioning Systems. Every year, the UC gets bigger and better, we develop stronger relationships and gain deeper insights to the future of GIS. Virtually no event comes close to the Esri User Conference, especially with regard to the access we get to Esri staff and the face-time we get with our joint customers. The opportunities for fostering strong relationships and making our brand’s latest developments known is unlike anything we’ve found at any other event.

Jean-Yves Lauture, Chief Technical Officer
Sarah Alban, Sr. Marketing & Content Strategist
Eos Positioning Systems, Inc.
Esri 2018 Bronze Sponsor

Esri User Conference Prospectus 08
<table>
<thead>
<tr>
<th><strong>SPONSORSHIP COMPARISON</strong></th>
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| **EXHIBIT LEVEL** |
| **Premium Exhibitor** | **Select Exhibitor** | **Standard Exhibitor** |
| 25 words | 25 words | 25 words |

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| **Esri User Conference Prospectus 09** |
EXHIBITOR OPPORTUNITIES

PREMIUM EXHIBITOR
$8,000—(adjacent to the main aisle)

- One (1) 10’ x 10’ booth including drape and an ID sign
- Four (4) Full-Conference Registrations* including the Plenary Session; all scheduled sessions, workshops, meals, beverage breaks, and conference materials; and admission to the Thursday Night Party
- Two (2) Expo-only Registrations* including the Thursday Night Party Ticket (new this year)
- Partner Registration Rate at any time for additional registrations
- One (1) Lead Retrieval Unit
- 25-word Corporate Description on the event web page

SELECT EXHIBITOR
$7,000—(adjacent to Esri Showcases)

- One (1) 10’ x 10’ booth including drape and an ID sign
- Four (4) Full-Conference Registrations* including the Plenary Session; all scheduled sessions, workshops, meals, beverage breaks, and conference materials; and admission to the Thursday Night Party
- Two (2) Expo-only Registrations* including the Thursday Night Party Ticket (new this year)
- Partner Registration Rate at any time for additional registrations
- One (1) Lead Retrieval Unit
- 25-word Corporate Description on the event web page

STANDARD EXHIBITOR
$6,000—(Inline Booths)

- One (1) 10’ x 10’ booth including drape and an ID sign
- Four (4) Full-Conference Registrations* including the Plenary Session; all scheduled sessions, workshops, meals, beverage breaks, and conference materials; and admission to the Thursday Night Party
- Two (2) Expo-only Registrations* including the Thursday Night Party Ticket (new this year)
- Partner Registration Rate at any time for additional registrations
- One (1) Lead Retrieval Unit
- 25-word Corporate Description on the event web page

OUTDOOR EXHIBITOR *(LOCKED)*
$5,000—Limit 5

Position your brand for maximum exposure with a terrace space with your name on it. High foot and vehicle traffic outside the convention center ensures your organization is seen every day—sure to deliver the ROI you’re after. Subject to Esri approval.

- Dedicated Outdoor Terrace Space
- One (1) E-Z UP Canopy
- One (1) 6’ Skirted Table
- Two (2) Chairs
- One (1) Lead Retrieval Unit
- 25-word Corporate Description on the event web page
- Two (2) Full-Conference Registrations* including the Plenary Session; all scheduled sessions, workshops, meals, beverage breaks, and conference materials; and admission to the Thursday Night Party
- Partner Registration Rate at any time for additional registrations

CURBSIDE EXHIBITOR *(LOCKED)*
$4,500—Limit 4

Show off your GIS wheels to thousands of attendees. Limit one per organization. No static displays. Must have a vehicle. Subject to Esri approval.

- Dedicated Curbside Location for dynamic Ride-N-Drive vehicles
- One (1) 6’ Skirted Table
- Two (2) Chairs
- One (1) Lead Retrieval Unit
- 25-word Corporate Description on the event web page
- Two (2) Full-Conference Registrations* including the Plenary Session; all scheduled sessions, workshops, meals, beverage breaks, and conference materials; and admission to the Thursday Night Party
- Partner Registration Rate at any time for additional registrations
Attendees love to unwind after a day packed with sessions. And what’s great for you is that they are all in your targeted industry. Support a networking event of your choice and receive shared recognition at one (1) Special Interest Group (SIG) or Regional Interest Group (RUG) meeting or Social. All food and beverage will be provided by Esri.

**HEALTH AND FITNESS SPONSOR**
$25,000—Exclusive

With one million square feet of learning and inspiration at the Esri UC, there’s a lot to do and see in five days. Looking to balance their business agenda with fun activities that exercise the mind and body, attendees flock to our 5K Fun Run/Walk and Yoga sessions. Increase your brand awareness and attendee touchpoints by sponsoring these sell-out activities.

- Four (4) Full-Conference Registrations* including the Plenary Session; all scheduled sessions, workshops, meals, beverage breaks, and conference materials; and admission to the Thursday Night Party
- Partner Registration Rate at any time for additional registrations
- 50-word Corporate Description on the event web page
- Two (2) Contact Lists of Opt-In participants (among an estimated 600 runners and 100 participants) who permit their badges to be scanned when admission forms have been completed
- Logo Featured: Event Web Site
- Logo Featured: 5K Run/Walk T-shirts
- Logo Featured: Runner Bibs
- Logo Featured: Race Directional Arrows
- Logo Featured: Finish Line Banner
- Logo Featured: Refreshment Stations
- Logo Featured: Yoga Mats
- Logo Featured: Event Recognition Signage
- Social Media Promotion: Two (2) Retweets, subject to Esri approval, with content to be provided by sponsor, must include #EsriUC event hashtag; 280-character limit per Retweet
- Conference Sponsor Logo
- Admission for four (4) Runners/Walkers
- Admission for four (4) Participants

**STARTUP ZONE SPONSOR**
$15,000—Exclusive

Showcase your products and services in the epicenter of innovation. This sponsorship package positions you in a high traffic, high energy area—ensuring you attract, engage, and close the deal, securing the ROI you want.

- 2 Meter Kiosk, 2 Stools, 1 Monitor, and 5 Amps of Electricity
- One (1) 30-minute presentation in the Startup Zone Theater
- Half-page Color Ad in a future edition of ArcUser
- 50-word Corporate Description on the event web page
- Logo Featured: Event Website and Event App
- Logo Featured: Recognition Signage
- Joint Webinar
- Social Media Promotion: One (1) Retweet, subject to Esri approval, with content to be provided by sponsor, must include #EsriUC event hashtag; 280-character limit per Retweet
- Conference Sponsor Logo
- Two (2) Full-Conference Registrations* including the Plenary Session; all scheduled sessions, workshops, meals, beverage breaks, and conference materials; and admission to the Thursday Night Party
- Two (2) Expo-only Registrations* including the Thursday Night Party Ticket (new this year)
- Partner Registration Rate at any time for additional registrations

**SUPPORTING SPONSOR (SIG/RUG MEETING OR SOCIAL)**
$3,750

Attendees love to unwind after a day packed with sessions. And what’s great for you is that they are all in your targeted industry. Support a networking event of your choice and receive shared recognition at one (1) Special Interest Group (SIG) or Regional Interest Group (RUG) meeting or Social. All food and beverage will be provided by Esri.

- Logo Featured: Recognition Signage at event
- List of event attendees (with full contact information of attendees who opt to have their badge scanned at entry)
- 25-word Corporate Description on the event web page
### Networking Event

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<td>Forestry and Land Management SIG</td>
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<td>Land Records Meetup</td>
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<tr>
<td>Mining SIG</td>
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<tr>
<td>Mobile SIG</td>
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<tr>
<td>National Government Social</td>
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<tr>
<td>National Security/Public Safety Social</td>
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<tr>
<td>Petroleum/Mining User Group Social</td>
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<tr>
<td>Public Works SIG</td>
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<tr>
<td>Rail SIG</td>
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<tr>
<td>State &amp; Local Government Social</td>
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<tr>
<td>Statistics SIG</td>
<td>NEW</td>
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<tr>
<td>Survey123 for ArcGIS User Group Meeting</td>
<td>NEW</td>
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<tr>
<td>Sustainable World Community Social</td>
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<tr>
<td>Telecommunications User Group Meeting</td>
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<tr>
<td>Transportation Exchange</td>
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<tr>
<td>User Community for Geospatial Authorities SIG</td>
<td>20</td>
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<tr>
<td>Utilities Social</td>
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<tr>
<td>Water Sector Social</td>
<td>450</td>
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<tr>
<td>YPN Evening Social</td>
<td>1100</td>
</tr>
<tr>
<td>YPN Welcome Social</td>
<td>150</td>
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</tbody>
</table>
Take your Esri UC presence to the next level—street level. The San Diego Gaslamp Quarter is a go-to area for hungry attendees. Your mesh vinyl banner (50’ w x 4’ h) will be displayed 24/7 on the trolley barricade fence between the Gaslamp Quarter and the San Diego Convention Center during the conference for more than 18,000 attendees to view. (Limit 1 purchase per sponsor; art to be provided by sponsor, subject to Esri approval.)

Want to share your best practices, highlight client stories, or help others collaborate to better utilize Esri’s GIS technology? We’ve got the space for you. Esri will publish your one-hour lunchtime session in the User Conference agenda and provide a meeting space for up to 200 attendees. (Attendee capacity and AV inclusions vary by room; limit 1 purchase per organization.)

Our mobile app is the primary resource for accessing the Esri UC agenda, and for attendees, keeping devices charged with geojuice will be a top priority. This package provides the opportunity to customize a universal charging station with your organization’s brand and messaging.

- One (1) charging station with partner branding applied to the table surface and sides (Partner may opt to provide custom full graphic or logo.)
- One (1) Graphic Sign located near the lounge (partner to provide art)
- 25-word Corporate Description on the event web page

Want to share your best practices, highlight client stories, or help others collaborate to better utilize Esri’s GIS technology? We’ve got the space for you. Esri will publish your one-hour lunchtime session in the User Conference agenda and provide a meeting space for up to 200 attendees. (Attendee capacity and AV inclusions vary by room; limit 1 purchase per organization.)

Banner ad featured in the event mobile application; Locked to Sponsors only.

* Opportunities marked Locked are available only to partners sponsoring or exhibiting on the main showcase floor.
Opportunities marked *Locked* are available only to partners sponsoring or exhibiting on the main showcase floor.

Esri is offering the added convenience of supplying your booth with exhibitor essentials. This add-on package is ideal for first-time exhibitors, last-minute exhibitors, or those who just wish to place one order for their exhibit space and furnishings. (Note: This package cannot be modified. If you wish to order items that are not included, we suggest that you skip this add-on and place your order directly with our show decorator.) This package includes the following:

- 10’ x 10’ Carpet (gray)
- 6’ Skirted Table
- Two (2) Chairs
- 5 Amps of Electricity
- One (1) Extension Cord
- One (1) Trash Container

**EXPRESS FURNISHINGS PACKAGE**

$2,000

You Are Here maps are strategically placed inside the Exhibit Hall and near Expo entrances. Here’s your chance to boost your presence. Your ad will be featured on the side panel of one of our large locator maps. Tell attendees about your product, advertise using a special hashtag, or invite attendees to visit your booth for a special treat. (Esri will provide the template and production; partner is to provide art.)

**EXPO LOCATOR MAP FEATURE AD**

*(LOCKED)*

$500 – Limit 4

Sponsors and Exhibitors may choose up to 3 additional fields to include in the mobile application profile.

**NEW! ENHANCED DESCRIPTION (MOBILE APP)**

$750
**CONTACTS**

Exhibits and Sponsorship  
909-793-2853, ext. 1-2585 or ext. 1-5281  
exhibits@esri.com

Agenda  
papers@esri.com

Badge Registration  
909-793-2852, ext. 1-1363  
confregis@esri.com

Meeting Rooms  
ucmeetings@esri.com

Housing  
uchotelres@esri.com

**USER CONFERENCE**  
**EXPO LOCATION:**

San Diego Convention Center  
111 West Harbor Drive  
San Diego, California 92101  
USA

**USER CONFERENCE**  
**EXPO DATES AND HOURS**

<table>
<thead>
<tr>
<th>Event</th>
<th>Day</th>
<th>Date</th>
<th>Time</th>
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<td>Dismantle</td>
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<td>July 11, 2019</td>
<td>4:00 PM</td>
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Sponsor and exhibitor opportunities are available only to members of the Esri Partner Network.  
All sponsor and exhibitor applications must be accompanied with an online credit card payment (Visa, Mastercard, Discover, or American Express).  
Sponsor perks may be limited and are secured by a first come, first secured method. Sponsor deliverables are due no later than April 29, 2018.  
All booths are raw space. Note: This venue is not carpeted. It is mandatory at Esri events to have approved flooring in your booth.  
Complimentary Wi-Fi is available throughout the Exhibit Hall and is intended for light usage. Esri does not guarantee reception or performance. Additional Internet options are described in the exhibitor manual.  
*Esri User Conference Registrations are exclusively for company employees. Registrations may not be transferred to anyone including, but not limited to, contractors, consultants, family members, partners or clients, or other Esri clients or partners without express written consent from Esri. This provision is intended to be interpreted in its broadest sense and will be strictly enforced.*