



SALT LAKE CITY

UTAH

EXHIBITOR & SPONSOR PROSPECTUS

JUNE 2-5, 2026



About TUG

TUG, The Users Group for Sage Construction and Real Estate Solutions, was founded in 1987 to bring together those who use these software applications for the construction and real estate industry. As the industry and the software have evolved over the years, so has TUG.

Today, TUG's independent, thriving community is made up of nearly 1,000 member companies all over the United States, Canada and beyond with 3,000+ individual users from a diverse range of roles and experience levels. TUG members share a common interest and belief: together we can all be stronger.

TUG's MISSION

To connect members with others who use the software on a daily basis so that they can educate each other and exchange knowledge to find real-world solutions.



COMMUNITY: Develop a culture of knowledge-sharing within a diverse network of users

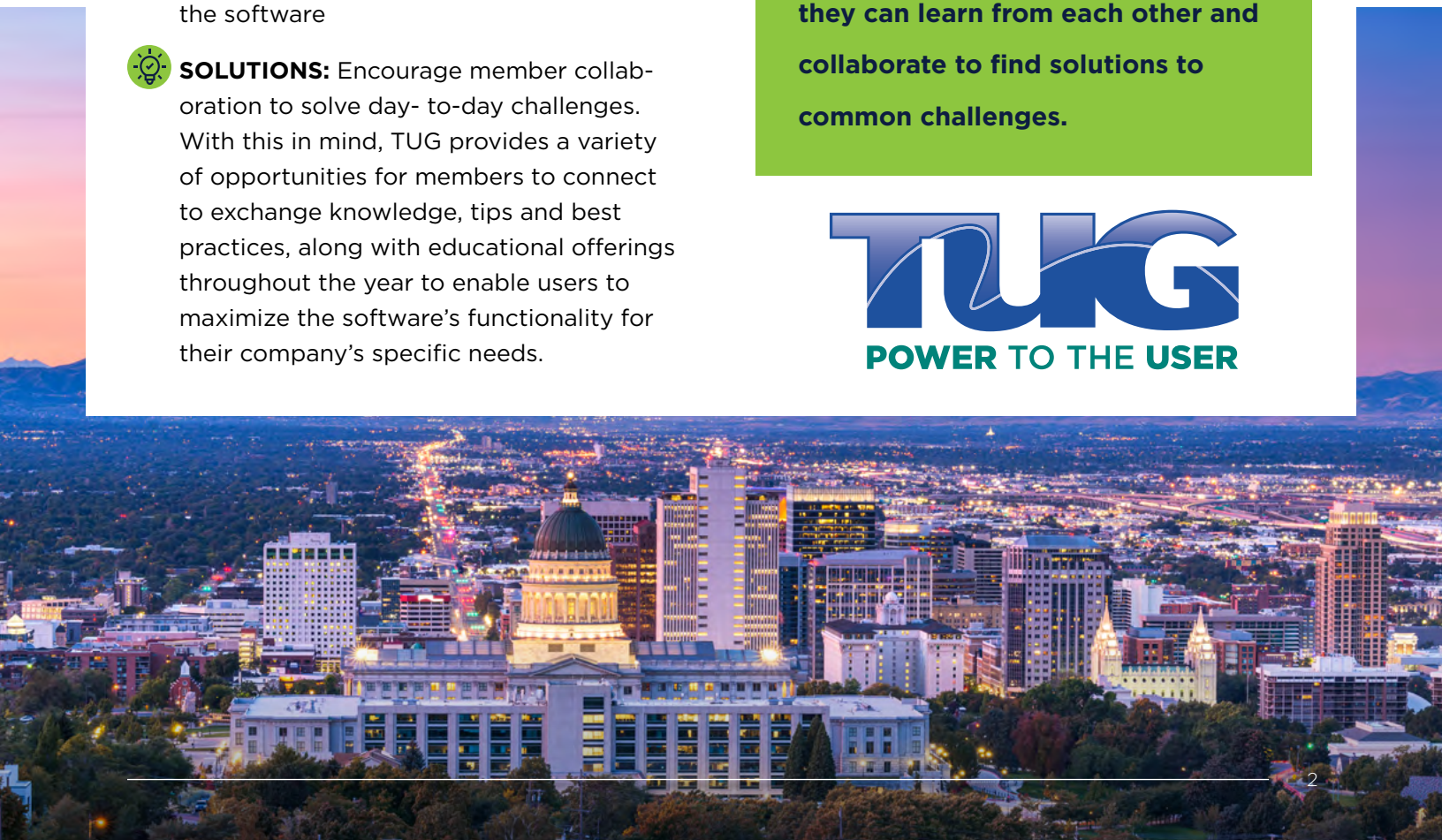


EDUCATION: Deliver a variety of learning opportunities to get the most out of the software



SOLUTIONS: Encourage member collaboration to solve day-to-day challenges. With this in mind, TUG provides a variety of opportunities for members to connect to exchange knowledge, tips and best practices, along with educational offerings throughout the year to enable users to maximize the software's functionality for their company's specific needs.

TUG's motto is 'POWER TO THE USER' and by connecting members with others who use the software, they can learn from each other and collaborate to find solutions to common challenges.





2026 TUG NATIONAL USERS CONFERENCE

The TUG National Users Conference is the most robust conference in the country geared specifically toward users of Sage 300 Construction and Real Estate, Sage 100 Contractor, Sage Estimating, and Sage Intacct Construction software. We offer more than 200 different educational sessions spread over three and a half days including informative lectures and hands-on labs.

TUG is here to help you create a strong network and expand your circle of influence into this user community with various opportunities for every marketing strategy. At the 2026 TUG National Users Conference, you'll have the opportunity to get your products and services in front of the decision makers; in fact, more than half of our attendees have the authority to approve or recommend IT purchases for their company. They rely on TUG for product education, user collaboration and information on the innovative services and solutions to move their organizations forward.

Benefits of Exhibiting and Sponsoring at the Conference

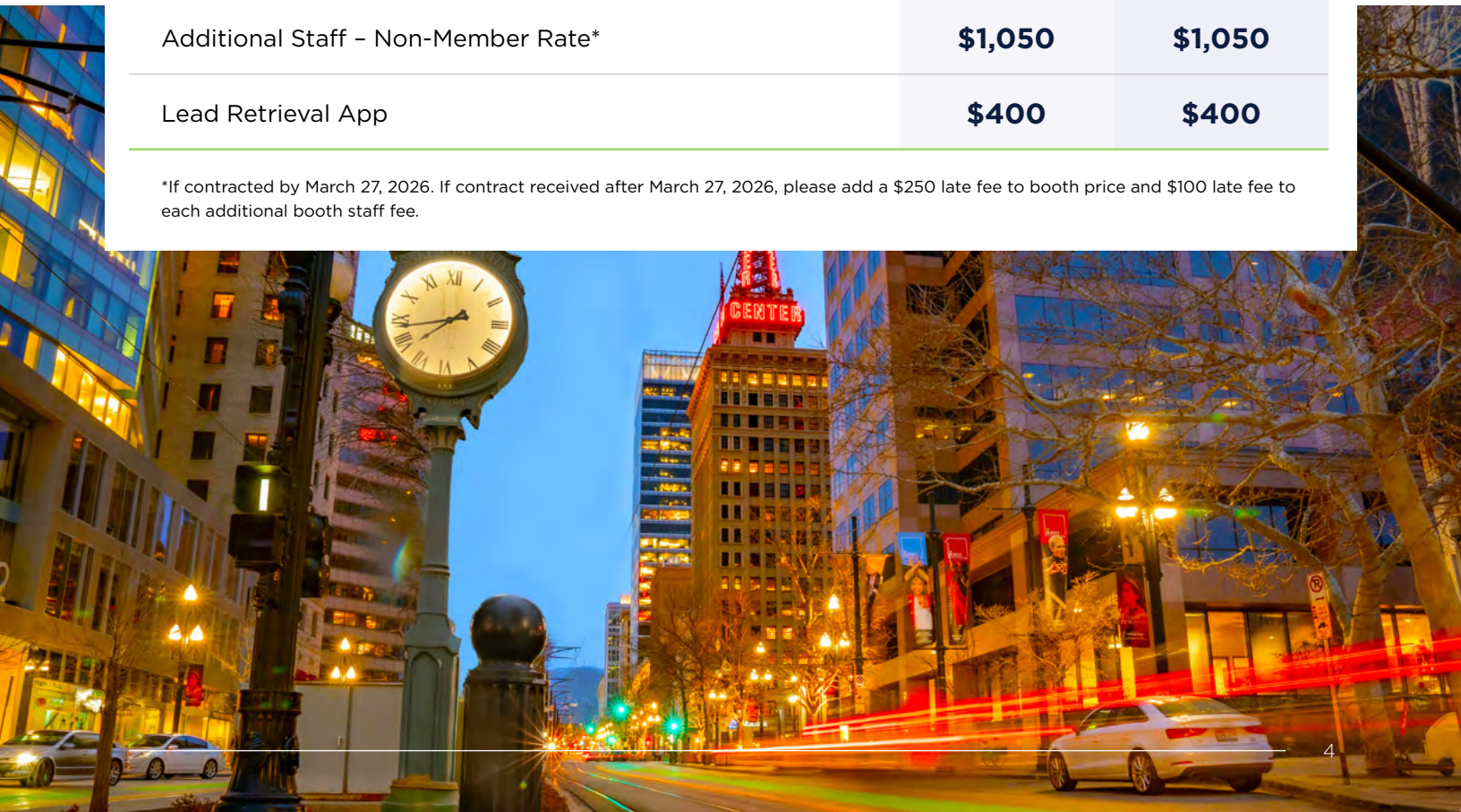
-  Connect current and potential customers to your products and services
-  Create a strong network and expand your circle of influence into the Sage 300 CRE, Sage 100 Contractor, Sage Estimating, and Sage Intacct Construction user community
-  Reach your target audience of key decision makers!

There are many ways to get involved in this premier event, even if you are unable to attend in person.

EXHIBITOR OPTIONS

BOOTH PACKAGES	10X10 BOOTH	10X20 BOOTH
Full Access Conference Passes	2	3
6 foot table	1	2
Chairs	2	4
ID Sign	✓	✓
Logo Recognition on Conference website, Onsite Signage, and in Conference Mobile App	✓	✓
Registrant Contact List (Includes only those who have agreed to share information with our vendors)	✓	✓
Member Rate*	\$4,400	\$8,250
Non-Member Rate*	\$5,400	\$10,450
Additional Staff – Member Rate*	\$950	\$950
Additional Staff – Non-Member Rate*	\$1,050	\$1,050
Lead Retrieval App	\$400	\$400

*If contracted by March 27, 2026. If contract received after March 27, 2026, please add a \$250 late fee to booth price and \$100 late fee to each additional booth staff fee.



EDUCATIONAL OPPORTUNITIES

TUG provides the opportunity for you to present one or more educational sessions featuring your products and/or services during the conference.

Breakout Vendor Session

90 Minutes | \$1,500

Limited Availability

Available during one of the conference breakout times for topics that need more time. The sooner your session title and description are submitted, the more exposure your session will have with our registrants. You don't want to miss out on attendees signing up for your session once registration becomes available!

**Deadline to Submit Title & Description:
January 30, 2026.**

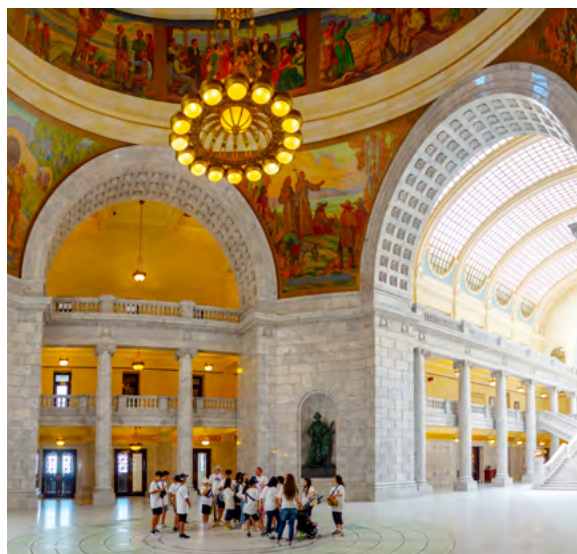
Only conference exhibitors are eligible to present sessions. Availability is limited and assigned on a first-come, first-served basis. All sales presentations and sales information must be distributed during your assigned time only. Conference registration fee is not included in the cost of the session.

Featured Vendor Lunch Session

30 Minutes | \$1,500

3 Available per day on Tues, Wed & Thurs

These sessions will run unopposed to TUG's educational sessions during lunchtime in a session room from 1:00-1:30pm. The attendees will have time to enjoy lunch, browse all exhibits and attend your session before the afternoon educational sessions begin.



SPONSORSHIP LEVELS

Platinum Sponsor **SOLD**

GOLD SPONSOR \$5,000+

- ★ Logo Recognition on Conference Website
- ★ Recognition on Onsite Signage
- ★ Logo and Company Description Listed on Mobile App
- ★ Participation in Exhibit Hall Game (If Exhibiting)
- ★ 1 Pre-Show Social Media Post
- ★ 1 Printed Collateral Piece for the Conference Bags
- ★ 1 Onsite Mobile App Broadcast Message

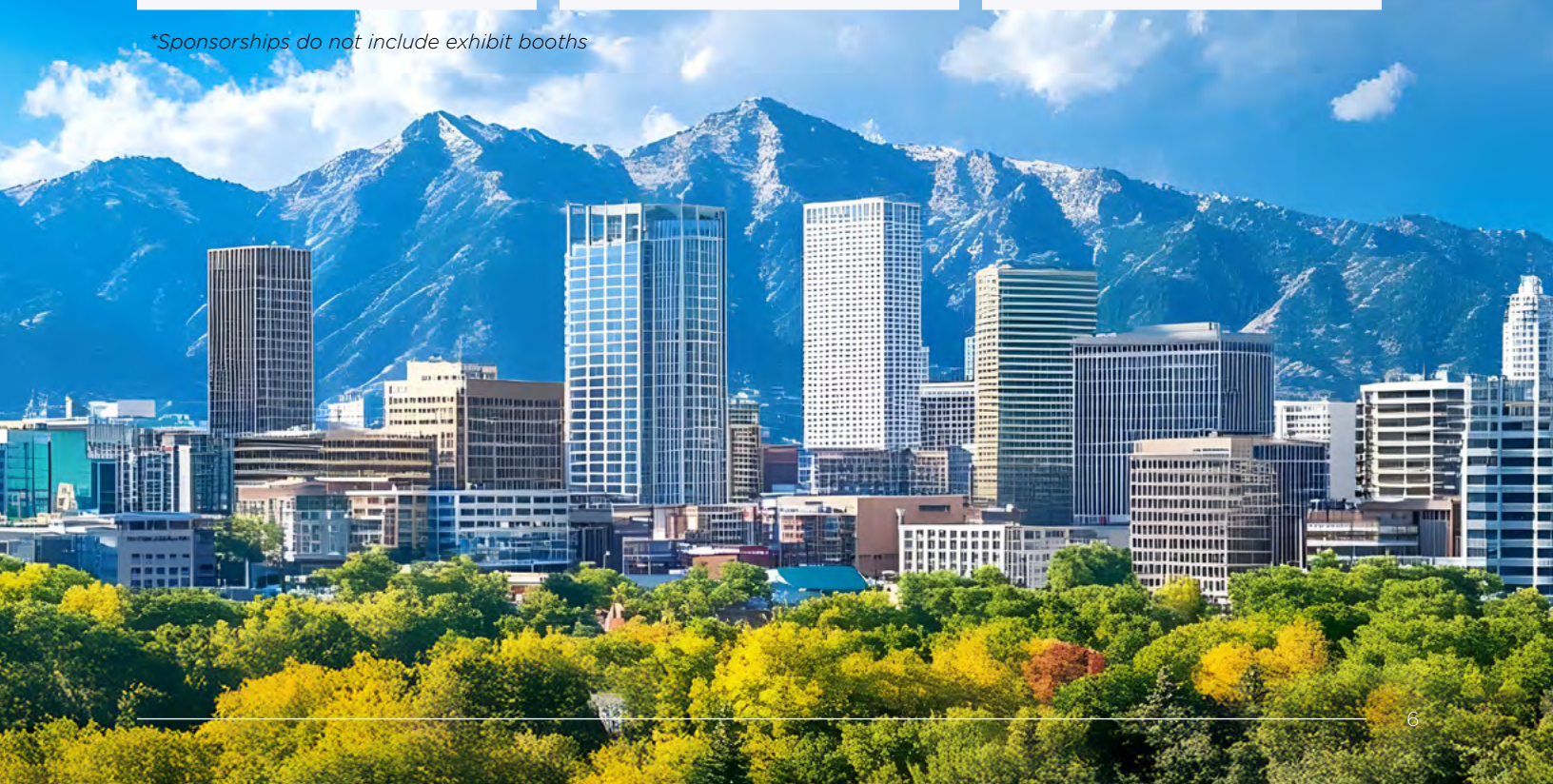
SILVER SPONSOR \$2,500-\$4,999

- ★ Logo Recognition on Conference Website
- ★ Recognition on Onsite Signage
- ★ Logo and Company Description Listed on Mobile App
- ★ Participation in Exhibit Hall Game (If Exhibiting)
- ★ 1 Pre-Show Social Media Post

BRONZE SPONSOR \$750-\$2,499

- ★ Logo Recognition on Conference Website
- ★ Recognition on Onsite Signage
- ★ Logo and Company Description Listed on Mobile App
- ★ Participation in Exhibit Hall Game (If Exhibiting)

**Sponsorships do not include exhibit booths*



SPONSORSHIP ITEMS *Customize Your Sponsor Package!*

Computer Sponsor

\$10,000

1 Available

Sponsor the lab computers where your logo will display as the screen saver. In addition, the mouse pad that accompanies each lab computer will feature your artwork and/or logo. Sponsor to provide mouse pads (artwork to be approved by TUG) and may keep the mouse pads after the conference or give them to attendees.

Custom Hat & Bag Bar Sponsor

\$8,000

1 Available

Kick off creativity! As the Customized Hat & Bag Bar Sponsor, your support brings a unique experience where attendees can personalize their hats and bags with a variety of fun patches at the event. Thanks to your sponsorship, guests will leave with one-of-a-kind accessories—and lasting memories—crafted to match their own style. (Contact Amy Critzer for more details on the evening event this can be offered)

Registration and Lanyard Sponsor

\$7,500

1 Available

Company logo and link as Registration Sponsor in the Know Before You Go email, which includes registration instructions, sent to all attendees prior to the conference. Company logo featured on Registration signage at the conference. Company logo as Registration Sponsor on the on-site check in screens where attendees look up their registration record to print their badge. Company name/logo on lanyards worn by all attendees (TUG to provide lanyards. Sponsor to approve design).

WiFi Sponsor

\$7,500

1 Available

As the exclusive Wi-Fi sponsor, your company logo will be displayed on on-site signage promoting the network access information. Dependent on the hotel's parameters, you may also have the opportunity to customize the Wi-Fi network name and/or password and your choice of a custom splash page or redirect to your company's website upon connection to the network.





Conference Bag Sponsor **\$7,500**

1 Available – TUG to Provide Bag

Picture this: attendees arriving at the meeting space are greeted by a sea of your logo. By sponsoring the conference bag, your brand will take center stage on an essential item distributed to every attendee at registration. Carried throughout the event, these bags offer ongoing visibility and serve as a practical, reusable keepsake long after the conference concludes.

Soda Bar Sponsor at Welcome Reception **\$5,000**

1 available

Pop into the spotlight! As the exclusive Soda Bar Sponsor at our Welcome Reception, your brand will spark creativity and refreshment as guests mix and match flavors at a vibrant, customizable soda station. Each fizz-filled creation will start at your branded bar—making your company the first taste of celebration and a memorable part of every attendee's welcome experience.

Welcome Reception Bar **\$5,000**

2 Available

Seize the opportunity to connect with attendees on the first night of the conference by sponsoring a bar at the Welcome Reception in the Exhibit Hall on Tuesday evening. Your logo will be featured on cocktail napkins, event signage, and more. Plus, you'll have the exciting chance to collaborate with our team to create a unique, company-branded specialty cocktail or mocktail!

Hotel Key Card Sponsor **\$5,000**

1 Available

Unlock every experience! As the exclusive Hotel Key Card Sponsor, your brand will be the first—and last—thing attendees see every day. Branded room keys provide repeated visibility and tangible value, literally opening doors throughout the event.

Hotel Key Card Envelope Sponsor **\$3,500**

1 Available

Unlock the power of visibility and engagement with our Hotel Key Card Envelope Sponsorship! As the exclusive sponsor, your brand will be prominently featured on the key card holders provided to guests staying at the conference hotel.



Morning Coffee Break

\$4,500

4 Available

Energize attendees and showcase your brand as the ultimate pick-me-up with our Morning Coffee Break Sponsorship! As a sponsor of this key networking opportunity, your brand will fuel the crowd and create a lasting impact.

General Session

\$3,000

1 Available

Take the opportunity to reach attendees during one of our morning General Sessions. This will include your company logo displayed as the holding slide before the session, the opportunity to give a 3-5 minute presentation and to distribute a promotional flyer on every chair.

Flash drives

\$1,000

1 Available

Sponsor one of the most valuable takeaways from the conference. Add your logo to the flash drive where all conference materials can be saved by each attendee for use during and after the conference. Each attendee will receive this flash drive at registration when checking in.

*Sponsor to provide flash drives

Conference Bag Inserts

\$750

Multiple Available

Place one of your company's promotional items in the conference bags given to every attendee.

*Sponsor to provide the item.

Some Suggested Items Include:

- Chapstick
- Water Bottle
- Custom Stickers
- Notepad/ Notebook
- Hydration Packets
- Pens
- Phone chargers
- Koozies
- Wrist rest

ADD ONS

- Drink Tickets **\$20/ticket**
(for Welcome Reception and/or TUG Party)
- Mobile App Push Notification **\$250 each**
- Social Media Posts **\$250 each**

ADVERTISING OPPORTUNITIES

- Website Banner Ad - Conference Website **\$1,500**
- Mobile App Banner Ad **\$1,500**



TUG PARTY SPONSORSHIPS

TUG Party Bar

\$5,000

4 Available

Get ready to party with TUG like never before! Don't miss your chance to sponsor a bar at the highly anticipated annual TUG Party on Thursday night. As a sponsor, your logo will be featured on cocktail napkins, event signage, and more. Plus, you'll collaborate with our team to design a unique, company-branded specialty cocktail or mocktail that will make a splash!

Rooftop Terrace Globe at TUG Party

\$5,000

4 Available

Elevate the experience! As a Rooftop Terrace Globe Sponsor, your brand will shine atop the city, offering exclusive private globes where guests can gather, dine, and connect in style. Each outdoor globe features a cozy, private table for unforgettable moments—surrounded by branded touches that make your company the highlight of the night.



Live Postcard Artist at TUG Party

\$4,000

1 Available

Be the name behind unique memories! As the Live Postcard Artist Sponsor, your brand will help guests take home custom postcards created on the spot by a local artist. It's a fun, creative keepsake—complete with your logo—that ensures attendees remember both the party and your company long after the event ends.

Photobooth at TUG Party

\$3,500

1 Available

Make a big impact by sponsoring a photobooth at the TUG Party. This interactive experience will have everyone talking about your brand as your logo will be prominently displayed on each photo. This is a great way to increase visibility and generate conversations as photos are shared on social media.

Camping Mug Sponsor at TUG Party

\$3,500

1 Available

Sip and savor the moment! As the Camping Mug Sponsor at the TUG Party, your brand will stand out on durable, personalized mugs—customized before the event and gifted to the first 200 attendees. Perfect for campfire chats and everyday adventures, these keepsakes ensure your company is remembered with every toast—at the party and beyond.

LOOKING FOR SOMETHING NOT LISTED HERE?

For more info or to create a custom package, contact Amy Critzer: amy@tugweb.com

EXHIBIT HALL SCHEDULE

Exhibit Hall schedule subject to change. Full conference schedule will be available online in early 2026.

MONDAY, JUNE 1	
1:00 PM – 6:00 PM	Exhibitor Move-In
3:00 PM – 7:00 PM	Registration & Badge Pickup
TUESDAY, JUNE 2	
7:00 AM – 8:00 AM	Breakfast
7:00 AM – 4:00 PM	Trade Show Open
8:00 AM – 8:45 AM	General Session – Sage Keynote
12:30 PM – 2:00 PM	Lunch with Exhibitors
1:00 PM – 1:30 PM	Featured Vendor Lunch Sessions
5:30 PM – 7:30 PM	Welcome Reception in Exhibit Hall
WEDNESDAY, JUNE 3	
7:00 AM – 9:00 AM	Breakfast
7:00 AM – 4:00 PM	Tradeshow Open
8:00 AM – 8:45 AM	Keynote
12:30 PM – 2:00 PM	Lunch with Exhibitors
1:00 PM – 1:30 PM	Featured Vendor Lunch Sessions
THURSDAY, JUNE 4	
7:00 AM – 8:00 AM	Breakfast
7:00 AM – 4:00 PM	Trade Show Open
8:00 AM – 8:45 AM	General Session – TUG Annual Meeting & All Prize Drawings
12:30 PM – 2:00 PM	Lunch with Exhibitors
1:00 PM – 1:30 PM	Featured Vendor Lunch Sessions
4:00 PM – 6:30 PM	Exhibitor Move Out
6:00 PM – 9:00 PM	TUG Party – All Exhibitors Welcome

Please note that any hosted events for clients/prospects must not be held during days/times/locations that compete with TUG events or sessions. Please contact Amy Critzer at amy@tugweb.com for ideal days/times if you are interested in hosting a private event at the 2026 TUG National Users Conference.

SECURE YOUR SPOT TODAY!

To secure booth space, ad space and/or sponsorship items, please complete this online form and indicate your payment method. A deposit of 50% is due at the time the order form is completed, and the remaining balance is due by **March 27, 2026**.

EXHIBITOR & SPONSOR CONTACT

Amy Critzer

amy@tugweb.com

404.760.2818

TERMS & CONDITIONS

Through the submission of this contract for the 2026 TUG National Users Conference, exhibitor and all exhibit staff agree to the following terms and conditions. Please contact the TUG show management with any questions. TUG reserves the right to cancel a contract or deny access to the conference to any exhibitor who fails to follow these rules.

Note: For the purposes of this document, "Show Management" refers to The Users Group for Sage Construction and Real Estate Solutions and Etherio, their officers, directors, employees and agents.

Exhibit Space Agreement: By submitting the agreement for exhibit space, the exhibitor releases Show Management from any and all liabilities to exhibitor, its agents, licensees or employees that may arise as a result of submission of an agreement or participation in this exhibit. Acceptance of an agreement does not imply endorsement by Show Management of the exhibitor's products, nor does rejection imply lack of merit of product or manufacturer. Show Management has the sole right to determine eligibility of any company or product for inclusion in the tradeshow. Show Management has the right to move any exhibitor's location in the exhibit hall for any reason.

General Contractor: Exhibitor assumes full responsibility for their exhibit. Exhibitor understands that he/she must work with the show's General Contractor to obtain any necessary permits and to ensure booth meets Fire Marshall requirements. Non-compete Clause: Exhibitors must offer products / services that do not compete with the Sage 300 CRE, Sage 100 Contractor, Sage Estimating, or Sage Intacct Construction Software.

Cancellation Policy: Cancellations cannot be accepted after March 27, 2026. Cancellations for exhibit space must be submitted in writing to amy@tugweb.com on or before March 27, 2026 to receive a 50% refund of the deposit. No refunds will be granted after March 27, 2026.

Disruption of Event: In the event the Facility or any part thereof shall be destroyed, damaged by fire or any other cause, or if any casualty or unforeseen occurrence, including but not limited to Acts of God, Government or terrorism, strikes or civil riot, epidemics or pandemics, shall render the fulfillment of this Agreement impractical or impossible, then and thereupon the parties to the Agreement shall amend the Agreement in a fashion that shall be mutually acceptable or the Agreement shall be terminable by TUG at its option. Exhibitor hereby waives any claim for damages or compensation for such termination. Management shall not be financially liable in the event the TUG National Users Conference is interrupted, canceled, moved or dates changed except as provided herein.

Subletting of Space: Exhibitors may not assign, sublet or share any part of the space allotted to them, and may not advertise goods or services other than those manufactured or sold by them in the regular course of their business.

Attendee List: Upon request, exhibitors and sponsors will receive a list of conference attendees that have given permission to distribute their contact information. A pre and post attendee list will be sent via Excel and include names, address, work phone number and email address.

Exhibit Space: All exhibit opportunities are on a first-come, first-serve basis. Show sponsors will receive first choice of booth location. Decorations, signs, banners, etc., may not be

taped, nailed, tacked, stapled or otherwise fastened to the permanent structure of the building. Helium balloons are not permitted within the facility. Adhesive-backed decals, stickers and paint are not to be used on the premises.

Set-Up and Dismantling of Booths: Exhibitors are required to adhere to set-up and dismantle times set by Show Management. Exhibits shall remain fully intact until the exhibit area has closed for the conference. Each exhibiting company should have a representative present at the exhibit area throughout the exhibit hours and during the set-up and dismantling of their booth. Additional literature, product, storage crates or packing materials may be stored under your assigned table as long as there are no protruding items from the sides. Exhibitor is responsible for ensuring their area is free from any debris, etc., that could cause harm to an attendee.

Shipping: Exhibitors are responsible for the shipment and delivery of equipment and material with charges to be paid by the exhibitor. Shipments should arrive no sooner than the date designated in your exhibitor manual. Exhibitors are also responsible for arranging return shipments from the hotel and will be responsible for any storage, cleaning and shipping charges for materials left on the show floor after the conclusion of the event.

Security: Show Management, Etherio and the Hyatt Regency Salt Lake City are not responsible for items taken from the exhibit spaces. We highly recommend your personnel remove all personal and valuable items such as laptops, etc., from your exhibit space each evening.

Exhibitor Registration: Exhibitor personnel are required to register online prior to the conference in order to receive a badge to gain access to the exhibit area and other conference activities. Your exhibit package determines the number of complimentary registration(s) your company will receive for the conference. Additional personnel may be registered under the applicable registration rate. Exhibitors will be emailed instructions for online registration.

Indemnity: Exhibitor, Show Management, and the Hyatt Regency Salt Lake City agrees to indemnify each other and the members, officers, directors, agents and employees of each of these entities and official general contractor against and hold them harmless for any third-party claims arising out of the acts or negligence of each other, their agents, or employees, or out of labor disputes during or related to the 2026 TUG National Users Conference. The aforementioned parties further agree to assume all risk and indemnify and hold harmless each other, the members, officers, directors, agents and employees of each of these entities and official general contractor from and against any and all third party claims, liability expenses and damages of any kind or nature arising out of or in connection with damage to or loss of any party's property or the property of their employees, agents, contractors, representatives, patrons and/or guests during or related to the 2026 TUG National Users Conference.