



Innovate USER CONFERENCE '25

Sponsor Guide

October 14-17, 2025

The Salt Palace Convention Center, Utah

The asset lifecycle management conference
for local, state, DOTs, federal and private organizations.





Trimble Innovate 2025 User Conference

Evolve, Connect, Transform

Where infrastructure and capital program leaders learn, grow, and connect.

The Trimble Innovate User Conference brings together local, state, DOTs, federal and private sector organizations from around the world to share transformative ideas, explore cutting-edge technologies and strategies and build powerful connections. As a sponsor you have the unique opportunity to showcase your services, solutions and innovations to an engaged audience of industry professionals and key decision-makers.*

****New for 2025: Exclusive non-compete expo floor hours on Wednesday and Thursday.***



Conference Attendance

Innovate 2025 expects to welcome approximately

1300

attendees to the expo floor over the course of two and a half days.



Based on attendance from past user conferences, we expect representation from the following industries:

- 45% Local Government
- 19% Utilities
- 18% Private
- 10% Other
- 4% State Government
- 3% Education
- 1% Federal Government

The individuals you can expect to attend encompass a wide range of fields, including professionals in the following:

- Asset Management
- Data & Information Technology
- GIS
- IT
- Project Management
- C-Suite
- Operations & Maintenance
- Surveying
- Engineering



Sponsor Opportunities

Becoming a sponsor at the Trimble Innovate 2025 User Conference allows you to showcase your brand and connect with an eager audience of industry leaders and decision-makers. With sponsorship levels ranging from Diamond to Bronze, you'll gain access to a variety of exclusive benefits and perks designed to amplify your visibility and drive meaningful engagement.

DIAMOND

\$40,000

Limited to
ONE

Booth Size:
20 x 20

Included
Conference
Passes: **10**

Additional
Conference
Passes:
**Up to 10—
\$1,350 each**

All sponsor materials due by
July 29, 2025

Sponsor Benefits

New for 2025

- Keynote intro remarks (3 minutes)
- Access to attendee list for your sponsor-presented breakout sessions
- Opportunity to submit pre-recorded pitch of breakout session to be published in the session catalog
- Custom post-event report and debrief
- Customer appreciation party sponsor
- Dedicated meeting room during expo hours
- Dedicated sponsor support specialist with update calls every other week
- Sponsor logo on pre-assigned breakout session room entry sign (sponsor can provide swag for inside the room)
- Expo floor demo stage sponsor

Additional Sponsor Benefits

- 60-minute breakout session with push notification
- Logo with link on the event website
- Logo on all Innovate emails sent to attendees
- Pre- and post-event social media posts
- Pre- and post-event registration lists
- Spotlight on social media (sponsor-provided)
- Logo featured on sponsor panels
- Logo featured on the mobile app
- Co-marketing toolkit

All abstracts due May 8

*Additional add-ons available for purchase are listed on **page 12**.*

PLATINUM

\$25,000

Limited to
FOUR

Booth Size:
20 x 20

Included
Conference
Passes: **8**

Additional
Conference
Passes:
**Up to 10—
\$1,350 each**

Sponsor Benefits

New for 2025

- 10-second splash video played during General Session (sponsor provided)
- Access to attendee list for your sponsor-presented breakout sessions
- Opportunity to submit a pre-recorded pitch of your breakout session to be published in the session catalog
- Post-event report
- Dedicated meeting space during expo hours in the expo hall (10x10)
- Dedicated sponsor support specialist with update calls every other week
- Sponsor logo on session room sign (sponsor can provide swag for room)

Additional Sponsor Benefits

- 60-minute breakout session with push notification
- Logo with link on the event website
- Logo on all Innovate emails sent to attendees
- Logo on mobile app
- Pre- and post-event registration lists
- Pre- and post-event social media posts
- Logo featured on sponsor panels
- Co-marketing toolkit

Choose 1:

- Lanyard Sponsor
- Welcome Reception Sponsor
- Awards Ceremony Sponsor
- WiFi Sponsor

All abstracts due May 8

*Additional add-ons available for purchase are listed on **page 12**.*

All sponsor materials due by
July 29, 2025

GOLD

\$20,000

Limited to
EIGHT

Booth Size:
10 x 20

Included
Conference
Passes: **6**

Additional
Conference
Passes:
**Up to 10—
\$1,350 each**

Sponsor Benefits

New for 2025

- Access to attendee list for your sponsor-presented breakout sessions
- Post-event report
- Dedicated sponsor support specialist with update calls every other week

Additional Sponsor Benefits:

- Logo with link on the event website
- Logo on all Innovate emails sent to attendees
- Pre-event registration list
- Logo on mobile app
- Logo featured on sponsor panels
- Pre- and post-event social media posts
- Co-marketing toolkit

Choose 1:

- Speaker Gift Sponsor
- Welcome Reception Headshot Sponsor
- AM/PM Breaks Sponsor (4)
- Lunch Sponsor (2)

*Additional add-ons available for purchase are listed on **page 12**.*

All sponsor materials due by
July 29, 2025

SILVER

\$10,000

Limited to
TEN

Booth Size:
10x10

Included
Conference
Passes: **3**

Additional
Conference
Passes:
**Up to 10—
\$1,350 each**

Sponsor Benefits

New for 2025

- Post-event report
- Recognition on Innovate Social Media Sites

Additional Sponsor Benefits:

- Logo with link on the event website
- Logo on all Innovate emails sent to attendees
- Pre-event registration list
- Logo on mobile app
- Pre- and post-event social media posts
- Co-marketing toolkit

Choose 1:

- Charging Station Sponsor (2)
- Keycard Sponsor at 1 hotel property (4)
- Green Room Sponsor (1)
- Hydration Station Sponsor (2)
- Passport Challenge Sponsor (1)

*Additional add-ons available for purchase are listed on **page 12**.*

All sponsor materials due by
July 29, 2025

BRONZE

\$6,500

Limited to
TWENTY

Booth Size:
10x10

Included
Conference
Passes: **1**

Additional
Conference
Passes:
**Up to 10—
\$1,350 each**

Sponsor Benefits

New for 2025

- Post-event report

Additional Sponsor Benefits:

- Logo with link on the event website
- Logo on all Innovate email set to attendees
- Logo featured on sponsor panels
- Logo featured in opening general session
- Recognition on Innovate social media sites
- Logo featured on the app
- Co-marketing toolkit

*Additional add-ons available for purchase are listed on **page 12**.*

All sponsor materials due by
July 29, 2025

Sponsor Benefit Matrix

	Diamond (1)	Platinum (4)	Gold (8)	Silver (10)	Bronze (20)
Cost	\$40,000	\$25,000	\$20,000	\$10,000	\$6,500
Booth Size	20 x 20	20 x 20	10 x 20	10 x 10	10 x 10
Conference Passes Included	10	8	6	3	1
Logo with link on the event website*	●	●	●	●	●
Logo on all Innovate emails sent to attendees*	●	●	●	●	●
Logo on app*	●	●	●	●	●
Logo featured on sponsor panels*	●	●	●	●	●
Logo featured in opening session*	●	●	●	●	●
Post-event report	●	●	●	●	●
Pre- and post-event social media posts	●	●	●	●	
Recognition on Innovate Social Media Sites	●	●	●	●	
Pre-event registration list	●	●	●	●	
Access to attendee list for your sponsor-presented breakout sessions	●	●	●		
Dedicated sponsor support specialist	●	●	●		
Bi-weekly dedicated sponsor support session	●	●	●		

Sponsor Benefit Matrix

	Diamond (1)	Platinum (4)	Gold (8)	Silver (10)	Bronze (20)
60-minute breakout session	•	•			
Sponsor logo on session room sign*	•	•			
Dedicated sponsor support specialist and bi-weekly meetings with them	•	•			
Dedicated private meeting space in the expo hall (10x10 booth)*	•	•			
Dedicated breakout session scanner for 1 session	•	•			
Opportunity to submit a pre-recorded version of your breakout session***	•	•			
10-second splash video played during General Session**		•			
Expo floor demo stage sponsor*	•				
Customer Appreciation Party sponsor*	•				
3 Minute Keynote Intro Remarks	•				

*Require print-quality logo upload by the sponsor during the registration process or onto the sponsor portal at a later date.

**Requires upload of sponsor-produced video content to the sponsor portal.

Additional Add-Ons	Number Available	Cost
Networking Cafe Sponsor <ul style="list-style-type: none"> Be front and center for meetings happening on the expo floor at our Networking Cafe. The Networking Cafe allows customers and partners to book time to meet one-on-one in a semi-private setting. Your branding will appear throughout the cafe. 	1	\$10,000
Welcome Reception Headshot Sponsor <ul style="list-style-type: none"> Professional headshots are always a hit. Have your company's name on signage for the headshot provider and in the emails sent to customers who take advantage of free, professional photos. 	1	\$7,000
Coffee Bar Sponsor <ul style="list-style-type: none"> Sponsor a coffee bar staffed by baristas ready to serve up specialty coffee beverages during expo non-compete hours. 	4	\$5,000
Breakout Sessions <ul style="list-style-type: none"> Sponsor a breakout session for your company. If you want additional speaking opportunities or to secure a spot while bypassing the traditional abstract submission process, purchasing a breakout session allows you to secure that time. All abstracts due May 8 	4	\$4,000
User Appreciation Social Digital Caricature Artist Sponsor <ul style="list-style-type: none"> Have your logo be a part of a special Trimble keepsake from the User Appreciation Social—digital caricatures. 	2	\$3,000
VIP Suites at the Customer Appreciation Social at the University of Utah Stadium <ul style="list-style-type: none"> Treat your customers and meet new prospects in your exclusive VIP suite that you can customize as part of our Customer Appreciation Party experience. 	4	\$2,500

Add-On	Number Available	Cost
Sponsor Expo Floor Demo Stage Sponsor <ul style="list-style-type: none"> Expo floor signage, logos on earphones, company recognition from demo stage speaker 	2	\$2,000
Selfie Wall Sponsor <ul style="list-style-type: none"> Sponsor logo included in signage and on wall art for a selfie wall near the expo floor entrance. 	1	\$1,500
Breakout Room Sponsor <ul style="list-style-type: none"> Easel signage outside of the breakout session room for the duration of the conference. Sponsors can provide swag and/or snacks for the room at their discretion. 	6	\$1,000
Custom Floor Stickers <ul style="list-style-type: none"> Spotlight your booth with a custom floor sticker. 	1 per Sponsor	\$1,000
Passport Sponsor <ul style="list-style-type: none"> Put your booth on the map with a spot in our passport challenge book. When guests stop by your booth, they'll get a stamp that gives them a chance to win prize from Trimble or a chance to donate to the charity of their choice. 	10	\$500
Additional Passes <ul style="list-style-type: none"> Partners can take advantage of the early bird rate. 	Up to 10 per sponsor	\$1,350

All sponsor materials due by **July 29, 2025**



Expo Hours

Move-In & Setup:

Monday, October 13, 2025 | 2:00 PM to 5:00 PM

Tuesday, October 14, 2025 | 8:00 AM to 5:00 PM

Expo Open:

Wednesday, October 15, 2025 | 11:00 AM to 5:00 PM

Welcome Reception in Expo, October 15, 2025 | 6:00 PM - 7:30 PM

Thursday, October 16, 2025 | 11:00 AM to 5:00 PM

Dismantle:

Friday, October 17, 2025 | 7:00 AM to 2:00 PM



Terms & Conditions

Paying with a check? Please mail to the address below with checks payable to Rainfocus LLC with your invoice attached.

Rainfocus LLC, PO Box 95272 Chicago, IL 60694-5272

Major credit cards are welcome.

View full terms and conditions at registration.

Sponsor Cancellation

- All sponsor cancellations must be made in writing to one of the following addresses:

Email: ops_events@trimble.com

Mail:

10368 Westmoor Drive
Westminster, CO 80021
United States

-or-

Rainfocus LLC,
PO Box 95272
Chicago, IL 60694-5272
United States

- Sponsor cancellations received by Trimble or its designee prior to 5:00 p.m. (PST), March 18, 2025, will receive a full refund less a \$500 processing fee.
- Cancellations received by Trimble or its designee after 5:00 p.m. (PST), March 18, 2025, but before 5:00 p.m. (PDT), April 15, 2025, will receive a 50% refund.
- Cancellations received by Trimble or its designee on or after 5:00 p.m. (PDT), April 15, 2025, will receive no refund.
- Refunds will not be given for no-shows or for any reason post-conference.

[Sign Up Now](#)