



Smart Crossings: Reducing Risk & Cost with HDD

2026 Sponsor Prospectus

February 19-20, 2026

**Arizona State University
SkySong Center**

1301 N Scottsdale Rd. | Scottsdale, AZ 85256

HDDacademy.com

ORGANIZED BY:



Questions? Contact: Pete McNeil | pmcneil@benjaminmedia.com | 234-380-3031
or Kelly VanNatten | kvannatten@benjaminmedia.com | 234-380-3030



FEBRUARY 19-20, 2026

Presented at
Arizona State University – SkySong Center
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Smart Crossings: Reducing Risk & Cost with HDD

The HDD Academy is a networking-rich, two-day course. The Academy is designed for peer-to-peer engagement, bringing together Contractors, Utility Owners, Engineers, Manufacturers & Suppliers and others aligned with the HDD Industry. Topics include Pre-construction & Geotechnical, Design, Material Selection, HDD Operations, and HDD applications for Smart Crossings.

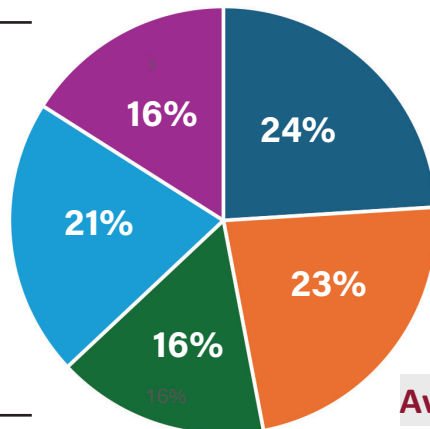
TARGET AUDIENCE

A diverse mix of HDD professionals attend the HDD Academy, from design and planning engineers to HDD crews and project owners, all connected by an interest in HDD best practices and innovations.

BRAND EXPOSURE

Maximize your brand exposure with sponsorship opportunities that include visibility on the event website, at the HDD Academy, on Trenchless Technology's media platforms, and targeted email outreach to subscribers and past attendees.

HDD Academy Past Attendee Demographics



- Contractor
- Utility Owner
- Engineer/Consultant
- Mfg/Supp
- Others

Average Registration: 80-100

What Attendees Say About the HDD Academy...

"The most valuable part of the HDD Academy for me was learning about the different types of mud and polymers. Now I can use that information on job sites."

- 2025 HDD Academy Attendee

"I got some great information that will help our business as it relates to new technology."

- 2025 HDD Academy Attendee

"Learning about the bore planning was very insightful."

- 2025 HDD Academy Attendee



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Sponsor the HDD Academy

Become a sponsor of the HDD Academy

and be a part of the professional educational experience learning about the planning, designing, and construction of utility and pipeline projects from HDD industry leaders.

EVENT SPONSORSHIPS

FOUNDING SPONSOR

Cost: \$5,500

- 60-minute speaking opportunity built into course agenda (topics must be approved by Dr. Sam Ariaratnam)
- 2 Full Conference Registrations
- \$500 for each additional pass needed for sponsoring company
- Opportunity to provide 30 second video to be played once in between presentations
- Logo placed on all show collateral
- Opportunity to provide quality giveaway at registration area
- Attendee list before and after the show

SUSTAINING SPONSOR

Cost: \$6,000

- 60-minute speaking opportunity built into course agenda (topics must be approved by Dr. Sam Ariaratnam)
- 2 Full Conference Registrations
- \$500 for each additional pass needed for sponsoring company
- Opportunity to provide 30 second video to be played once in between presentations
- Logo placed on all show collateral
- Opportunity to provide quality giveaway at registration area
- Attendee list before and after the show

REGISTRATION SPONSORSHIPS

LANYARD SPONSOR

Cost: \$2,000 (1 available)

Lanyards must be purchased and provided by the sponsor

- 1 Full Conference Registration
- \$500 for each additional pass needed for sponsoring company
- Logo placed on all show collateral
- Attendee list before and after the show

NOTEWORTHY SPONSOR

Cost: \$2,000 (2 available)

Notebooks must be purchased and provided by the sponsor

- 1 Full Conference Registration
- Notebooks to be placed on each attendees seat
- \$500 for each additional pass needed for sponsoring company
- Logo placed on all show collateral
- Attendee list before and after the show

FOOD & BEVERAGE SPONSORSHIPS

WELCOME HOSPITALITY SPONSOR

SOLD OUT

Cost: \$2,000 (1 available)

The Element in Scottsdale -
Wednesday, February 18

- Host the hotel bar for incoming attendees
- Recognized as sponsor on signage included in hotel lobby
- 1 Full Conference Registration

WAKE-UP SPONSOR (COFFEE & SNACKS)

SOLD OUT

Cost: \$2,000 (2 available)

- 5-minute welcome speech during breakfast
- 1 Full Conference Registration
- \$500 for each additional pass needed for sponsoring company
- Logo placed on all show collateral
- Attendee list before and after the show

TOAST TO HDD RECEPTION SPONSOR

SOLD OUT

Cost: \$3,000 (2 available)

Boondocks - Thursday, February 19th
immediately following the course

- 30-minute speaking opportunity built into course agenda (topics must be approved by Dr. Sam Ariaratnam)
- 1 Full Conference Registration
- \$500 for each additional pass needed for sponsoring company
- 5-minute welcome speech before reception
- Logo placed on reception drink tickets
- Logo placed on all show collateral
- Attendee list before and after the show

LUNCH SPONSOR

SOLD OUT

Cost: \$2,500 (2 available)

- 5-minute welcome speech during lunch
- 1 Full Conference Registration
- \$500 for each additional pass needed for sponsoring company
- Logo placed on all show collateral and event signage
- Attendee list before and after the show

BREAK SPONSOR

Cost: \$2,000 (2 available)

- 1 Full Conference Registration
- \$500 for each additional pass needed for sponsoring company
- Logo placed on all show collateral and event signage
- Attendee list before and after the show





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2026 Sponsorship Contract

Please complete and return to Kelly VanNatten at kvannatten@benjaminmedia.com to reserve your sponsorship at the 2026 HDD Academy.

SPONSORSHIP OPTION: _____

SPONSORSHIP RATE \$ _____

Signature: _____

Company: _____

Contact: _____

Phone: _____

Address: _____

City: _____

State: _____ Zip/Postal Code: _____

Email: _____

Website: _____

Please send a high resolution logo with your contract (.ai or .eps file preferred).

PAYMENT OPTIONS:

Pay by Check:

Make checks payable to Benjamin Media, Inc. Send check with a copy of your contract to:
Benjamin Media, Inc., Attn: Marianne Saykes, 3554 Brecksville Rd, Suite 200, Richfield, OH 44286 USA.

Pay by Credit Card:

To pay by credit card using our online payment portal, please visit:
<https://benjaminmedia.com/payments>. In the invoice field, please use: **HDD2026**

Please let your account representative know if an invoice is needed.

CANCELLATION: In the event Sponsor wishes to cancel participation in the course, Sponsor must send notice of cancellation in writing to kvannatten@benjaminmedia.com. Sponsor shall be liable for one-hundred percent (100%) of the total Sponsorship Fee.

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