

THE STORY OF TRENCHLESS TECHNOLOGY

Celebrating 40 Years of the International Society
for Trenchless Technology (ISTT)



DRIVING EDUCATION AND THE PRACTICES OF
TRENCHLESS TECHNOLOGIES FOR THE BENEFIT OF **SOCIETY AND THE ENVIRONMENT.**



SPONSORSHIP & SALES PROSPECTUS



A Once-in-a-Generation Opportunity

For forty years, the International Society for Trenchless Technology (ISTT) has championed innovation, education and best practice, helping transform the way underground infrastructure is designed, constructed and maintained around the world.

To celebrate this remarkable milestone, ISTT is producing the official 40th Anniversary Commemorative Book — a premium hardback publication documenting the history, achievements and future of trenchless technology.

This landmark publication will become the definitive global record of our industry, celebrating the pioneers, projects, technologies and organisations that have shaped trenchless construction over the past four decades while inspiring the next generation of engineers and industry leaders.

Officially launched during International No-Dig Auckland 2026, this prestigious publication will be distributed globally and will become an enduring reference for governments, utilities, contractors, consultants, universities, infrastructure owners and national trenchless societies.

*This is more than a book. It is the permanent record
of our industry's history & guide to the future.*

CELEBRATE THE PAST. SHOWCASE THE PRESENT. SHAPE THE FUTURE.

Publication Objectives



Legacy

Document the remarkable story of trenchless technology and ISTT's first 40 years.



Education

Promote the benefits of trenchless technology to governments, engineers, planners and future generations.



Advocacy

Provide a world-class publication supporting sustainable underground infrastructure and best practice.



Recognition

Celebrate the companies, organisations and individuals who have shaped our industry.

Why Your Company Should Be Included

Participation is not simply purchasing advertising. Secure your company's place within the official history of the global trenchless industry.

Unlike a magazine advertisement that disappears after a few weeks, this premium hardback book will be showcased on bookshelves, in boardrooms, universities, government departments and engineering offices for many years to come.

Your participation will:

- ✓ Position your company alongside the world's leading trenchless organisations
- ✓ Celebrate your contribution to the industry's development
- ✓ Tell your company's story through editorial, photography and innovation
- ✓ Demonstrate your commitment to the future of trenchless technology
- ✓ Reach utilities, governments, consultants and infrastructure owners worldwide
- ✓ Strengthen your global brand and industry reputation
- ✓ Support the work and legacy of ISTT
- ✓ Be promoted through an international digital and social media campaign
- ✓ Become part of the industry's permanent historical record
- ✓ Continue generating value long after publication

Tell Your Story Not Just Your Products

Company Feature Package US\$1,500

Every participating organisation receives a double page spread. Rather than producing a traditional advertisement, we encourage companies to use this unique opportunity to tell their story.

Your feature may include:

- Your company history
- Industry milestones
- Landmark projects
- Innovation and technical achievements
- Future vision
- Leadership message
- Historic archive photography
- Current project imagery
- Products and services
- Brand advertising

Many companies choose to split their two pages between editorial content and corporate advertising, creating a far more engaging and memorable feature.

Our editorial team will be pleased to assist in developing your content to ensure it becomes a lasting legacy rather than simply another advertisement.

Align your company with technical excellence



Premium Sponsorship Opportunities

Position your organisation at the forefront of this historic publication.

Opportunity	Includes	Investment
Front Cover Sponsor	Company logo on the front cover, sponsor statement inside the book and double-page company feature	US\$4,000
Back Cover Sponsor	Premium outside back cover plus double-page company feature	US\$4,000
Inside Front Cover	Inside front cover plus double-page company feature	US\$3,500
Inside Back Cover	Inside back cover plus double-page company feature	US\$3,500
Rehabilitation Section Sponsor	Section opening page plus double-page company feature	US\$2,500
New Construction Section Sponsor	Section opening page plus double-page company feature	US\$2,500
Company Feature	Premium double-page editorial/profile	US\$1,500

All premium sponsorships are strictly limited and will be allocated on a first-come, first-served basis.

Global Reach

Premium Hardback Edition

Distributed to:

- Governments
- Utilities
- Infrastructure owners
- Contractors
- Consultants
- Engineers
- Universities
- National trenchless societies
- Industry associations
- Ministries
- Asset owners
- International decision-makers

Interactive Digital Edition

Distributed globally to 60,000+ industry professionals through ISTT, Westrade and partner databases.

The digital edition will include:

- Interactive navigation
- Company website links
- QR codes
- Enhanced visibility for sponsors

Worldwide Marketing Campaign

Supporting the launch:

- LinkedIn
- Facebook
- Instagram
- YouTube
- Email marketing
- Industry media
- Westrade global events
- International No-Dig Auckland
- ISTT member societies
- Global partner organisations

Supported by Westrade's international publishing, events and communications network with an annual industry reach of more than **2.5 million** professionals.

What Will the Book Cover?

- ✓ The birth of trenchless technology
- ✓ The formation and growth of ISTT
- ✓ Forty years of innovation
- ✓ HDD, Microtunnelling, Pipe Jacking, Rehabilitation and Inspection
- ✓ Landmark international projects
- ✓ Industry pioneers
- ✓ National Society profiles
- ✓ Sustainability and environmental benefits
- ✓ Digitalisation, AI and future technologies
- ✓ The next forty years of underground infrastructure



Launching at International No-Dig Auckland 2026

The book will be officially unveiled during International No-Dig Auckland, bringing together the world's leading trenchless professionals to celebrate ISTT's 40th Anniversary.

Sponsors will benefit from exposure before, during and after the event through launch activities, media coverage and a coordinated international marketing campaign.

Limited Opportunity. Lasting Legacy.

Only a limited number of company features and sponsorship opportunities are available.

This is your opportunity to ensure your organisation becomes part of the official story of trenchless technology.

When future generations look back at the first forty years of our industry, your company can be there - recognised as one of the organisations that helped shape its success.

This is your opportunity to ensure your organisation becomes part of the official story of trenchless technology.

CELEBRATE THE PAST. SHOWCASE THE PRESENT. SHAPE THE FUTURE.



Reserve Your Place in Trenchless History Today

**Celebrate the Past.
Showcase the Present.
Shape the Future.**

For sponsorship and editorial opportunities, please contact:

Westrade Group Ltd



Official Publishing Partner to the
International Society for Trenchless Technology (ISTT)

*Connecting the Global Trenchless Community
Through Publishing, Events & Communications*

Contact: Trevor Dorrell - Tdorrell@westrade.co.uk