

# PLANET UNDERGROUND



## Planet Underground

*“We” are the solution for damage prevention*

### Top 3 Reasons to Become a Sponsor

- American Locator Magazine and Planet Underground TV connect you, an industry leader, with potential customers and reinforces your commitment to damage prevention and sustaining the viability of our industry.
- You will gain visibility and potential new business from those to which you may not otherwise be connected to in your day-to-day operations.
- Build upon continuing recognition of your company as a leader at the forefront of innovative, safe, reliable services. Gain top access to The Roundtable - footage and interviews.

### Gain the Industry Advantage - *in print and video*

- View credible, honest, informed analysis of the challenges that confront the underground utility industry into the future, and hear from live crews in the field putting words into action
- Understand how this industry will evolve as infrastructure ages and higher demand drives the necessity of safe practices and better communication - to trust but verify
- Adapt your current practices to align with a business model for the future.

*Changes to our industry are underway.  
Being part of Planet Underground TV and American Locator Magazine  
will set you apart as a leader in that change.*



## About The Roundtable

Along with Planet Underground TV and American Locator Magazine, Planet Underground's annual Roundtable Event features critical discussions on the future of safe excavation, and economic benefits of proactive safety measures regarding underground utility infrastructure. This event, live and unscripted, filmed at Planet Underground's headquarters in Manteno, IL brings you a unique first-hand look into real challenges and solutions considered by top industry professionals. Groups of 3 or 4 individuals from different industry segments are filmed together at a round table and given a "hot" topic in damage prevention to discuss freely in front of our cameras. In addition 6-member Roundtable Panels of experts take questions from the entire event audience.

**Over 100 professionals attended Planet Underground's Roundtable in December 2017.** Together they shared a wide array of innovative ideas towards reducing and ultimately eliminating damages and injury from underground utility projects. This event marks an industry-first milestone in moving discussions on damage prevention towards real-world solutions backed by technological innovation and advances in communication among all parties involved, with excavators at the forefront.

It is our mission to create this new forum to bring all parties involved more closely together, to hear the expertise and opinion of those they may never otherwise be connected to, and ultimately, to have this new communication bring us all closer to zero damages for workers in the field and the general public.



## 2017 Roundtable Attending Companies

Connecting with Planet Underground actively puts your brand in front of a worldwide network of industry representatives. Build recognition of your company as a leader at the forefront of damage prevention efforts and innovations. Outstanding testimonials from those attending emphasized the unique opportunities for networking and relationship building between current and potential customers dedicated to damage prevention solutions.

|  |                                      |                                       |
|--|--------------------------------------|---------------------------------------|
| <b>3M</b>                                | <b>INTREN</b>                        | <b>SeeScan</b>                        |
| <b>Aldridge Electric, Inc.</b>           | <b>IPEG Corp.</b>                    | <b>SENSIT</b>                         |
| <b>Ameren Illinois</b>                   | <b>JULIE</b>                         | <b>SubSurface Instruments</b>         |
| <b>American Survey &amp; Engineering</b> | <b>KorTerra</b>                      | <b>UGI</b>                            |
| <b>AT&amp;T</b>                          | <b>Ledcor</b>                        | <b>Underground Contractors</b>        |
| <b>Berntsen International</b>            | <b>Leica Geosystems</b>              | <b>Association</b>                    |
| <b>BizMetrix</b>                         | <b>LocusView</b>                     | <b>Underground Technical</b>          |
| <b>Blood Hound</b>                       | <b>McLaughlin</b>                    | <b>Consulting</b>                     |
| <b>City of Chicago</b>                   | <b>Meade Electric</b>                | <b>UniversalPegasus International</b> |
| <b>CobbFendley</b>                       | <b>MP Nexlevel</b>                   | <b>URG</b>                            |
| <b>ComEd</b>                             | <b>NEPTCO</b>                        | <b>US Radar</b>                       |
| <b>Docusite</b>                          | <b>Nicor</b>                         | <b>USIC</b>                           |
| <b>EJ Equipment</b>                      | <b>North Shore Gas</b>               | <b>Utility Sales Associates</b>       |
| <b>Electric Conduit Construction</b>     | <b>NPL</b>                           | <b>VAC Group Australia</b>            |
| <b>ElectriCom</b>                        | <b>Pelican Corp.</b>                 | <b>Vermeer</b>                        |
| <b>Eversource Energy</b>                 | <b>Peoples Gas/North Shore Gas</b>   | <b>Vivax - Metrotech Corporation</b>  |
| <b>Flagshooter</b>                       | <b>Pipe View America</b>             | <b>XL Catlin</b>                      |
| <b>Gas Technology Institute</b>          | <b>Pipehorn Utility Tool Company</b> |                                       |
| <b>GSSI</b>                              | <b>Q3 Contracting</b>                |                                       |
| <b>HBK Engineering</b>                   | <b>Rabine Group</b>                  |                                       |
| <b>Heath Consultants</b>                 | <b>Radiodetection</b>                |                                       |
|  | <b>Rust-Oleum</b>                    |                                       |

## 2017 Roundtable Sponsors

Sponsors of our event included over companies who realize the power of the mission we all hold in common to reach zero damages, to protect life and property - and doing so through this unique opportunity for collaboration and communication unlike any other. Beyond a trade show, The Roundtable puts people on camera face to face in unscripted, authentic discussions on the future of our industry,

|  |                                      |                                       |
|--|--------------------------------------|---------------------------------------|
| <b>Dinner Sponsors</b>                   | <b>Gold Shovel Standard</b>          | <b>SubSurface Instruments</b>         |
| <b>Vermeer</b>                           | <b>Heath Consultants</b>             | <b>Tennessee 811</b>                  |
| <b>KorTerra</b>                          | <b>JULIE</b>                         | <b>Texas811</b>                       |
| <b>Blood Hound</b>                       | <b>LocusView</b>                     | <b>UniversalPegasus International</b> |
| <b>Leica Geosystems</b>                  | <b>McLaughlin</b>                    | <b>URG</b>                            |
| <b>USIC</b>                              | <b>Minnesota Limited</b>             | <b>US Radar</b>                       |
| <b>Electric Conduit Construction</b>     | <b>MP Nexlevel</b>                   | <b>USIC</b>                           |
| <b>Berntsen International</b>            | <b>Mississippi 811</b>               | <b>VANNGUARD Utility Partners</b>     |
| <b>Utility Sales Associates</b>          | <b>NEPTCO</b>                        | <b>Vivax - Metrotech Corporation</b>  |
|  | <b>PAPA</b>                          | <b>XL Catlin</b>                      |
| <b>Event Sponsors</b>                    | <b>Peoples Gas/North Shore Gas</b>   |                                       |
| <b>American Survey &amp; Engineering</b> | <b>Pipe View America</b>             |                                       |
| <b>Consolidated Infrastructure</b>       | <b>Pipehorn Utility Tool Company</b> |                                       |
| <b>Group</b>                             | <b>Q3 Contracting</b>                |                                       |
| <b>Digital Control Inc.</b>              | <b>Rust-Oleum</b>                    |                                       |
| <b>EJ Equipment</b>                      | <b>Schonstedt</b>                    |                                       |
| <b>Flagshooter</b>                       | <b>SENSIT</b>                        |                                       |

## Roundtable 2017 Testimonials

**“What I learned from the event: No one solution will end these difficulties in the utility business. But multiple, overlapping efforts will.”**

*Steve Rienks, Director of Engineering, American Survey and Engineering*

**“The Roundtable was an opportunity to discuss critical issues with key stakeholders across the industry. Reinforced over the two days is that no silver bullet exists, no one single thing fixes the problem. To get damage prevention to the level of success required will take a collaborative effort on a number of fronts.”**

*Eric Swartley, Sr. Manager Pipeline and Public Safety, UGI*

**“I think the Roundtable is a great opportunity to candidly talk to people about what’s going on. We get to have conversations about what is important to us, and it’s not filtered. We’re not out there trying to sell things...we’re out there talking about the problems that we run into every day.”**

*Cory Mass, Applications Engineer - Underground Solutions, Vermeer*

**“Trades shows are great, but one of the things that I enjoyed about just driving down here, was the fact that I didn’t feel like I had to be ‘on’.”**

*Tom Hall, Vice President of Business Development, KorTerra*

**“Everyone has such different backgrounds and experiences...just being able to talk about those, really helps bring awareness to each other’s struggles. If we can see that other person’s point of view, we can really come together as an industry to make positive changes.”**

*Tracy Lipinski, MP Nexlevel*

**The roundtable has been great. I said to someone...are there really people in this room that can make a difference? The answer was well, I’m not sure. I said, then let’s find those people, let’s get them into this as well. You sit them down here for a day or two. We will change their minds. There’s too much knowledge here, from...contractors, locators, utilities, municipalities...everyone’s point of view needs to be understood.”**

*Duane Rodgers, CEO, Pelican Corp*

**“Fantastic event. We’re learning..it gives us a great perspective, let’s us step outside of our little window beyond what seems important just to us. It lets us see what’s truly going on in other aspects of the industry that we would normally not get exposed to.”**

*Alan Haddy, President, UTTO Inc.*

**“It’s my first year here, and I do believe it’s worthwhile. It’s not just Q3 that struggles with problems like this, it’s everybody that struggles with problems like this. If you bring it out into the open, then things might get changed.”**

*Jon Moulton, VP, Q3 Contracting*

**“That’s why we get involved with things like Planet Underground. We consider this to be a ‘best practice.’”**

*Scott Merchant, Head of Risk Engineering, XL Catlin*

**“I think it’s a great opportunity to see what challenges people have on the day-to-day level. It allows some freedom to get into discussions that you might not have at a traditional trade show, where they’re just trying to push their products.”**

*Mike Klonsinski, President, Berntsen International*

## American Locator and Planet Underground TV - 2018 Annual Sponsorships

**Choose a Combination of Print and Digital Promotion for your Company**

### Gold Level: \$25000

1. **Magazine:** Full page ad in 6 issues (one year) of American Locator
2. **TV:** Company logo and audio mentions\* as our sponsor in 6 (one year) Planet Underground TV episodes.
3. **Website:** Placement of company logo (linked to your site) on each page of our website alongside our other Gold Level Sponsors for one year.

### Silver Level: \$14000

1. **Magazine:** Full page ad in 4 issues of American Locator
2. **TV:** Company logo and audio mentions\* as our sponsor in 4 Planet Underground TV episodes.

### Bronze Level: \$8000

1. **Magazine:** Full page ad in 2 issues (one year) of American Locator
2. **TV:** Company logo and audio mentions\* as our sponsor in 2 Planet Underground TV episodes.

**\*Note:** A guest host begins and ends each TV episode thanking each of our sponsors as logos are displayed. TV Commercial ads can be added at any level of sponsorship. We offer 15 sec and 30 sec commercial rates. See Media Kit for pricing.

Video commercials, 15 or 30 second are an additional rate. See Media Kit for pricing.

## American Locator Ad Rates - 2018 Addendum

### Save 25% with an annual insertion

Full Page: \$3000 single issues or \$10,800 yearly 6 issues; 3 issues \$7500; 2 issues \$5600

1/2 Page Ad (horizontal/vertical): \$1600 single issue, \$7200 yearly 6 issues

Contact us for specs.

## Contact Info

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