

# PLANET UNDERGROUND



## Planet Underground

*Because 811 is Not Enough*

### 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.

*Protecting lives must be our number one priority while excavating safely.  
Being part of Planet Underground TV and American Locator Magazine  
reinforces your role as a leader in that mission.*





## 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 each December 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 2018.** 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.



## The Roundtable 2018 - Attending Companies

Outstanding testimonials from those attending The Roundtable emphasized the unique opportunities for networking and relationship building between current and potential customers dedicated to safe excavation.

Adesta a G4S Company  
American Survey & Engineering  
AirSpade  
Ameren Illinois  
American Survey & Engineering  
Association of Equipment Mfgs.  
AT&T  
Atmos Energy  
AXA XL  
Badger Daylighting  
Benchmark Construction  
Berntsen International  
BizMetrix  
Blood Hound  
Cardno  
ComEd  
Chicago Dept. of Transportation  
Digital Control Inc.  
Docusite  
Doli Construction  
DTE Energy  
Electric Conduit Construction  
Flagshooter  
Gas Technology Institute

GPRS  
GSSI  
HBK Engineering  
Heath Consultants  
John Burns Construction  
JULIE  
KorTerra  
KS Energy Services  
Latino Worker Safety Center  
Leica Geosystems  
McLaughlin  
Meade  
Midwestern Contractors  
Minnesota Utility Contractors Assoc.  
MP Nexlevel  
NEPTCO  
Nicor  
NIPSCO  
North Shore Gas  
NPL Construction  
One Call Concepts  
Opvantek  
Pelican Corp.  
Peoples Gas

Pipe View America  
Pipehorn  
Q3 Contracting  
Rabine Group  
Radiodetection  
Sander Resources  
SeeScan  
SENSIT  
Sensors & Software  
Tellus Underground  
UCA of Illinois  
United Rentals Trench Safety  
Utility Resource Group  
USIC  
UTTO  
VAC Group Australia  
Vac-Tron  
Vermeer  
Vermeer Midwest  
Vivax - Metrotech Corporation  
We Energies  
Western Utility  
WSB  
Xcel Energy

## 2018 Sponsors of The Roundtable

Sponsors of our event included those 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. Not a trade show, The Roundtable puts people on camera face to face in unscripted, authentic discussions on the future of our industry,

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DTE Energy  
Electric Conduit Construction  
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GPRS  
GSSI  
Gas Technology Institute  
HBK Engineering

Heath Consultants  
John Burns Construction  
JULIE  
KorTerra  
KS Energy Services  
Leica Geosystems  
McLaughlin  
Meade  
Minnesota Utility Contractors Assoc.  
MP Nexlevel  
NEPTCO  
NIPSCO  
North Shore Gas  
NPL Construction  
Opvantek  
PelicanCorp  
Pipe View America

Pipehorn  
Q3 Contracting  
Radiodetection  
SeeScan  
SENSIT  
Sensors & Software  
Tellus Underground  
UCA of Illinois  
United Rentals Trench Safety  
Utility Resource Group  
Utility Sales Associates  
Vac-Tron  
Vermeer  
Vivax-Metrotech  
Western Utility  
Xcel Energy



# The Roundtable - 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*

“On behalf of Electric Conduit and Midwestern Contractors we would like to sincerely thank your team for making us part of these events. We look forward to being a major player in your arsenal moving forward.”  
*Greg Preisch, Director of Utility Construction, Electric Conduit Construction*

“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*

“A very well done event. Lots of networking opportunities and great perspectives on where the industry is at this time and where we should be going in the future along with some thought provoking ideas. I was also pleased to see that everyone treated their competitors with respect and showed a real desire to make the industry better.”  
*Frank Russo, Executive VP, Tellus Underground*

“Great job! We were happy to attend and to participate and found the robust discussions very informative. We look forward to our continued partnership with Planet Underground and all the good work that you do. ”  
*Kelley Heinz, Damage Prevention Investigator, ComEd*

“Thanks for encouraging me to participate this year. The experience was top notch, and I really enjoyed the networking opportunities. All in all the event was executed very well and in a very professional manner.”  
*Dave Huff, Program Manager, Adesta a G4S Company*

# American Locator and Planet Underground TV - 2019 Annual Sponsorships

## Combinations 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, [www.planetunderground.tv](http://www.planetunderground.tv) alongside our other Gold Level Sponsors for one year (displayed in footer of website currently).

Our top sponsors receive priority attention across the board in our video episodes, magazine coverage and events.

### 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:** We begin and end each TV episode thanking each of our sponsors as logos are displayed. In episode video ads (commercials), 15 and 30 sec., can be added at any level of sponsorship. *See Media Kit for pricing.*

# 2019 Event Sponsorships

During the year, sponsorship opportunities are available for our signature events, [The Roundtable Live!](#) and [The Roundtable](#). Sponsorship levels will be announced as the event details are updated. Opportunities include banners, signage, filming backdrops, event programs, lunch or dinner sponsorships and more. Please check back on our website, join our mail lists, or contact me directly for updates.

# Contact Info

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