

**P**lanet Underground is a knowledge-sharing organization focused on underground utility damage prevention. We strive to produce media and networking events that offer easily accessible training solutions for detecting and avoiding underground utility lines. Our networking events provide valuable peer-to-peer learning experiences.

Through its relaxed, peer-to-peer learning environment, The Jobsite promotes a positive, meeting-in-the-middle approach to solving damage prevention issues.

The phrase “detecting and avoiding underground utility lines” conjures up the notion that there are two sides to the problems that exist in damage prevention. Indeed, there are: the owners of underground pipe and cable systems and those that dig around them. Legislation creates ground rules for the two sides to follow during the excavation process, but vexing safety issues exist that cannot and will not be solved through legislation.

Planet Underground believes that the way forward is through education. The good news is that owners and excavators essentially need the same knowledge for success, because “detection and avoidance” are one in the same. The things we do, whether through video, print, live broadcast, or face-to-face gatherings, are all designed to educate. Our mission is simple: create an educational repository that addresses the common needs of owners and excavators and provide access to this repository through multiple platforms.

This fall, in service of that mission, Planet Underground is partnering with The Utility Expo to offer a unique networking event called *The Jobsite*, offering hands-on education to excavators and other underground utility professionals.

*The Jobsite* is where Expo attendees, manufacturers, utility contractors and service providers meet in the middle. Located at the midpoint of Lot K and Lot E, just outside the Broadbent Arena, *The Jobsite* features underground utility design, utility locating, vacuum excavation and installation of new underground infrastructure. Through its relaxed, peer-to-peer learning environment, *The Jobsite* promotes a positive, meeting-in-the-middle approach to solving damage prevention issues.

*The Jobsite* offers a chance to sample products and practice your skills in utility design, utility locating, vacuum excavation and installation of underground utilities in a familiar and relaxed setting. Find the best products and techniques to deliver the right services for your particular business, and reduce costs while increasing efficiency and safety for your customers and the public.

Continuing the success of its former incarnation as *The Roundtable Live!* held each summer at Planet Underground, *The Jobsite* offers service providers a one-of-a-kind opportunity to gain knowledge and experience from those they trust the most, their peers.

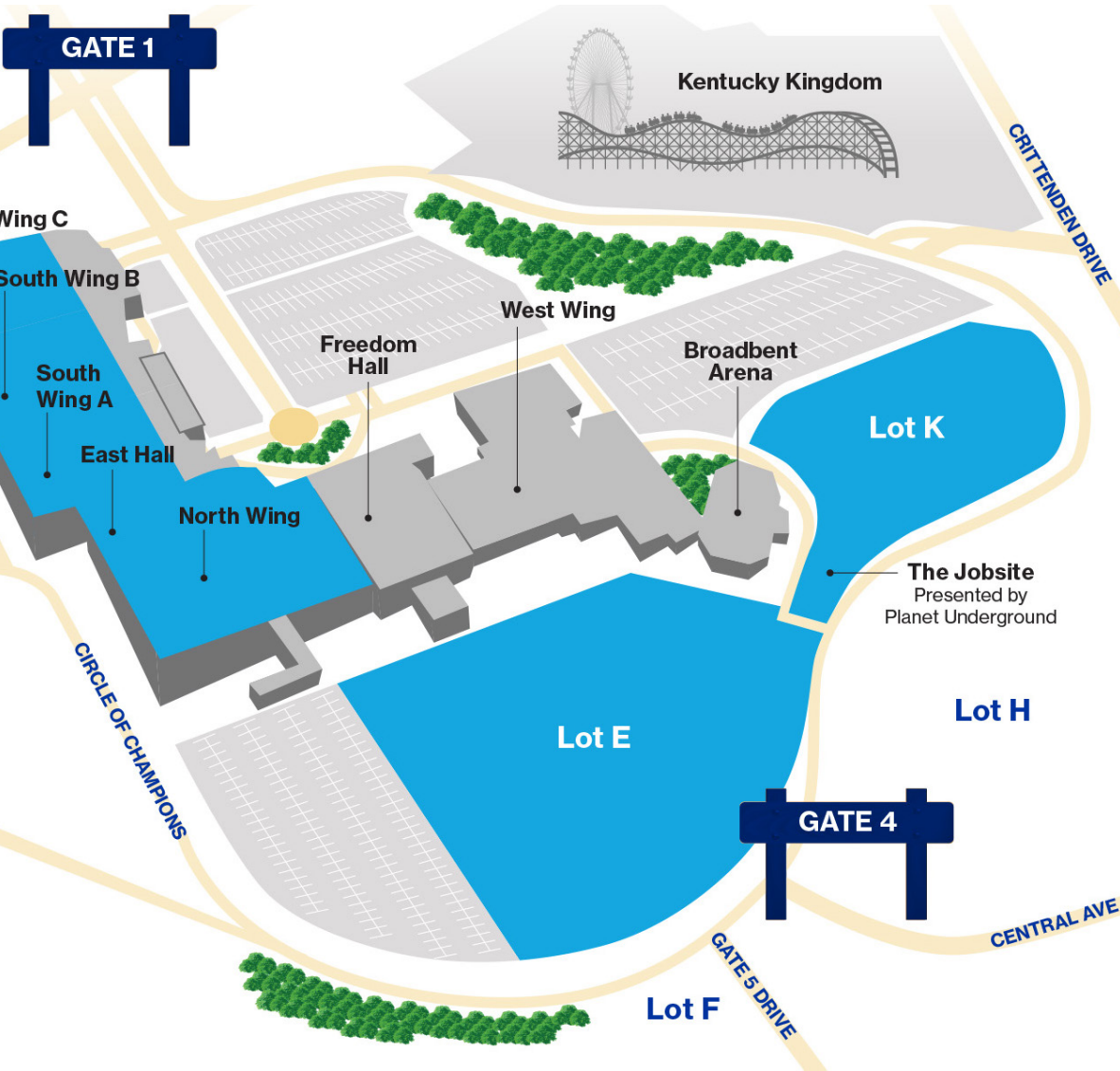


# In The Middle

Planet Underground at The Utility Expo, Sept. 28, 2021



## OVERVIEW MAP OF THE JOBSITE





Planet Underground is always looking for value to deliver to their event attendees, and their events at the Utility Expo are no exception. Providing a valuable educational experience like no other, Planet Underground will be combining the outdoor live learning experience of *The Jobsite* with its live audience and peer-to-peer knowledge sharing event, *The Roundtable*.

Located in the Broadbent Arena next door to *The Jobsite*, *The Roundtable* is a filmed event featuring a rotating cast of four diverse stakeholders engaged in unscripted conversation. Fixing the industry's growing issue with underground utility damage is al-

ways the topic, but not everyone agrees on the solution. But the peer-to-peer learning never stops, as the stakeholders strive to meet in the middle. Sponsorships of *The Jobsite* are limited to service providers for the utility industry. However, equipment manufacturers will join us for *The Roundtable*, as we feature high-level executives from some of the biggest suppliers of equipment to the utility marketplace.

We hope you'll "meet us in the middle" September 28 at The Utility Expo 2021 for both of these unparalleled damage prevention events, *The Jobsite* and *The Roundtable*!

## STRAIGHT FROM THE JOBSITE

Participants in *The Roundtable Live! 2020* speak out!

"The Roundtable Live! is a perfect event. Here you have all these contractors, vendors, suppliers and utility folks. No matter how long you've been in the business, you can learn something. It's about the industry—where we're going, what's going on, what's not happening, what's working and what's not. You learn about trench safety, directional boring, hydro-vac excavation, sewer inspections, traffic control and more. You learn about the industry from its leaders."

— Pipe View America

"We're excited to support Planet Underground and the Roundtable Live! event. We're here locating private utilities so the contractors on-site don't have a damage. We're also going to show live, from a camera point-of-view, what a cross-bore looks like and the consequences of it."

— Blood Hound Underground Utility Locators

"The coolest part about The Roundtable Live! is, it's not static equipment on display here—we're actually using it and putting it to work, and it really allows us to get back in the field and in touch with what everybody does on a day-to-day basis. Obviously, we're really excited for 2021 and for Planet Underground and the kind of partnership we have all created here in the last few years."

— Vermeer Midwest





On September 2020, Planet Underground and The Utility Expo announced they were joining forces. However, despite both serving the utility and construction industries, a number of Planet Underground viewers may not be fully aware of what The Utility Expo is and what it means for our industry.

One reason for this may be the name change. Originally known as *The Elburn Show*, when Illinois Bell invited twelve trencher manufacturers to demonstrate their equipment on the same day in the same field in Elburn, Illinois in the mid 1960s, the show later became known as the International Construction and Utility Equipment Exposition (ICUEE). The bi-annual show moved to the Kentucky Exposition Center in Louisville in the 1980s, and eventually it's name was changed to The Utility Expo in May of 2020.

Overall, the biggest reason utility and construction professionals should be familiar with The Utility Expo is for its demonstrations. This is the expo where people looking for the latest information on equipment and techniques can actually learn from their peers and try things out for themselves.

"We pride ourselves on listening to both our attendees and exhibitors in building an industry event that helps them grow their businesses," said The Utility Expo Show Director John Rozum. "By doing that, The Utility Expo has become the utility industry's premier platform for growth, and we're always looking for new ways to deliver value to our attendees."

The newest way The Utility Expo has found to provide value to utility and construction professionals is by tag-teaming with Planet Underground to bring you *The Jobsite*. Much like Planet Underground's *The Roundtable Live!* event, *The Jobsite* will be a peer-to-peer area where contractors learn from contractors and service providers with a focus on safety and damage prevention. The site will feature live utilities, providing a realistic working environment.

"*The Jobsite* will be an amazing opportunity for contractors to learn the latest about safety, equipment and technology from the people they can trust most...their peers," said Rozum. "We're looking for-

ward to working with Planet Underground to bring this exciting new feature to The Utility Expo." *The Jobsite*, located in Lot K just outside the Broadbent Arena, will work just like *The Roundtable Live!*, in that presenters will show what they've learned from their own experience in the field, with an eye towards demonstrating how various pieces of equipment and technology best apply to the utility and construction professionals in attendance.

"We look forward to constructing a jobsite and networking area in 2021 that allows industry professionals to learn from their peers in a familiar and relaxed setting," said Mike Parilac, president of Planet Underground. "We know that by combining our peer-to-peer information format with the biggest utility and construction show in North America, attendees will have a lot to bring home to their businesses."

Understanding the broadening array of services that falls under utility and construction work, The Utility Expo has demonstrations and exhibitions that include electric transmission, electric distribution, telecom, natural gas transmission and distribution, and water/wastewater throughout its indoor and outdoor exhibits.

Indoors, attendees will find exhibits and demonstrations on a full array of trucking and hauling, lifting, safety and traffic, vegetation management, earthmoving equipment, infrastructure support, jobsite and business solutions, engine components and electronics.

Outdoors, attendees will see exhibits and live demonstrations on lift equipment, including

aerial and cranes, additional vegetation management and land clearing solutions, underground construction, material handling and additional ways to personally engage with and try out the machinery.

"The interactive nature of The Utility Expo, where you work directly with peer contractors and with the equipment, is what makes this event unique," Rozum said. "With more than 1,000 exhibiting companies and more than 1.3 million square feet of equipment and services, there is a lot to see, learn about, and experience that you can use to make your business better."

**"We know that by combining the best in peer-to-peer information with the biggest utility and construction show in North America, attendees will have a lot to bring home to their businesses."**

**-Mike Parilac, President, Planet Underground**



## STRAIGHT FROM THE JOBSITE

Participants in The Roundtable *Live!* 2020 speak out!

"These are real people doing real things. These are not your cookie cutter introductions. Everybody knows each other pretty well here, and if they don't know each other well, this is a perfect opportunity to get to know each other. It's a great chance to talk to other companies, to learn about what they're doing and exchange ideas, because at the end of the day, if we exchange ideas, two minds are better than one."

**- John Burns Construction**

"I think what makes this show so great is you've got the combination of vendors and contractors working side by side. There's a perspective that I may bring and how I look at a bore getting done that differs from how a contractor does. So when we meet at a jobsite, we need to be methodical, we need to teach, we need to pass on knowledge. Contractors, on the other hand, have to keep track of the bottom line. They've got to be productive. They've got to be efficient. So bringing those two worlds together is always good for the people that attend the show. You get two very different perspectives."

**- Subsite/DitchWitch Midwest**

"I like this event because it brings together a lot of the contractors—the people that actually do the work, that bid the jobs and run the trucks. They know what works and know what doesn't. You can tell them anything in the world, but if you can't show them and back it up, then you're not going to get the jobs, or you're not going to sell your equipment. Here you can talk to people that are knowledgeable about the equipment, and they can demonstrate it at the same time."

**- OX Equipment**

