

The Utility Expo (formerly ICUEE) in 2021 is already on track to be bigger than any previous edition, thanks in part to a new outdoor layout with more space for overhead and underground utility equipment. The new layout will allow for more new product introductions and demonstrations at the show, September 28-30 in Louisville, Kentucky.



“We have demonstrators coming in from all over to provide un-sponsored, un-biased advice in a space where utility pros can then go and see all the equipment and services just steps away.” -Mike Parilac

The Utility Expo is already set to be the biggest utility trade show ever, eclipsing the record set by ICUEE 2019 with nearly 1.3 million square feet of exhibit space already sold. “We are looking forward to bringing the utility industry back together again in Louisville this September,” said Show Director John Rozum. “Exhibitors at the show are excited to introduce new products and attendees will have access to more education than ever before. Our show is 90% outdoors and our new layout gives us more flexibility to showcase equipment in action, allow for demonstrations and grow along with the utility industry.”

“This is a great year to be a first-time partner with The Utility Expo, and we’re excited about the new layout and our contribution to it,” said Mike Parilac, President and CEO of Planet Underground, producers of *The Jobsite*, the all-new demonstration area where utility contractors will learn about the latest techniques and technologies from their peers. “We have demonstrators coming in from all over to provide un-sponsored, un-biased advice in a space where utility pros can then go and see all the equipment and services just steps away.”

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.

Providing a valuable educational experience like no other, Planet Underground will be combining the outdoor live learning experi-

ence 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 always 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.

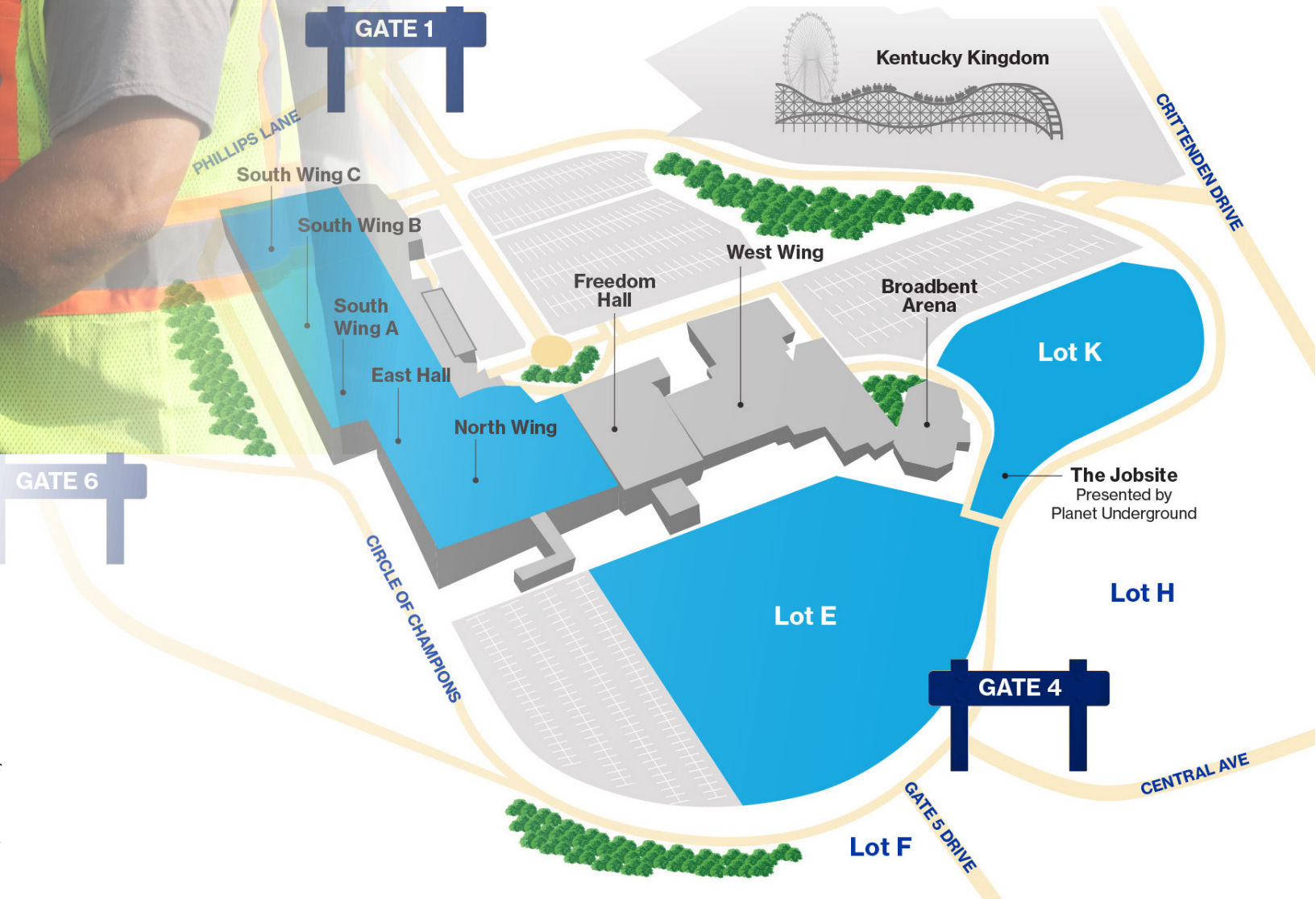
We hope you’ll “meet us in the middle” September 28 at The Utility Expo 2021 for both of these unparalleled damage prevention events.

Meet In The Middle

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



OVERVIEW MAP OF THE JOBSITE



THE JOBSITE

Experience the best in peer-to-peer hands-on education!

The Jobsite represents the first-ever opportunity for service-based companies to directly participate in The Utility Expo. Consisting of 80,000 square feet of outdoor space dedicated to creating an actual construction site, *The Jobsite* is used for promotion of safe work and damage prevention practices through direct peer-to-peer education. Attendees can take advantage of *The Jobsite's* unique networking space, where food and refreshments can be enjoyed in a casual, nontraditional setting.

The Jobsite is the only location within the 30-acre indoor and outdoor Utility Expo site to have complete integration of sponsor activities. With its own food and refreshment centers, *The Jobsite* is a unique event allowing sponsoring organizations to network with their customers, potential customers, and suppliers in a relaxed environment.

Through our relationship with the Association of Equipment Manufacturers (AEM), we are able to create significant pre-event publicity for our top sponsors.

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LIVE! Excavation at:
The Utility Expo
Just outside Broadbent Area, Lot K
September 28-30

Sponsorship Levels:
\$10000
\$7500
\$5000

THE ROUNDTABLE

Join us for a dynamic new version of our most popular yearly event!

The Roundtable is a series of four-person unscripted conversations focusing on the risk of excavation damage to underground utilities. Seated at tables face to face, participants from various parts of the utility industry discuss strategies designed to protect workers and the public from potentially catastrophic excavation related accidents.

Each session is themed and begins with a moderator's toss-up question, but where the conversation ultimately leads is up to the participants. They may not always agree, but they always meet in the middle with their honest and insightful thoughts regarding excavation safety.

Sponsorship is open to any organization, and top sponsors of *The Jobsite* are included as sponsors of *The Roundtable*.

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LIVE! Streaming from:
The Utility Expo
Broadbent Arena
September 28th and 29th
10:00 am to 2:00 pm

Sponsorship Levels:
\$5000 - \$3000 - \$2000
\$1000

