

X **The Trade Show for the Utility Industry**

September 28-30, 2021

Kentucky Exposition
Center Louisville, KY

We're back! And bigger than ever!

ICUEE is now: The Utility Expo.

The largest gathering of utility and construction professionals in North America is back – live and in-person – bigger and better than ever. With our expanded show floor, you'll experience the latest technologies, innovations and trends through live talks, hands-on demos, and test drives of the industry's latest equipment.

The new name is just one of many exciting, new changes that will make The Utility Expo the biggest and best it's ever been.

And we can't wait to see you there!

X THE UTILITY EXPO

**Where The Utility Industry
Goes To Grow**

The Utility Expo 2021. The name isn't all that's new!

With so much new to do and see, we've made The Utility Expo the biggest and best it's ever been. In fact, this year it's a whole new experience.

- **New show layout** – features an expansive outdoor design that allows for more flexibility to showcase equipment in action, product demonstrations, and grouping similar product types, making it easier to navigate and find the equipment at the show.
- **New exhibitors** showcasing jobsite applications & solutions, safety & traffic related products, underground construction and overhead equipment related products, and more.
- **Expanded product categories** for every utility segment including pipe rehabilitation and maintenance, vegetation management, and telecom.
- **The Jobsite, presented by Planet Underground** – Interactive, peer-to-peer demonstrations of proven techniques for safety and damage prevention.
- **Additional networking opportunities** with other professionals throughout the show.

Join us at The Utility Expo – an all-new experience for the utility industry and you.



Register by July 2 to save 40% off your show badge.
Use code UMAIL40: theutilityexpo.com/register

Your top 5 reasons to attend The Utility Expo.

In case you need a reminder, these are some of the valuable benefits of attending The Utility Expo.

1

More Hands-On Demos

Get your hands on over 30 acres of new equipment, advanced technology and safety products to see, try and add to your fleet.

2

The Jobsite presented by Planet Underground

A peer-to-peer area where contractors learn from other contractors and service providers with a focus on safety and damage prevention. The Jobsite will feature live utilities, providing a realistic working environment.

3

Learn From The Best

Field classrooms right on the show floor covering the industry's hottest topics including fleet management, utility locating, pipeline maintenance and more.

4

Meet The Experts

Leading experts and innovators in manufacturing and technology share their knowledge and experience to show you how to get the most from your equipment.

5

Expand Your Network

Face-to-face opportunities to build lasting connections with your utility professional peers.

The “Who’s Who” of the industry.

At The Utility Expo, you'll be in good company. Here are just a few of the show's past attendees:

President – **Miller Pipeline**

VP – **Duke Energy**

Safety Manager – **Asplundh Construction**

Field Operations and Lineman – **Indianapolis Power & Light**

Equipment Buyer – **Missouri American Water**

Training Manager – **ComEd**

Owner – **B&D Underground Utilities, LLC**

Director – **Nicor Gas**

Fleet Manager – **Appalachian Pipeline Contractors**

Equipment Manager – **Asplundh Tree Expert Company**

Area Manager – **We Energies**

The Expo is a must for utilities, utility contractors and their employees.



Telecom/5G



Electric -
Transmission



Natural Gas



Electric -
Distribution



Water



Vegetation
Management



Wastewater



Gas/Oil Transmission

“We have met a lot of other contractors and companies here from Georgia that we can now partner with on projects or services for clients.”

Michelle D., Eagle Utility, Georgia



Meet the makers.

Talk with experts from the industry's top equipment manufacturers, technology and software developers.



Altec
American Augers
CASE
Caterpillar
Custom Truck One Source
Ditch Witch
Dougherty Forestry Mfg.
General Motors Fleet
Geophysical Survey
Systems, Inc. (GSSI)

Irby Tool & Safety
John Deere
Manitowoc Cranes
Milwaukee Tool
Prinoth
Terex Corporation
TT Technologies
Vermeer Corporation
Versalift
and over 800 more!

Test drive your future.

More than 30 acres of new equipment and advanced technology for you to try before you buy.

Product Categories:

Business Solutions

**Earthmoving Equipment
& Material Handling**

Engines, Components & Electronics

Hauling Equipment

Infrastructure Support

Jobsite Applications & Solutions

Lifting (Aerial & Cranes)

Safety & Traffic

**Transmission & Distribution
System Components**

Trucking

Underground Construction

**Vegetation Management
& Land Clearing**



The Utility Expo is a learning experience.

One of the most valuable things The Utility Expo offers is its unique opportunity for you and members of your team to gain knowledge and skills through education – education that helps you stay ahead of trends and changes in our expanding, ever evolving industry. We offer you a range of learning options:

Field Classrooms on the Show Floor

We know your time is limited, so we're bringing even more education straight to you on the show floor. Participate in an interactive, walking classroom led by industry experts. Topics will range from:

- Fleet Management
- Fleet Accessories
- HDD
- Aerial Devices
- Vacuum Excavation
- Utility Locating/Underground
- Hydraulics
- Contractor Pumps
- Safety
- Vegetation Management
- Site Prep and Clearance
- Technicians – Common Issues
- Electrical Hazards and Equipment
- Pipeline Maintenance and Rehabilitation
- Trench Safety

Field classroom details:

Length: 90-minute sessions

Price: \$129 each

Who should attend: These are can't-miss sessions if you are exploring new products or are new to the utility industry. Session participation counts toward professional development hours (PDHs).

Learn more at theutilityexpo.com/education



On-demand education, on your time.

You and your team leaders can access education materials any time, any place and immediately put your learning into practice. More than 60 sessions on critical information to keep your business competitive will be available to you beginning October 1.

Sample Topics:

- Safety
- Equipment Technology – Machine Control, Telematics, Autonomy, etc.
- Construction Technology – Drones, IoT, Jobsite, etc.
- Economic Update
- Business Best Practices
- Attract, Engage and Retain Talent
- DOT Updates
- Pipeline Solutions
- Underground Solutions
- Overhead Solutions
- Rehabilitation of Utility Infrastructure
- Damage Prevention
- Product Overviews

On-demand details:

Access 60+ sessions at your own pace for a full year.

Price: \$79 (includes all sessions)

Learn more at theutilityexpo.com/education



Learn on The Jobsite.

Presented by **Planet Underground.**



“We know that by combining our peer-to-peer information format with the largest utility and construction show in North America, attendees will have a lot to take home to their businesses.”

Mike Parilac, CEO, Planet Underground

Meet in the Middle

The Jobsite is where attendees, manufacturers, utility contractors and service providers meet in the middle. Located at the midpoint of Lot K and Lot E, The Jobsite combines 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.

Demonstrations include:

Utility Locating

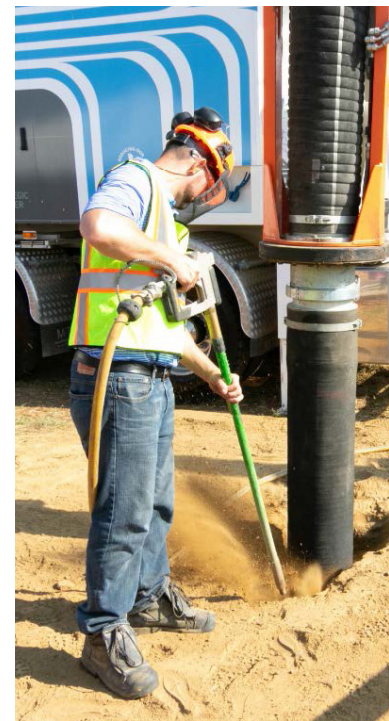
Vacuum Excavation

Directional Drilling

Sewer Inspections including
Cross Bore Visualization

Trench Safety (Shoring and Shielding)

Safety (PPE) Best Practices
and many more...



This show will be an iconic moment. At The Utility Expo we will finally be able to reconnect with our colleagues across North America and reveal all new products and ideas that have been created while in isolation. The show will be an opportunity to reawaken the industry and get back together! I can't wait!

Shane C., FortisBC Electrical



Registration & Travel

**Get to The Utility Expo in three easy steps!
And enjoy these great discounts.**

Step 1: Register and receive 40% off with code **UMAIL40** valid thru 7/2/21

Step 2: Reserve your hotel through us at: theutilityexpo.com/hotel

Step 3: If you're flying into Louisville, book your flight now (see airline discounts below).

That's it. Simple. You're ready for Louisville!

Take advantage of these great airline discounts

Airline discounts are available on domestic and international flights to Louisville. See show website for additional information prior to booking:

American Airlines – 6% off published fares

Delta Airlines – up to a 10% discount on flights

Southwest Airlines – 10% off Business Select® and Anytime fares and 3% off Wanna Get Away® fares, plus 50% bonus Rapid Rewards points

United Airlines – up to a 10% discount on flights

Health & Safety Commitment:

We're looking forward to bringing our industry back together in Louisville. Your health and safety is our top priority. We are following the guidelines of the CDC and we are working closely with the Kentucky Exposition Center to ensure a safe and rewarding experience for all.

And then there's Louisville!

Louisville is proud to present the **Show Us Your Badge** program – a special discount program for show participants to use while in Louisville. Take advantage of special offers and discounts from the city's most popular sites including retail shops, restaurants and attractions. Just present your name badge at locations around town to receive amazing discounts and offers. Learn more at theutilityexpoulouisville.com.

ROCKING WEDNESDAY at Fourth Street Live! Free Concert!

Don't miss The Utility Expo's street party as you rock out to The Crashers at Fourth Street Live!
Wednesday, September 29. Concert starts at 7:00 pm

Sponsored by:

