

Imagine a damage prevention event...

attended by thousands of professional excavators, and thousands of utility company personnel, and the manufacturers that make the equipment used to install and maintain utility systems.

What would you call it?

The best damage prevention event ever assembled!

It's Planet Underground at The Utility Expo, offering two great events at North America's largest utility trade show.



An outdoor event

sponsored by underground utility service providers



An indoor event

sponsored by the underground utility industry



Damage Prevention For the Planet



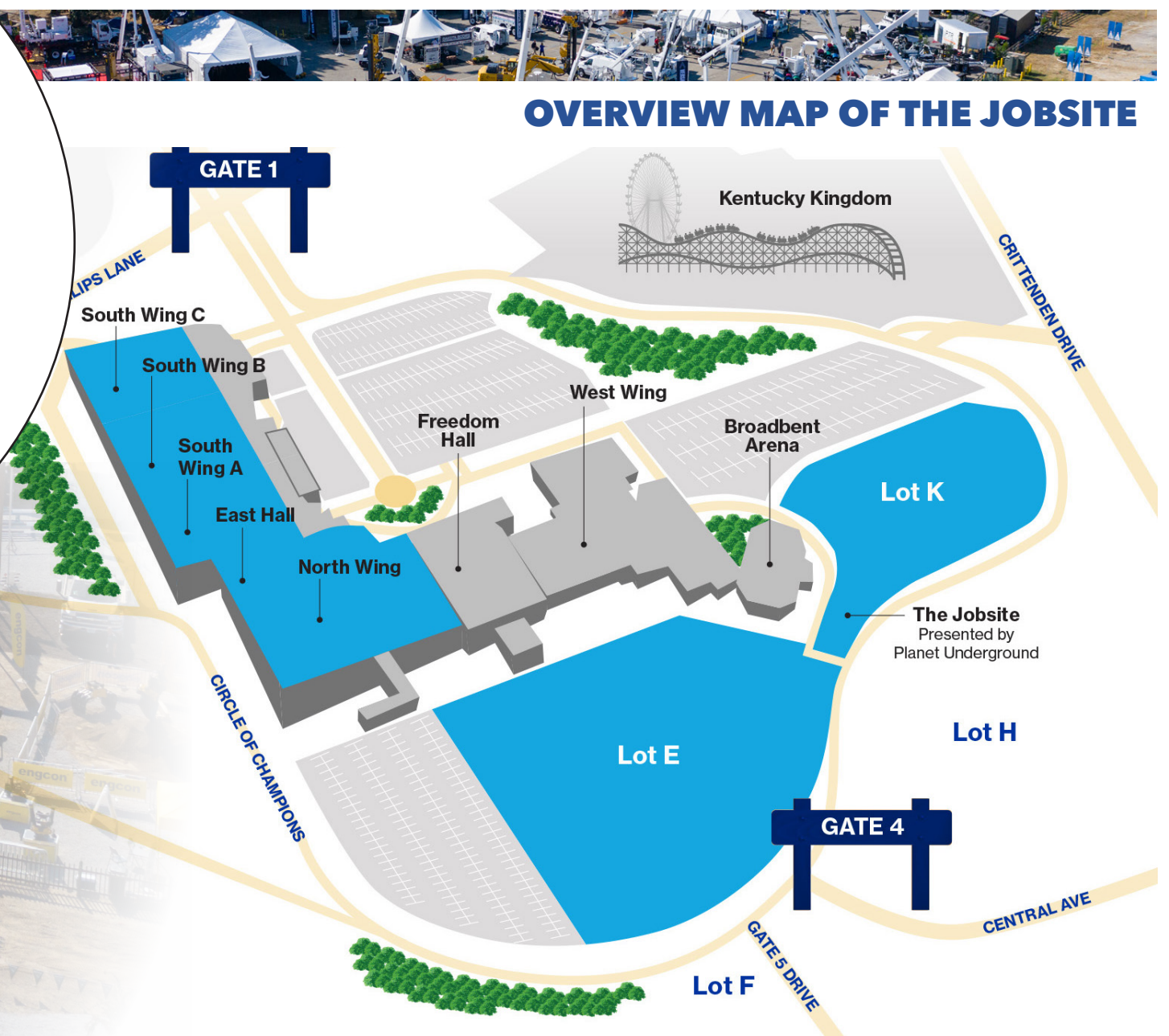
Meet In The Middle

Planet Underground at The Utility Expo, Sept. 28-30, 2021



The Utility Expo...

is the largest event for utility professionals and construction contractors seeking comprehensive insights into the latest industry technologies, innovations, and trends. The biennial trade show, known for equipment test drives and interactive product demonstrations, takes place in Louisville, Ky.





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.

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

Sponsorship Levels:

\$10000
\$7500
\$5000



Don't Miss Out on All These Exclusive Benefits for Jobsite Sponsors!

Tent Space

\$10,000 - 10x20
\$7500 - 10x20
\$5000 - 10x10

To enhance networking and learning, sponsors are not limited to tented areas. Tents ring *The Jobsite* along the edges, but the open space is for anyone with equipment working on construction projects, including vehicles and displays.

Meal Tickets

\$10,000 - For customers, prospects and others
\$7500 - For customers, prospects and others
\$5000 - For attendees only

The Jobsite is a networking event so food and drink is a big part of the festivities. It's the only setup like it at The Utility Expo.

Number of Attendees

There is no limit to sponsors' attendee numbers, but all sponsor personnel must pay \$25.00 for entrance to The Utility Expo. This is a discounted rate compared to \$79.00 for other attendees.

On Right: Photo of *The Jobsite*

**The Jobsite is for service providers.*

Top Sponsor Benefits: \$10,000 Level

- Your logo prominently displayed on all Planet Underground promotional material
- Pre-event publicity through the PR team of The Association of Equipment Manufacturers
- Meal tickets to our food trucks on location at The Jobsite for customers, future customers and other associates
- Includes sponsorship of *The Roundtable* indoor event
- 10x20 Tent space at edge of *The Jobsite*



Construction projects and networking area

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www.planetunderground.tv

Why participate?

Underground utility strikes in the U.S. are going up, impacting public safety, worker safety, and creating adverse economic impact.

The 5-year rise in underground utility strikes is troubling because it speaks to the effectiveness of current damage prevention practices and programs. These practices and programs, rooted in communication and cooperation between facility owners and excavators, were effective in bringing down utility strikes in years prior.

While communication, planning and other forms of cooperation between owners and excavators can certainly go a long way, cooperation cannot work hand-in-hand with legislation to significantly reduce our country's damage prevention problems. If they could, damages would be going down. Instead, damages continue to rise.

Yes, there is a significant difference in the physical nature of utility detection versus utility avoidance. Workers that detect do not see what they are detecting while workers that avoid see what they are avoiding. This is an important distinction that underscores why there are two sides to the problems in damage prevention. Designating where to find a pipe or cable isn't the same as actually locating it.

Why become a sponsor of Planet Underground at The Utility Expo? **Because you recognize that the world of locating underground utilities includes a lot more people that just those spraying paint.** We all are American Locators and the most important step in fixing bad trends in damage prevention is engaging in peer-to-peer education. **Share what you know—that's the best reason to participate.**

LEGEND

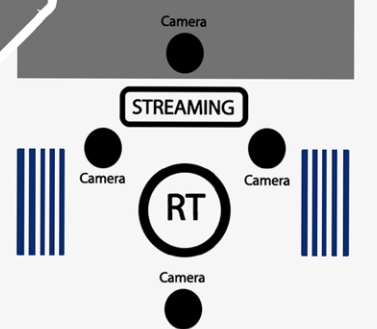
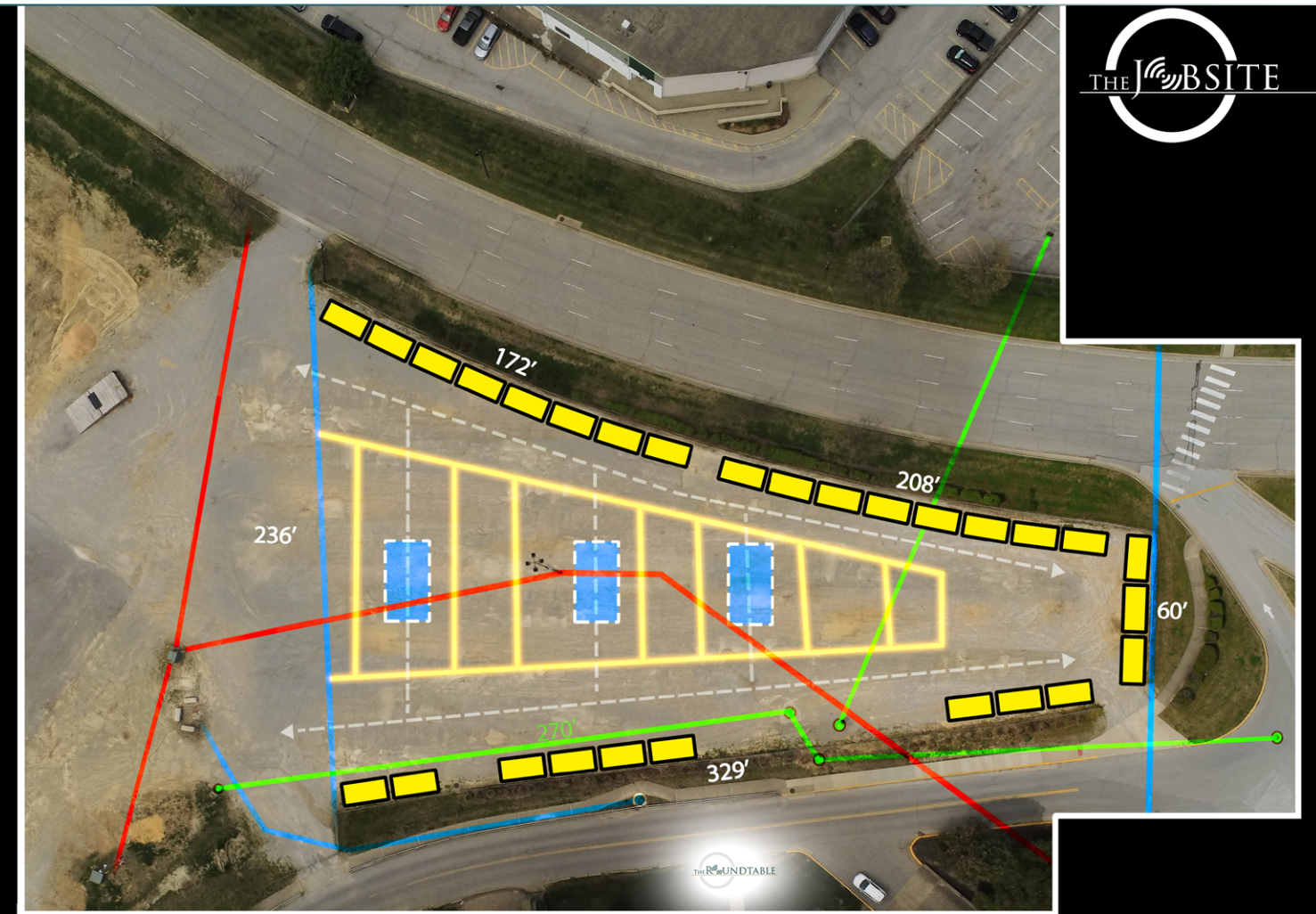
Attendee Footpath

Bore/Trench Paths

Networking Tents

Sponsor Tents

10' 10'



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 foodcourt
September 28th and 29th
10:00 am to 2:00 pm

Sponsorship Levels:

\$5000

\$3000

\$2000

\$1000

Schedule of Roundtable Discussions

September 28 – 10 am to 2 pm

10:00 am to 10:45 am - Effectiveness of state damage prevention laws and enforcement

11:00 am to 11:45 am - What the future holds for managing our crowded rights-of-way

12:00 pm to 12:45 pm - Who doesn't view damage prevention as a public safety issue?

1:00 pm to 1:45 pm - The impact of predictive analysis given the state of late response to 811 tickets

September 29 – 10 am to 2 pm

10:00 am to 10:45 am - What good is permanent location information without a plan to share?

11:00 am to 11:45 am - Artificial intelligence in damage prevention

12:00 pm to 12:45 pm - Construction equipment's role in avoiding damages

1:00 pm to 1:45 pm - When do we get to "Zero damages?"

**The Roundtable is open to service providers, manufacturers and all other Expo attendees.*

Photos from: The Roundtable at Planet Underground
and (bottom right) The Utility Expo 2019