

# I Am an American Locator... and So Are You!

If we are all American locators, then we need a damage prevention event attended by:

- 1. Thousands of professional excavators
- 2. Thousands of utility company personnel
- 3. The manufacturers that make the equipment used to install and maintain utility systems.

That damage prevention event is **Planet Underground at The Utility Expo**, offering two great gatherings at North America’s largest utility trade show. And it’s only two months away!

For too long we have been kept apart from each other, and it has affected all aspects of our lives, including our professional ones. Although the underground utility industry was deemed “essential” and able to continue operating through the pandemic, it is undeniable that the pandemic has influenced our world in many ways. It’s difficult to cultivate partnerships without face-to-face meetings and regular interactions.

We welcome you to come out to Louisville and see for yourself. We’ll have some good food, good times and a real handshake waiting for you. It doesn’t matter the color of your collar—let’s get back to work at **The Jobsite**, and let’s talk about it at **The Roundtable**.

Let’s **Meet in the Middle** in Louisville, September 28-30, 2021





# Meet In The Middle

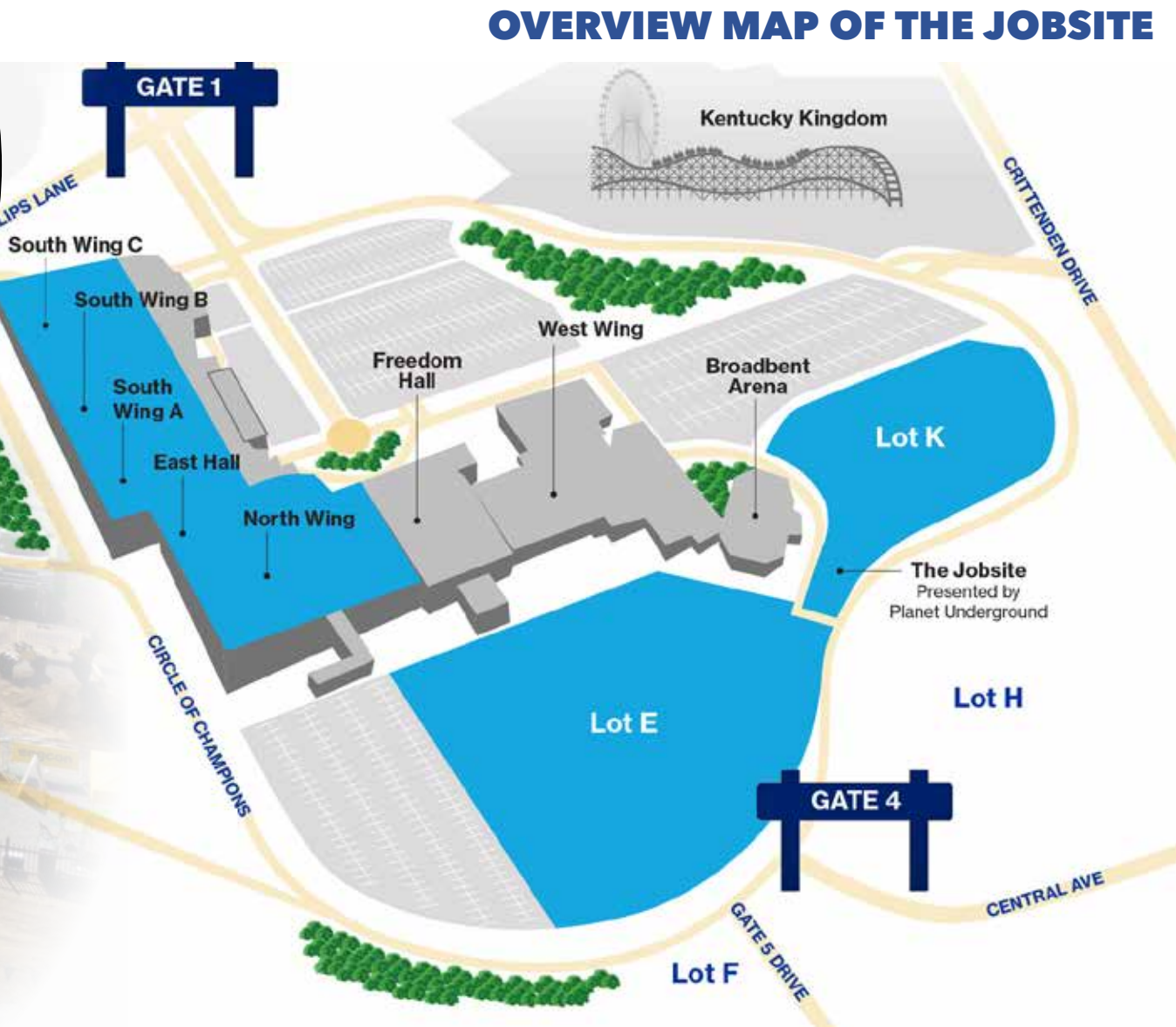
Planet Underground at The Utility Expo, September 28-30, 2021





**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.





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# 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 than 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.**





**THE JOBSITE**  
I AM AN AMERICAN LOCATOR

## 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.

**INTREN**

LEADING CHANGE

**HYDROMAX USA**  
Advanced Water, Wastewater and Gas Data Collection

**npl**  
A CENTURI COMPANY

**BADGER**  
DAYLIGHTING™



**TRAFFIC**  
MANAGEMENT  
INCORPORATED

**PRISUM**  
Precision Mapping. Accurate Data.

**CONDEX**

**GPRS**

**Texas 811**

## LIVE! Excavation at:

### The Utility Expo

Just outside Broadbent Area, Lot K  
September 28-30

## Sponsorship Levels:

~~\$10000~~

\$7500

\$5000

**SOLD OUT!**

### LEGEND

Attendee Footpath

Sponsor/Trench Paths

Networking Tents

Sponsor Tents

10' 10'



## Exclusive Sponsor Benefits...

### Tent Space / Meal Tickets

\$7500 - 10x20 / tickets for customers, prospects and others

\$5000 - 10x10 / tickets for attendees only

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.

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.

\*The Jobsite is for service providers.

Construction projects .....  
and networking area

UTILITY INFRASTRUCTURE SOLUTIONS  
**hbk**  
ENGINEERING

A QUANTA SERVICES COMPANY

**MILLER PIPELINE**

AN ARTERA COMPANY

**VECTOR**  
SERVICES

**PelicanCorp**

**USIC**  
US INFRASTRUCTURE COMPANY

**BLOOD HOUND**  
Underground Utility Locators

**PLANET**  
UNDERGROUND.TV

www.planetunderground.tv





**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*. Watch the post-event video free on the Planet Underground YouTube channel and website!

**PLANET**  
UNDERGROUND.TV  
www.planetunderground.tv

## 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 – 9am to 3pm

- 9:00 am to 9:45 am - Utility damage statistics: leading or misleading?
- 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
- 2:00 pm to 2:45 pm - The value of private utility locating vs. subsurface utility engineering

### September 29 – 10am to 3pm

- 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?"
- 2:00 pm to 2:45 pm - Who really wants underground utility location data today and why?

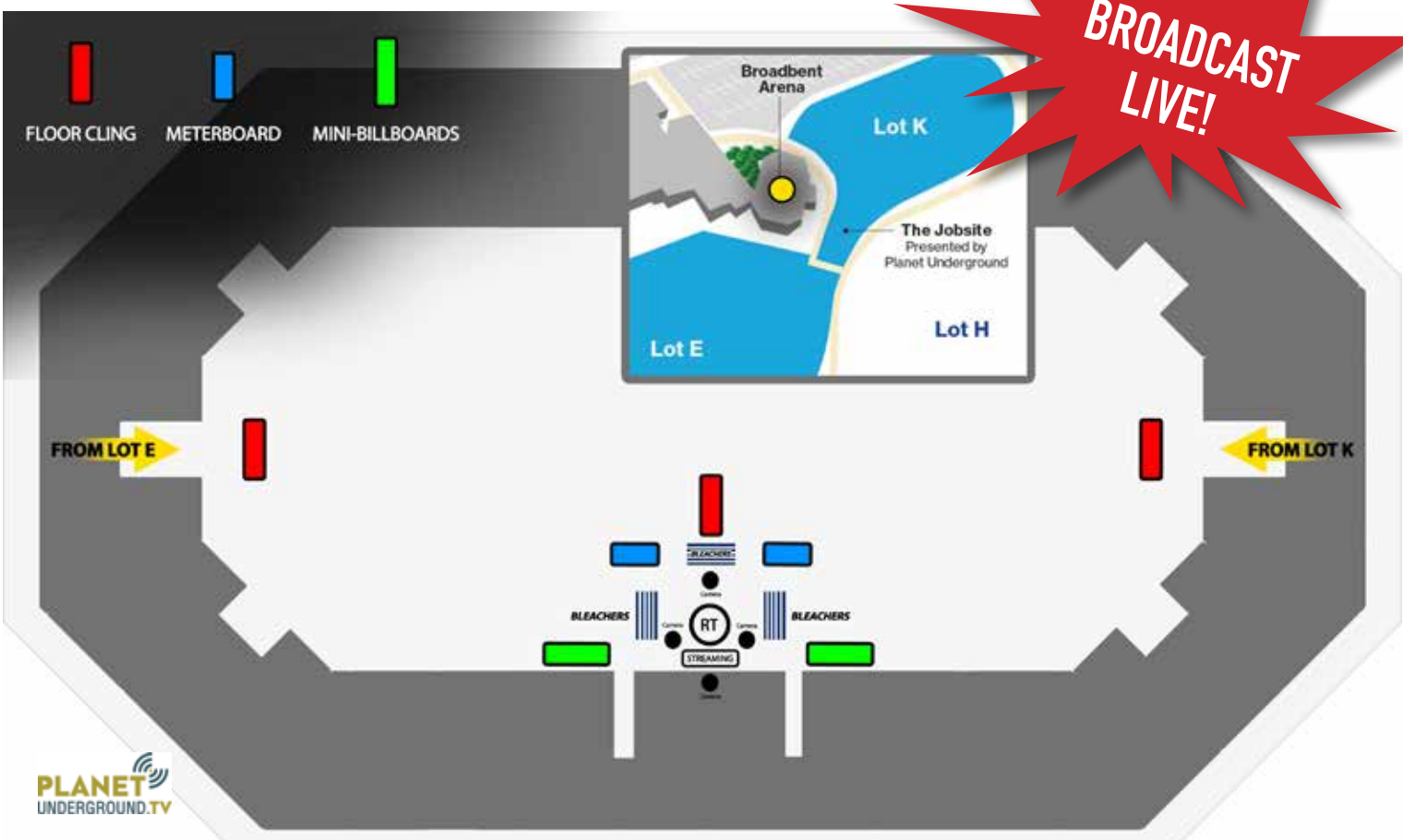
## THANK YOU TO OUR TOP SPONSORS



Photos: (left) The Roundtable at Planet Underground and (right) e Utility Expo 2019



# Floor Map for The Roundtable



*The Roundtable* is held in the large food court area for The Utility Expo. Thousands of attendees will walk past our arena signage which will be 50% of the total signage in the arena.

The only two ways to get from Lot "E" (aerial equipment) to Lot "K" (underground equipment) will be through Broadbent Arena or through our outdoor event, *The Jobsite*.

## Sponsorship Levels and Benefits

- \$5,000** - Company logo in view of the cameras and on the arena signage (red, blue, and green above), on live broadcast/video. Company listed as event sponsor in pre-event publicity and in post-event video.
- \$3,000** - Company logo in view of the cameras and on the arena signage (blue and green), on live broadcast
- \$2,000** - Company logo in view of the cameras but not on the arena signage, on live broadcast
- \$1,000** - No company logo in arena or in view of cameras, logo on live broadcast

BROADCAST  
LIVE!



## THANK YOU ADDITIONAL SPONSORS



## FEATURED ROUNDTABLE PARTICIPANTS

**Paul Vanderberg** - President and CEO, Badger Daylighting

**Chris Stovall** - President and CEO, Texas 811

**Mark Drew** - President, Vivax-Metrotech Corp.

**Dan Florenzo** - President and CFO, One Call Concepts

**Jon Smith** - CEO, Hydromax USA

**Tony Belford** - President of Operations, Stake Center Locating