

Connecting the Industry for 18 Years



Exhibitor Prospectus

Established in 2004, the Global Excavation Safety Conference is the premiere international event in the damage prevention industry. This event features education for all stakeholder groups and opportunities to network with industry peers, learn safe practices, and lower costs associated with underground damages.

March 23-25, 2021
Tampa Convention Center | Tampa, FL

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Why Exhibit?

16 years' experience providing effective and valuable conference deliverables for attendees and exhibitors

"It is the #1 opportunity for education and networking for our industry as a whole."

– Bruce Campbell, MISS DIG System Inc.

1,650+ attendees* (2019)

Tuesday

- Vendor Outreach sessions to share your message in a classroom environment
- A welcome reception on the exhibit floor opening night brings your target audience within reach

Wednesday

- Breakfast and lunch served on the exhibit floor with scattered seating throughout the exhibit floor keeps delegates close
- Evening networking event tickets are now included in your booth staff badging (Exh/2) so you can continue the conversation in a relaxed and fun environment

Thursday

- Breakfast served on the exhibit floor with scattered seating throughout the exhibit floor keeps delegates close
- The Outdoor Demo Fair and picnic lunch gives you an opportunity to provide delegates with hands-on experience

Friday

- Team up with your most important networking targets at the Click Before You Dig Golf Scramble!

93.2%

of surveyed attendees claimed their company will further explore products or services found at this conference

96.6%

of surveyed attendees believe the conference provided a positive ROI

89.8%

of surveyed attendees indicated information obtained will help them implement change at work

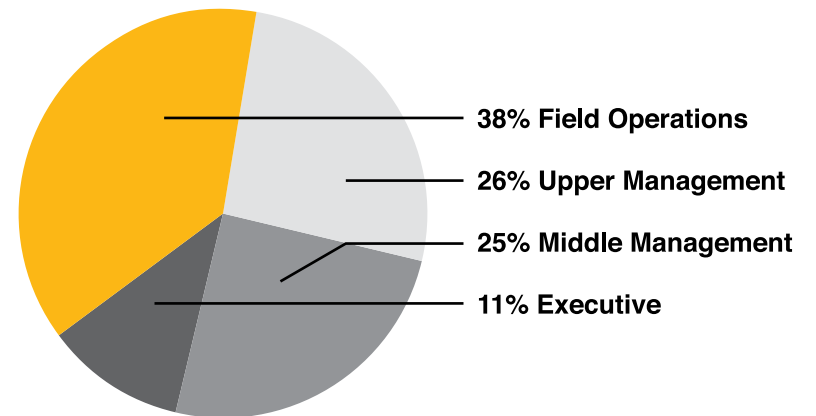
94.9%

of surveyed attendees would recommend this event to industry peers

Industries in Attendance

- **Gas & Oil**
- **Water & Sewer**
- **One Call**
- **Telecom**
- **Other**
- **Engineer**
- **Contractor**
- **Public Works**
- **Electric**
- **Government/Regulatory**

Delegates by Job Function



This is the best opportunity within the damage prevention industry to network with key decision makers.

This event is endorsed by 46 industry groups and associations who share our goal of saving lives through education.

History of Excellence

In 2004 our event began as Underground Focus Academy, but in 2006 we changed the event name to link to the mission of our Excavation Safety Guide (over 7 million published).

**Attendees from
over 20 countries
since 2004**



Locations 2004-2020

- | | |
|------------------------|-------------------------|
| 2004 – Los Angeles, CA | 2013 – Palm Beach, FL |
| 2005 – Los Angeles, CA | 2014 – Phoenix, AZ |
| 2006 – Phoenix, AZ | 2015 – Orlando, FL |
| 2007 – Orlando, FL | 2016 – Las Vegas, NV |
| 2008 – Las Vegas, NV | 2017 – Orlando, FL |
| 2009 – Orlando, FL | 2018 – Phoenix, AZ |
| 2010 – San Diego, CA | 2019 – Tampa, FL |
| 2011 – Orlando, FL | 2020 – Palm Springs, CA |
| 2012 – Las Vegas, NV | |

**3 Days of
exhibit hall
operating hours**

**Meeting space
for confidential
conversations with
prospects and
customers**

**Over 23,000
attendees since
2004**

We regularly host meetings at this event for industry associations like Nulca, UESI, APWA, GITA, and more, who are dedicated to keeping our workers, our neighborhoods, and the public safe.



No Cost **Exhibitor** Marketing

Exhibitors are promoted in the following marketing materials

Onsite Program

Program is provided to every attendee onsite. Exhibitor company, description, booth number, and contact information are included. Exhibitor logo can be included at an additional cost.

Attendee List

Exhibitors are provided an attendee list post-event. Lead retrieval devices are available for rental to obtain attendee contact information.

Mobile App

The mobile app is available to attendees before, during, and after the conference. Exhibitor name, description, link, and contact information.

Website Listing

Online throughout the year, the website features a listing of all exhibitors that includes booth numbers, description, and a link to the company website. A floor map of the Exhibit Floor and Outdoor Demo Fair features a company description and a link to the company website.

No Cost **Sponsor** Marketing

Sponsors are promoted in the following marketing materials

Onsite Program

Sponsor logo appears wherever the sponsored product is promoted within the program. One page of the program is dedicated to promoting all sponsors.

Email Marketing

Sponsor logos that link to the sponsor's website are included in all relevant email marketing.

Mobile App

The mobile app has a page devoted to sponsors that includes a logo, sponsorship, and a link to the sponsor website.

Website Listing

Throughout the site, events and content that include sponsorship feature the sponsor's logo. Sponsors have a dedicated page promoting sponsorships, company logos, and a link to the sponsor's website.

**120+ Exhibitors*
(2019)**

"I've learned a lot from this conference, met a lot of good people and I think it's a great conference, very well run."

– David Heldenbrand, Bison Engineering.

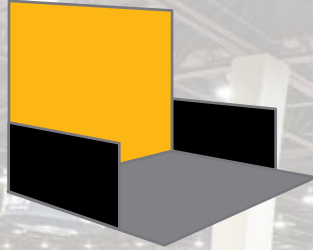
Exhibit Rates & Specs

"The crowd here is more understanding of what we're doing than some of the other utilities shows that we've been to before. So it's been a pleasant surprise for us."

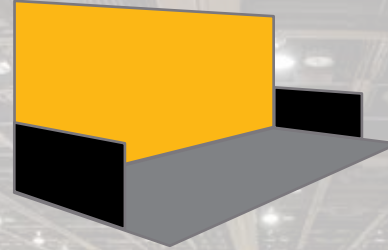
– Ian Kirkpatrick Uneath Technologies

Exhibitor Badges and access to the Wednesday Night Networking Event are now included in your booth purchase!

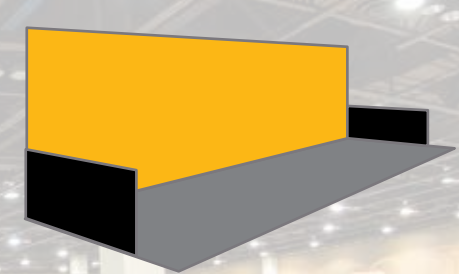
10'x 10'
Includes 2 Exhibitor Badges
\$2,900



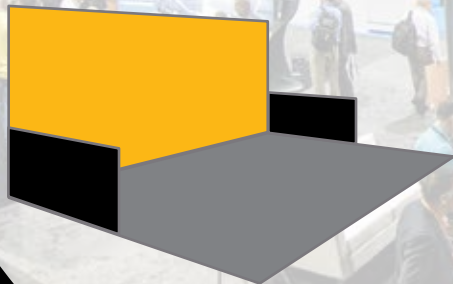
10'x 20'
Includes 4 Exhibitor Badges
\$5,150



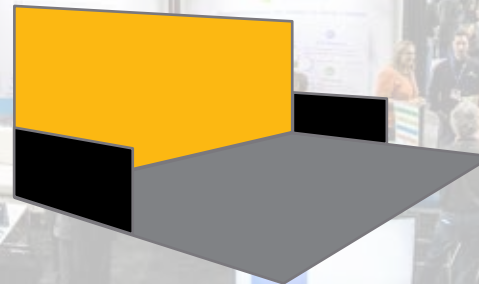
10'x 30'
Includes 6 Exhibitor Badges
\$7,400



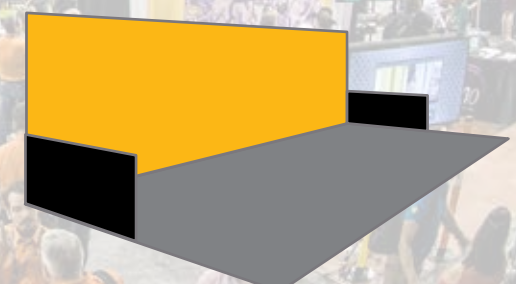
20'x 20'
Includes 6 Exhibitor Badges
\$9,150



20'x 30'
Includes 6 Exhibitor Badges
\$11,450



20'x 40'
Includes 8 Exhibitor Badges
\$14,500



**Vendor Outreach
Sessions Available**

"We can get an opportunity to see what's coming in the future, how we can adopt it into our systems, and it's a great opportunity to learn."

*– Mark Bruce, Hydromax USA &
Cross Bore Safety Association*



Sponsorships

GlobalExcavationSafetyConference.com/sponsorships

Visit the website for the most up-to-date sponsorship availability.

Damage Prevention Theater™

1 Available | \$15,000

Located centrally on the Exhibit Floor, the Damage Prevention Theater is a gathering place for educational opportunities and events including summits and forums. Wrapped in Plexiglas with your logo prominently displayed on every other 3-foot wide panel, the theater offers a stage and seating for over 200 attendees.

Registration

1 Available | \$7,500

Every attendee at the Global Excavation Safety Conference must wear a badge to gain access to the many activities held during this three-day event. Keep your company logo front and center by providing lanyards with your logo to be worn by all participants. In addition, your company logo is associated with the Global Excavation Safety Conference on every print and digital registration form.

Learning Labs

2 Available | \$7,500

Located on the Exhibit Floor, Learning Labs are classroom environments created to increase activity on the expo floor. Learning Labs provide educational opportunities and events when the exhibit floor is open, including summits, sessions and forums. Labs offers seating for 100 delegates and have fewer concurrent activities scheduled.

Welcome Reception

4 Available | \$5,500

Everyone wants their name in lights! Here is your chance. Make your presence known at this high profile, heavily attended gala where your logo is prominently displayed on the Exhibit Hall for all to see. Your banner and GOBO light remain in place throughout the conference to create a lasting impression.

Ribbon Cutting

1 Available | \$5,000

Officially declare the Global Excavation Safety Conference open by cutting the ribbon Tuesday as delegates gather for the Welcome Reception. With the opportunity to give a 2-minute address to during the ceremony, this can be a memorable, high-visibility way to establish your company as an event sponsor. You will be provided with a video of the ceremony to use post-event and the ceremonial keepsake scissors are yours to keep!

WiFi

2 Available | \$5,000

Ensure all attendees can freely and happily access the internet to their hearts content through your WiFi sponsorship. Each and every time they connect to WiFi, your name is there to welcome them.

Session Notes Book

1 Available | \$4,000

Session notes are provided to attendees in a digital format, but many conference attendees like to be able to take notes during a session. With your sponsorship, your company logo is placed on the cover of the Session Notes Book and watermarked on every 2-page spread.

Audio/Visual

4 Available | \$3,000

When hopeful conference attendees walk into a session room looking for ways to solve problems or learn new skills, your logo on the screen promoting your sponsorship of A/V services is a great way to repeatedly show them your commitment to continued education and keep your name top-of-mind throughout the three-day event. Your logo precedes all education session digital presentations.

Mobile App

3 Available | \$3,000

Many attendees carry a smart phone and/or tablet and utilize the mobile app to access vital information such as sessions, schedules, speakers, exhibitors, networking functions and much more. Take advantage of this opportunity to sponsor the mobile app and have your company logo placed in a rotating banner on the home page every time they open the app.

Outdoor Demo Fair Picnic Lunch

4 Available | \$3,000

Support the hands-on experience of the outdoor demo fair in the beautiful Tampa weather by sponsoring the picnic lunch provided to all full conference delegates.

Pipeline Safety Awareness Summit

1 Available | \$2,750

A 70- to 90-minute interactive panel discussion comprised of business leaders within the gas & oil industry who gather together to address 2-3 of the most important or critical issues facing the industry. Sponsorship includes a seat on the panel.

**75 Education
sessions**

“This is a place where I can come and get valuable information that I’ll be able to bring back to my organization and help me do what I everyday better.”

– Matt Miceli, NiSource



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Charging Station (Exhibit Floor)

2 Available | \$2,000

The average person has 2.7 personal devices, and the distressed expression visible on an attendee's face as they feverishly roam the hallways looking for that elusive, cherished outlet can be solved by YOU. Come to the rescue against the temporary demise of their precious devices by providing attendees with Mobile Charging Stations placed in the Exhibit Hall.

Charging Station (Lobby)

2 Available | \$2,000

The average person has 2.7 personal devices, and the distressed expression visible on an attendee's face as they feverishly roam the hallways looking for that elusive, cherished outlet can be solved by YOU. Come to the rescue against the temporary demise of their precious devices by providing attendees with Mobile Charging Stations placed in the Conference lobby near Registration.

Session Breaks

3 Available | \$2,000

With the sheer amount of education and discussion taking place, it's only right that Conference attendees are given a break on occasion. Be a bastion of relief by providing attendees with refreshments during session breaks. Cheers!

Event Bag

1 Available | \$1,500

Your company logo, along with the Conference logo, is prominently displayed and seen throughout the Conference when registered attendees carry their event bag to exhibits, session and other events! Have a lasting impression with a product designed for continual use, even when the Conference is over.

Water Bottle

1 Available | \$1,500

Out of the 50 billion bottles of water being bought each year, 80% end up in a landfill, even though recycling programs exist. Show attendees your commitment to protecting our resources by helping us reduce our carbon footprint. Your provided water bottle is inserted in every event bag for attendees to refill at various water stations located throughout the expo floor and in session rooms.

Fiber Optic Asset Protection Summit

2 Available | \$750

A 50- to 70-minute interactive panel discussion comprised of business leaders within the telecommunications industry who gather together to address 2-3 of the most important or critical issues facing the telecom industry. Sponsorship includes a seat on the panel.

Water & Sewer Infrastructure Protection Summit

2 Available | \$750

A 50- to 70-minute interactive panel discussion comprised of business leaders within the water industry who gather together to address 2-3 of the most important or critical issues facing the water industry. Sponsorship includes seat on the panel.

Electric Safety Summit

2 Available | \$750

A 50- to 70-minute interactive panel discussion comprised of business leaders within the electric industry who gather together to address 2-3 of the most important or critical issues facing the electric industry. Sponsorship includes a seat on the panel.

Excavator's Perspective Summit

2 Available | \$750

A 50- to 70-minute interactive panel discussion comprised of business leaders concerned about the excavation industry who gather together to address 2-3 of the most important or critical issues facing the industry from the excavator's perspective. Sponsorship includes a seat on the panel.

Underground Safety Summit: Locate

2 Available | \$750

A 70- to 90-minute interactive panel discussion comprised of business leaders within the damage prevention industry who gather together to address 2-3 of the most important or critical issues facing the locate industry. Sponsorship includes a seat on the panel.

**1650+ attendees*
(2019)**

"This is a great way to review what your organization is doing right and find ideas to make improvements."

- Derek Brown, CBYD



Sponsorships

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One Call Stakeholder Summit

2 Available | \$750

A 50- to 70-minute interactive panel discussion comprised of business leaders within the One Call industry who gather together to address 2-3 of the most important or critical issues facing the locate industry. Sponsorship includes a seat on the panel.

Utility Locator Skills Workshop Refreshments

4 Available | \$500

Learning is hard work! Show your support to attendees who participate in this full-day workshop by providing a refreshment break and box lunch.

Attendee Clipboard

1 Available | \$500

Every Conference attendee is given a clipboard imprinted with your logo at registration. A handy place to store print materials collected throughout the conference. Perfect for those times when you need a hard writing surface. Your imprinted logo on the clipboard keeps your company top-of-mind at the event and later as attendees continue to use their clipboard once they return home.

Microphone Catch Box

6 Available | \$500

Passing around a handheld microphone is slow and cumbersome, often only allowing the people on the aisles to participate. Catchbox, the soft throwable microphone, makes audience participation easy. Put your logo on the microphone being tossed around the Prevention Theater and the Learning Labs during multiple Q&As each day.

Sponsorships may carry a right of first refusal for previous sponsors.

Advertising Opportunities

Lobby Banners

92" x 82" | \$2,500

47" x 81" | \$1,500

Floor Graphic

5' x 5' (Lobby) | \$1,250

3' x 3' (Exhibit Floor) | \$1,000

Event Program Ads

Back Cover | \$2,600

Inside Front Cover | \$1,500

Inside Page | \$1,200

e-Newsletter Advertisement

\$750

Event Bag Insert

\$500 + Cost of item

Expo Showcase in dp-PRO Magazine

\$750

Digital Expo Showcase Ad

1 Week prior | \$750

2 Weeks prior | \$650

3 Weeks Prior | \$500

Have something to share? Let us know at info@emailir.com.

"This conference is awesome guys! If you are in this industry, either utility, locator, excavator and you are not here, then you are in the wrong place."

*— Jimmy Jennings,
One Call Concepts, Inc.*