

2024 PA Safety Days

SPONSORS, EXHIBITORS, ADVERTISERS



Indoor Exhibitor



Indoor Exhibitor with Equipment



SAFETY IS IN YOUR HANDS.
EVERY DIG. EVERY TIME.



Outdoor Exhibitor



Outdoor Exhibitor with Rodeo

EARLY BIRD REGISTRATION EXPIRES APRIL 5, 2024

2024 PA Safety Days

SPACE & BOOTH ASSIGNMENT*

The indoor exhibitor **early rate** of \$400 includes:

- Registration for two individuals
- A draped table with two chairs in a 8' x 8' or 10' x 10' space

The indoor with equipment exhibitor **early rate** of \$600 includes:

- Registration for two individuals
- A draped table with two chairs in a 20' x 20' space

The outdoor exhibitor or outdoor rodeo exhibitor **early rate** of \$600 includes:

- Registration for two individuals
- A table with two chairs in a 25' x 25' space OR a table with two chairs in a 25' x 25' space with a complimentary 25' x 25' space to set up an equipment rodeo with cones and caution tape

**more information about exhibit space and booth assignment can be found on pages 8 and 9*

EXHIBITOR HOURS

- 7:00 am – 11:30 am

EXHIBITOR REGISTRATION

You may register online at www.pa1call.org/SafetyDay

ADVERTISING OPTIONS

- Full page and half page advertisement opportunities in conference guide
- Door Prize recognition during the conference

SPONSORSHIP INFORMATION

- Sponsorship Packages: Platinum, Gold, Silver, Bronze
- Statewide Conference Sponsorships: Best Practices Guide, Neck Wallets, Conference Bag
- Individual Conference Sponsorships: Attendee Registration, Keynote Speaker, Lunch
- Build a Sponsorship Package

SPEAKER INFORMATION

- Scheduled sessions: consistent program with session speakers committed to five conferences in a designated room
- Pop up education: individual presentation/demonstration at one or more conferences in the Damage Prevention Theatre or outside near the exhibitors

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SAFETY DAY CONFERENCE OVERVIEW

PA Safety Day conferences offer an opportunity to form business relationships with executives from key stakeholders’ groups including Pennsylvania 811 members – the professionals responsible for reducing damage to underground facilities.

The conferences provide a forum for Pennsylvania stakeholders and local excavation professionals to exchange information, promote protection of critical underground infrastructure, and to learn about safe digging practices from professionals.

ATTENDEES

Stakeholder groups include excavators, designers, public utilities, facility owners, project owners, municipal leaders, sewer and water authorities, public officials, emergency responders, damage prevention associates and other underground excavation professionals.

EARLY BIRD SPECIAL

All conferences offer **discounted rates through April 5, 2024**. You can register and learn more about the events online at www.pa1call.org/SafetyDay

CONFERENCE DATES, LOCATIONS AND REGISTRATION DEADLINES

| Conference | Dates | Deadlines |
|--|--------------------------|-------------------|
| Greater Philadelphia Expo Center 100 Station Ave., Oaks , PA 19456 | Tuesday May 7 | Friday, April 5 |
| Mohegan Pennsylvania Pocono 1280 Highway 315, Wilkes-Barre , PA 18702 | Thursday May 16 | |
| York Expo Center, All Trans Memorial Hall 334 Carlisle Ave., York , PA 17404 | Thursday June 13 | Friday, May 10 |
| Bayfront Convention Center 1 Sassafras Pier, Erie , PA 16507 | Tuesday September 17 | Friday, August 16 |
| Hilton Garden Inn Southpointe 1000 Corporate Dr., Canonsburg , PA 15317 | Thursday September 19 | |

The conference booklet goes into production immediately following the registration deadline. Booth space *may be available* after the deadline at a late fee rate. After the registration deadline, we cannot guarantee space or your company name or ads will be published.

Quick Jump to Individual Opportunities

[Sponsorship](#) ● [Exhibitor](#) ● [Advertisement](#) ● [Speaker](#)

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SPONSORSHIP PACKAGES

| | |
|----------|---------|
| Platinum | \$5,000 |
| Gold | \$3,000 |
| Silver | \$1,500 |
| Bronze | \$1,000 |

| Package details per conference | Platinum \$5,000 | Gold \$3,000 | Silver \$1,500 | Bronze \$1,000 |
|--|---------------------|-----------------|-------------------|-------------------|
| Platinum Package: Exhibit space (select 2 indoor or 2 outdoor, or 1 indoor and 1 outdoor) ** | ● | | | |
| Gold or Silver Package: Includes either 1 indoor or 1 outdoor exhibit space ** | | ● | ● | |
| Bronze Packages: Includes 1 indoor exhibit space ** | | | | ● |
| One full page ad in the conference guide | ● | | | |
| One half page ad in the conference guide | | ● | | |
| Sponsor logo in the conference guide | ● | | | |
| Recognition on the Pennsylvania 811 website, in the conference guide and for the Global Locate Masters Tournament (see below for more recognition) | ● | | | |
| Sponsor name in the conference guide | | ● | ● | ● |
| Sponsor logo on the dining hall table tent cards | ● | ● | | |
| Sponsor name on the dining hall table tent cards | | | ● | |
| Sponsor logo on the conference reminder emails | ● | | | |
| Door Prize recognition | ● | ● | ● | |
| Banner in the dining hall | ● | | | |
| Recognition in announcements and venue | ● | ● | | |
| Attendee List including Company Name, Attendee Name and Address | ● | ● | ● | ● |

**Exhibit space is based on the venue and the space allotted for each conference. More information about exhibit space and booth assignment can be found on pages 8 and 9.

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Get Involved - ADDITIONAL SPONSORSHIP OPPORTUNITIES

Statewide Conference Sponsorships (recognition at all 2024 conferences)

- Neck Wallets \$10,000 (max 2 sponsors) **SOLD OUT**
- Best Practices Guide \$ 7,500 (max 2 sponsors)
- Conference Bag \$ 2,000 (max 5 sponsors) **SOLD OUT**

Individual Conference Sponsorships (recognition per conference)

- Keynote Speaker \$ 5,000 (unlimited)
- Attendee Registration \$ 1,200 (unlimited)
- Lunch \$ 1,200 (unlimited)

Exclusive Package Sponsorship (recognition per conference)

The exclusive package sponsorship is for the *Global Locate Masters Tournament*. The sponsorship includes recognition on the Pennsylvania 811 website and in the conference guide. It is offered as an additional benefit as part of the Platinum Sponsorship only.

Build a Sponsorship Bundle (covers all conferences or per conference)

If you need help, contact one of our Damage Prevention Liaisons at www.pa1call.org/liaisons. Let them know how much you want to spend and they'll build a sponsorship package for you.

Promote Safety - KEYNOTE SPEAKER SPONSORSHIP OPPORTUNITY

We are pleased to announce Eric Giguere as our Keynote Speaker for each 2024 PA Safety Day conferences. Eric is a renowned national speaker who shares his inspiring story of surviving being buried alive in a preventable workplace accident and how his life changed forever.



THE BURIED TRUTH

In 2002, I was an average working-class guy with the attitude “accidents happen, *but* not to me.” Today, I am lucky to be alive.

At 27 years old, I took a chance and it nearly took away my life. Trust me when I say I can relate to every worker in the audience, because I know what you do on a worksite, what you don't do and how you take risks every day without thinking about it.

My message is plain and quite serious, “It *can* happen to you.”

[Safety Awareness Solutions video](#)

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SPONSORSHIP DESCRIPTIONS

Statewide Conference Sponsorships (covers all 2024 conferences)

Neck Wallets Price: \$10,000 (max two sponsors) **SOLD OUT**

Sponsorship includes your company name and logo on the neck wallets.

Best Practices Guide Price: \$7,500 (max two sponsors)

Sponsorship includes your company logo on the Best Practices Guide.

Conference Bag Price \$2,000 (max five sponsors) **SOLD OUT**

Sponsorship includes your logo on the conference bag.

Individual Conference Sponsorships (per conference)

Keynote Speaker Price \$5,000 (unlimited)

Speaker Information: Eric Giguere, Safety Awareness Solutions

Title: Buried Alive

It's very common for people to say "it won't happen to me", but it did. At 27 years old, I took a chance and it nearly took away my life. Trust me when I say I can relate to every worker in the audience, because I know what you do on a worksite, what you don't do and how you take risks every day without thinking about it. My message is plain and quite serious, "It can happen to you."

Attendee Registration Price \$1,200 (unlimited)

Sponsorship includes signage with your logo at the Registration Center during the conference, recognition in the conference guide and a list of attendees that includes name and company name disbursed after the event.

Lunch Price \$1,200 (unlimited)

Sponsorship includes your company name on each dining hall table tent, recognition in the conference guide and a list of attendees that includes names and company names disbursed after the event.

Exclusive Package Sponsorship (per conference)

Exclusive sponsorship included in the following packages, not offered as an individual sponsorship.

Global Locate Masters Tournament price **included in Platinum Sponsorship Package**

Sponsorship includes recognition on the Pennsylvania 811 website and in the conference guide for the sponsored tournament.

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Show your Support - GLOBAL LOCATE MASTERS TOURNAMENT SPONSORSHIP

Looking for a way to show support while educating locators? Become a PLATINUM SPONSOR.

The Global Locate Masters Tournament will take place during each 2024 PA Safety Day conferences. The competition features a UTTO Virtual Locate Simulator that provides a realistic, locate scenario where it replicates the unique challenges found in the field. This creates an opportunity for fair competition with equal standards across competitors.

Each attendee has an opportunity to register at the locate simulator booth during each conference. Two Pennsylvania 811 Damage Prevention Liaisons are assigned to the tournament where they instruct the attendee and allot them time to compete.



A sponsor sign is placed at the locate simulator booth and in the conference booklet at each location. Recognition continues with social media posts for all sponsors involved with the tournament during the conference. We will work with you prior to the conference on logistics if you would like to add an additional prize or want a photo opportunity with the winner.

One winner per Safety Day Conference will be recognized as the LOCAL 2024 Global Locate Master.

2023 Global Locate Masters

| | |
|----------------|--|
| Drexel Hill: | Jason Geary, Lower Merion Township |
| Allentown: | Owen Buck, Northampton Community College |
| York: | Steve DeCecco, Stake Center Locating |
| Cranberry: | Matt Lefever, Superior Midstream |
| State College: | Matt Pendrak, UGI Utilities |

2023 Platinum Sponsors

| | |
|----------------|--|
| Drexel Hill: | PECO, an Exelon Company & Pennsylvania 811 |
| Allentown: | PPL Electric Utilities Corporation, UGI Utilities, Inc. & Pennsylvania 811 |
| York: | Pennsylvania 811 |
| Cranberry: | Pennsylvania 811 |
| State College: | Pennsylvania 811 |



2024 PA Safety Days

Be the Solution - EXHIBITOR OPPORTUNITIES

Registration Deadlines and Rates

| Locations | Dates | Early Rates Start and End | Regular Rates Start and End | Late Rate Increases on |
|--------------|------------------------|--|--------------------------------|---------------------------|
| Oaks | Tuesday, May 7 | *Early Rates offered Nov 1 – Apr 5 | | Apr 6 |
| Wilkes-Barre | Thursday, May 16 | | | |
| York | Thursday, June 13 | | Apr 6 – May 10 | May 11 |
| Erie | Tuesday, September 17 | | Apr 6 – Aug 16 | Aug 17 |
| Canonsburg | Thursday, September 19 | | | |

*To take advantage of the early rate you must be registered on or before April 5

| Indoor Exhibitors | Early Rates | Regular Rates | Late Rates |
|-----------------------------|-------------|---------------|------------|
| Oaks | \$400 | | \$700 |
| Wilkes-Barre | | | |
| York | | \$500 | |
| Erie | | | |
| Canonsburg | | | |
| <i>Price per conference</i> | | | |

| Indoor Exhibitors with Equipment | Early Rates | Regular Rates | Late Rates |
|----------------------------------|-------------|---------------|------------|
| Oaks | \$600 | | \$1,100 |
| York | | \$800 | |
| Erie | | | |
| <i>Price per conference</i> | | | |

| Outdoor Equipment | Early Rates | Regular Rates | Late Rates |
|-----------------------------|-------------|---------------|------------|
| Oaks | \$600 | | \$1,100 |
| York | | \$800 | |
| Canonsburg | | | |
| <i>Price per conference</i> | | | |

RATE DESCRIPTIONS

The **BEST Deals** are the **Early Rate Specials**, effective November 1, 2023 through April 5, 2024.

- **Early Rate Specials** expire on **April 5, 2024**
- **Regular Rates** start on **April 6**. Oaks and Wilkes-Barre conferences are not eligible for the regular rates due to the longevity of the Early Rate Special
- ***Late Rates** start on the published deadline dates for each conference

EXHIBITOR DESCRIPTIONS

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Companies registered by the regular rates deadline will print in the conference guide and on our website as a participating exhibitor. To set up you must have a current certificate of liability insurance on file and your exhibitor fees paid in full. Please see the Exhibit Space forms for equipment restrictions.

Note: The exhibit area is limited, and requests are a first-come, first-served basis. No space reservations are booked until paid. All conferences offer **discounted rates through April 5, 2024.**

Indoor Exhibitor – Oaks, Wilkes-Barre, York, Erie, Canonsburg

Indoor exhibit space includes standard pipe and drape, side rails, a table and two (2) chairs. Max space quantity per conference is two (2). *Note: exhibit space and table size may vary, depending on venue*

Indoor Exhibitor with Equipment – Oaks, York, Erie

Indoor 20' x 20' exhibit space includes standard pipe and drape, side rails, a table and two (2) chairs. Max space quantity per conference is two (2). *Note: exhibit space and table size may vary, depending on venue*

Outdoor Exhibitor with Equipment – Oaks, York, Canonsburg

Outdoor 25' x 25' space includes a table with two (2) chairs. Max space quantity per conference based on the venue. *Note: some venues may have limited outdoor space.*

Outdoor Exhibitor with Equipment Rodeo – Oaks, York, Canonsburg

Purchase one 25' x 25' space and you will receive a complimentary 25' x 25' space to set up an equipment rodeo with cones and caution tape. To qualify please preregister for the equipment rodeo space and provide a first-place rodeo prize. *Note: some venues may have limited outdoor space.*

EXHIBIT SPACE ADDITIONS

Electricity

Indoor only. Max quantity per exhibit space per conference is one (1) 110v 20-amp connection.
Price \$100 per conference

Additional Table

Indoor or Outdoor. Listed price per table. Max quantity per exhibit space per conference is one (1) additional table. Price \$25 per conference

Additional Chair

Indoor or Outdoor. Listed price per chair. Max quantity per exhibit space per conference is three (3) additional chairs. Price \$10 per conference

WOULD YOU LIKE ASSISTANCE?

If you need help, contact one of our Damage Prevention Liaisons at www.pa1call.org/liaisons

2024 PA Safety Days

Promote your Company - ADVERTISING OPPORTUNITIES

Every attendee receives a conference guide as part of their event packet; guides are specific to each conference. (per conference)

Conference Guide Advertising

| | |
|-----------------------|-------|
| Back cover ad | \$600 |
| Inside back cover ad | \$500 |
| Inside front cover ad | \$500 |
| Full page ad | \$300 |
| Half page ad | \$200 |

Advertisement Deadline

| | |
|--------------|--------|
| Oaks | Apr 5 |
| Wilkes-Barre | |
| York | May 10 |
| Erie | Aug 16 |
| Canonsburg | |

Important: our conference guide has limited coverage space. Ads are accepted based on first come, first served. All ads must be received before the advertisement deadline.

Submit ads to registration@pa1call.org by the advertisement deadline

ARTWORK

Digital Artwork

- All digital greyscale and color art should be at 300 dpi
- Acceptable file formats include **JPG, PNG, TIFF**
- Accepted but not recommended include Publisher files
- Images from the internet are not suitable for printing

Artwork Sizes

Back Cover, Inside Cover, Outside Cover, Full Page ads 8" h x 5" w
Half Page ads 4" h x 5" w

DOOR PRIZES

A low-cost advertising approach in support of the damage prevention conference and the attendee's overall conference experience.

The door prize giveaways will occur at the end of the day with your company name announced and a printed sticker attached to the item. Pennsylvania 811 will purchase the door prize on your behalf.

Price \$100 per conference *(no limit per company for an individual conference)*

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Share your Knowledge - **SPEAKER OPPORTUNITIES**

Pennsylvania 811 is interested in securing presenters for our upcoming conferences.

For the conference sessions, we ask for a commitment at all five conferences. We will secure a time during our agenda and promote your session. If you are interested, we are accepting proposals until January 18, 2024, www.pa1call.org/SafetyDay

For consideration for individual conference presentations and demonstrations, please submit a proposal online before each conference deadline, www.pa1call.org/SafetyDay



COVID SAFETY

In partnership with our host venues, we are preparing to make the Safety Day conferences as safe as possible. Each venue will follow the cleaning protocols set by the Centers for Disease Control and Prevention (CDC), and the Pennsylvania Department of Health.

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YOUR CHECKLIST

Prior to the conference

Register your company.

- Register online at www.pa1call.org/SafetyDay for the appropriate conference(s)
- Select whether you want to sponsor, exhibit and/or advertise

You will receive a *confirmation registration email with instructions*:

- Provide a copy of your current liability insurance to registration@pa1call.org. Include Pennsylvania One Call System, Inc. as the certificate holder on the form. This is **required** for all exhibitors per our insurance company policy.
- Pay your invoice upon receipt. If you sign up with the late rates, *your fees are due as soon as you register*

You can retrieve information online at www.pa1call.org/SDDocs

- Hotel Room Information (Sponsors and Exhibitors)
- Rules and Regulations (Exhibitors)
- Advertising Reminder (Advertisers)

Action items.

- Secure your hotel room, if needed, by contacting the appropriate hotel
- Review the Rules and Regulations with your team. It is recommended to set up the day *before* the conference
- Send all artwork and logos as soon as possible to registration@pa1call.org

Promote yourself.

- Let your customers know you will be at the conference
- Promote your participation on your social media channels by using #SafetyDay24
- Visit our website page at www.pa1call.org/SafetyDay to view conference promotions

DOWNLOAD THE CONFERENCE PACKET

The conference packet information is available online. Need assistance? Contact www.pa1call.org/liaisons

