

# 2023 PA Safety Days

## SPACE & BOOTH ASSIGNMENT

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

- Registration for two individuals
- A draped table with two chairs

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

- Registration for two individuals
- A table with two chairs in a 25' x 25' space

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 until March 31, 2023**.

## EXHIBITOR HOURS

- 7:00 am – 11:30 am

## EXHIBITOR REGISTRATION

You may register online at [pa1call.org/SafetyDay](http://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

## COVID-19 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.

# 2023 PA Safety Days

## 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 until March 31, 2023**. You can register and learn more about the events online at [pa1call.org/SafetyDay](http://pa1call.org/SafetyDay).

## CONFERENCE DATES, LOCATIONS AND REGISTRATION DEADLINES

Conference	Dates	Deadlines Rate Increases
Drexelbrook Conference Center 4700 Drexelbrook Dr., <b>Drexel Hill</b>	Tuesday May 16	Saturday April 1
Agri-Plex’s Bill Harris Agricultural Hall Allentown Fairgrounds, 302 N 17 <sup>th</sup> St., <b>Allentown</b>	Thursday May 18	
York Expo Center, All Trans Memorial Hall 334 Carlisle Ave., <b>York</b>	Thursday June 15	Monday May 1
Doubletree Hotel 910 Sheraton Dr., Mars ( <b>Cranberry</b> )	Thursday August 10	Tuesday August 1
Nittany Valley Sports Centre 177 Champion Dr., <b>State College</b>	Thursday September 14	

\*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](#)

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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 and in the conference guide for the Global Locate Masters Tournament	●			
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	●	●		
Safety Day Sponsors and Exhibitors Reception	●	●	●	●
Attendee List including Company Name and Name	●	●	●	●

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## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Statewide Conference Sponsorships (recognition at all 2023 conferences)

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

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 [pa1call.org/liasons](http://pa1call.org/liasons). Let them know how much you want to spend and they'll build a sponsorship package for you.

## SAFETY DAY SPONSOR AND EXHIBITOR RECEPTION

It is Pennsylvania 811's pleasure to invite all Safety Day Sponsors and Exhibitors to a business-casual reception **after each conference setup day**. The reception will be held from 5:30 pm to 7:00 pm with dinner and drinks being served.

This is a perfect way to expand your network and make connections with other Damage Prevention Professionals and invited guests, including local state legislators, utility company leaders, Pennsylvania 811 Board of Directors and Leadership.

# 2023 PA Safety Days

## SPONSORSHIP DESCRIPTIONS

### **Statewide Conference Sponsorships** (covers all conferences)

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

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)

Sponsorship includes your logo on the conference bag.

### **Individual Conference Sponsorships** (per conference)

Keynote Speaker Price \$5,000 (unlimited)

Speaker Information: Jack Jackson, SafeStart

*Title: Ten Feet Tall and Bulletproof*

It's very common for people to believe that bad things only happen to other people. Do the terms "that can't happen to me" or "I've been doing this job for 30 years and I've never been hurt" sound familiar? Explore why adults think they are "safe enough" and learn new ideas on how to advance your safety culture by getting people to think differently about their own personal safety.

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.

# 2023 PA Safety Days

## KEYNOTE SPEAKER

### Jack Jackson



#### ***Ten Feet Tall and Bulletproof***

It's very common for people to believe that bad things only happen to other people. Do the terms "that can't happen to me" or "I've been doing this job for 30 years and I've never been hurt" sound familiar? Explore why adults think they are "safe enough" and learn new ideas on how to advance your safety culture by getting people to think differently about their own personal safety.

### **2023 SAFETY DAY DATES & LOCATIONS**

**May 16 – Drexel Hill ● May 18 – Allentown ● June 15 – York  
August 10 – Cranberry ● September 14 – State College**

With his resounding voice and stature as a former letterman on his university football team, William "Jack" Jackson has a commanding presence at the front of a room. He is a gifted and motivational presenter, often the top-rated speaker in group sessions.

Jack's career has included working in production, operations and safety at Johnson Controls for 19 years, followed by seeing Avanzar Interior Technologies, on the Toyota of Texas campus, through the safety phase of new construction. In addition to developing a safety program, he also developed a conditioning program to prepare team members to become industrial athletes. Coach Jack worked with two semi-professional football teams for 6 years and was named NFL defensive coordinator of the year. Jack used his experience to develop a safety concept that teaches participants of his courses that "safety is always first."

**REGISTER ONLINE at [pa1call.org/SAFETYDAY](https://pa1call.org/SAFETYDAY)**

# 2023 PA Safety Days

## GLOBAL LOCATE MASTERS TOURNAMENT



The Global Locate Masters Tournament will take place during each 2023 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.

To participate attendees, register at the locate stimulator booth during each conference. A Pennsylvania 811 liaison will give the technician an assigned time to return to compete.

### 2023 SAFETY DAY DATES AND LOCATIONS

May 16 – Drexel Hill ● May 18 – Allentown ● June 15 – York  
August 10 – Cranberry ● September 14 – State College

Locators compete against each other to win a prize.

**One winner will be recognized at each Safety Day Conference as the  
LOCAL 2023 Global Locate Master**

All interested Pennsylvania participants attending one of the Safety Day conferences may compete.

# 2023 PA Safety Days

## EXHIBITOR OPPORTUNITIES

### Registration Deadlines and Rates

Locations	Dates	Early Rates Start and End	Regular Rates Start and End	Late Rate Increases on
Drexel Hill	Tuesday, May 16	*Early Rates offered Dec 14, 2022 - Mar 31, 2023		Apr 1
Allentown	Thursday, May 18			
York	Thursday, June 15		Apr 1 – Apr 30	May 1
Cranberry	Thursday, August 10		Apr 1 – Jul 31	August 1
State College	Thursday, September 14			

\*To take advantage of the early rate you must be registered on or before March 31

Indoor Exhibitors	Early Rates	Regular Rates	Late Rates
Drexel Hill	\$400		\$700
Allentown			
York		\$500	
Cranberry			
State College			
<i>Price per conference</i>			

Outdoor Exhibitor	Early Rates	Regular Rates	Late Rates
Drexel Hill	\$600		\$1,100
Allentown			
York		\$800	
Cranberry			
State College			
<i>Price per conference</i>			

## RATE DESCRIPTIONS

**Best Deals are the Early Rate Specials**, effective December 14, 2022 until March 31, 2023.

- **Early Rate Specials expire on March 31, 2023**
- **Regular Rates start on April 1.** Drexel Hill and Allentown 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



# 2023 PA Safety Days

## EXHIBITOR DESCRIPTIONS

### Indoor Exhibitor

Indoor exhibit space includes standard pipe and drape, side rails, a table and two (2) chairs. Companies registered by the deadline will print in the conference guide and on our website as a participating exhibitor. Max space quantity per conference is two (2).

*Note: exhibit space and table size may vary, depending on venue*

### Outdoor Exhibitor with Equipment

Outdoor 25' x 25' space includes a table with two (2) chairs. Companies registered by the 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. Max space quantity per conference based on the venue.

*Note: some venues may have limited outdoor space.*

### Outdoor Exhibitor with Equipment Rodeo

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.

## 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 [pa1call.org/liaisons](http://pa1call.org/liaisons)

# 2023 PA Safety Days

## 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

Drexel Hill	Apr 1
Allentown	
York	May 1
State College	August 1
Cranberry	

Limited cover spaces are available based on first come, first served. **Submit ads to [registration@pa1call.org](mailto:registration@pa1call.org) by the print deadline.** Ads received before the conference deadline will publish.

## 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)

# 2023 PA Safety Days

## YOUR CHECKLIST

### Prior to the conference

Register your company.

- Register online at [pa1call.org/SafetyDay](https://pa1call.org/SafetyDay) for the appropriate conference(s)
- Select whether you want to sponsor, exhibit and/or advertise
- Select whether you will attend the Safety Day Sponsor and Exhibitor Reception

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

- Provide a copy of your current liability insurance to [registration@pa1call.org](mailto:registration@pa1call.org). Include the venue's name as an addition 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 will receive a *conference packet after you register*.

- 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](mailto: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 #SafetyDay23
- Visit our website page at [pa1call.org/SafetyDay](https://pa1call.org/SafetyDay) to view conference promotions

## DOWNLOAD THE CONFERENCE PACKET

The conference packet information is available online. Need assistance? Contact [pa1call.org/liaisons](https://pa1call.org/liaisons).

[pa1call.org/SafetyDay](https://pa1call.org/SafetyDay)



Scan QR to visit website