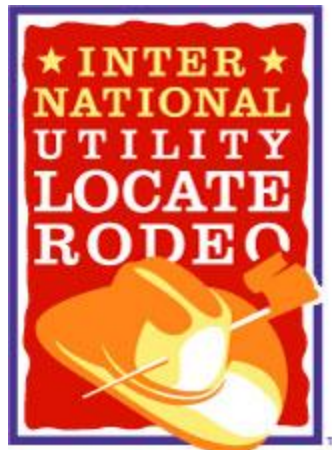




10th Annual
International Utility
Locate Rodeo and Expo

***RODEO EQUIPMENT MANUFACTURER
(REMC)
SPONSORSHIP PACKET***



Aug. 4 –6, 2011
Atlanta, GA

www.LocateRodeo.com

Rodeo Equipment Manufacturer's Challenge (REMC)

Depending on your sponsorship you can award cash to competitors who win a rodeo division. We handle everything from the waiver the competitor must sign to join the challenge to cutting the check. This will give your company the right to use this person's photo and provide a testimonial for your product.

2010 Sponsorship levels

Diamond– \$10,000

- Your company will sponsor all five divisions of Rodeo - water, gas, telecommunications, power and the Locate from Hell.
- Inclusion of your equipment at LFH.
- 1 Golf cart for your company to use on competition day
- Any competitor(s) who wins first place in any division or the LFH with your equipment will receive 1,000 dollars from Rodeo in your company's name at the Rodeo banquet. You will be on stage to present your check to the winner.
- Example: If ABC Locate Equipment Company is a 10,000 dollar sponsor and all first place division winners are using their equipment, including the LFH, Rodeo will present 1,000 dollars to each division winner and 1,000 dollars to the LFH winner for a total of 5,000 dollars in prize money given on behalf of ABC Company. A representative from ABC Company will present this check at the Rodeo Banquet.
- Inclusion in all Rodeo marketing (print ads, newsletters and website updates created by the International Utility Locate Rodeo Event Committee... this does not include Feeder Events)
- Access to Rodeo wheel at all events attended by the Official Rodeo committee for Rodeo promotion and demonstration during the calendar year 2010.
- Announcement at banquet of all winners First through Third place in any Division and also Individual Event Winners, who use your equipment.
- Photos with winners and waiver signed by competitor.
- Full page color ad in program.
- Logo displayed on an all inclusive REMC sponsor banner.
- Logo and company name on specific web page dedicated to the REMC located at www.LocateRodeo.com
- Placement on web site www.LocateRodeo.com of article and photo of you and the winners after Rodeo during the calendar year 2011.
- Use of Rodeo logo during the calendar year 2011.
- Thank-you listed in the Locate Rodeo & Expo Show Program
- Thank-you and recognition before Rodeo winners are named at the Awards Banquet
- Free 10'x10' Booth Space at the Expo

Platinum - \$7500

- Your company chooses **one** Rodeo Division to sponsor. Prior to Rodeo choose from the following divisions; water, gas, telecommunications, power or LFH.
- Any competitor who wins first place in your **chosen** division with your equipment will receive 750 dollars from Rodeo in your company's name at the Rodeo banquet. A representative from your company will present this check at the Rodeo Banquet. There can be multiple sponsors for one Division. (For example, both ABC product company and DEF product company can both be a sponsor of the Power Division)
- Inclusion of your equipment at LFH.
- Inclusion in all Rodeo marketing (print ads, newsletters and website updates created by the International Utility Locate Rodeo Event Committee... this does not include Feeder Events)
- Access to Rodeo wheel at all events attended by the Official Rodeo committee for Rodeo promotion and demonstration during the calendar year 2011.
- Announcement at banquet of all winners First through Third place in your chosen Division and also Individual Event Winners, who use your equipment.
- Logo displayed on an all inclusive REMC sponsor banner.
- Photos with winners and waiver signed by competitor
- 1/2 page color ad in program
- Logo and company name on specific web page dedicated to the REMC located at www.LocateRodeo.com
- Use of Rodeo logo for six months (June –November in calendar year of event)
- Thank-you listed in the Locate Rodeo & Expo Show Program
- Thank-you and recognition before Rodeo winners are named at the Awards Banquet
- Free 10'x10' Booth Space at the Expo

Gold- \$5000

- Inclusion of your equipment at LFH.
- Any competitor who wins (1st place only) in the Locate from Hell with your equipment will receive 500 dollars from Rodeo in your company's name at the Rodeo banquet.
- Access to Rodeo wheel at all events attended by the Official Rodeo committee for Rodeo promotion and demonstration during the calendar year 2011.
- Logo displayed on an all inclusive REMC sponsor banner.
- Company name on specific web page dedicated to the REMC located at www.LocateRodeo.com
- Thank-you listed in the Locate Rodeo & Expo Show Program
- Thank-you and recognition before Rodeo winners are named at the Awards Banquet
- 1/4 page (one color) ad in program
- Free 10'x10' Booth Space at the Expo

REMC MANUFACTURER'S SPONSORSHIP FORM

Company Name _____

Address _____

City _____ **State** _____ **Zip** _____

Contact Person for questions _____

Phone _____

email _____

We will need to contact someone within your company about your logo and your ad in our show program. Your ad will be due on or before June 17, 2011.

Name _____ **Phone** _____

Email _____

*******WE LOVE OUR SPONSORS*******

Level of Sponsorship for 2010 (check one)

_____ **Diamond \$10,000**

_____ **Platinum \$7500**

_____ **Gold \$5000**

We will invoice you via email. You may pay online using a Visa or Mastercard on our secured site or print out a check and send to the address below or the invoice address.

Make Checks Payable to:
Georgia 811

Send Check to:
Georgia 811
c/o Locate Rodeo
3400 Summit Ridge Pkwy
Duluth, GA 30096

For questions concerning this document please contact:
Fiona Bowen, Event Coordinator 678-714-6702/ fax: 678-546-7315
Email: Fbowen@Georgia811.com

2011 International Utility Locate Rodeo & Expo

The industry's high visibility, high impact, high profile event!

Over the past 10 years, the International Utility Locate Rodeo & Expo has drawn industry personnel from all over the United States and Canada. Our competition accommodates up to 120 competitors and almost 100 volunteers. Our reputation for a fair competition, fun event and amazing networking opportunity precedes us. Our elite group of rodeo judges and vendors are respected throughout the damage prevention industry. Most people who experience our event say they want to come back next year! We have some competitors who have come back every year to compete. Are you ready to join this unique experience?

As an Expo Vendor the products and/or services you offer will get exposure to a highly select audience in a context where prospective customers are all around you. *Utility contractors, locate contractor presidents, VP's, trainers and employees, one call center representatives from over 10 states and city/county utility employees from all over Georgia and across the country will be invited to this unique event. Total exposure runs between 300-600 concentrated industry professionals.* Your marketing message and products are sure to gain exposure. Showing your support as a sponsor acknowledges your commitment to the industry you market to. IULR is the preeminent event of the locate industry.

Expo Registration and Information

The Utilities Protection Center, Inc., d/b/a Georgia 81,1 will host Expo, a Vendor Trade Show, on Thursday and Friday, August 4-5, 2011. Exposure on Thursday, August 4 is primarily to a concentrated group of attendees who will be participating in several classes being offered and of course to some of our early birds. This is a great day for you to contact potential buyers and invite them to your booth for more one on one time or training. Primary exposure takes place on Friday, August 5 when we open the doors of the Expo to our competitors, judges, volunteers, Georgia 811 utility members, and contractors. Our vendors have been very satisfied with the exposure they have received from attending this fun and exciting event. Each year this event draws more and more people from across the country. Many of our vendors stay for the actual competition and to volunteer. It is a very rewarding and exciting experience!

Exhibit Promotion:

This event is heavily promoted in *Underground Focus* magazine and in the *Damage Prevention Professional* magazine. Additionally, Locate Rodeo was promoted at the Common Ground Alliance (CGA) Excavation Safety Conference in Orlando, FL. Promotional print ads and flyers will be published and distributed at Local Georgia Utility Coordinating Council meetings statewide and in their annual membership directory. Additional promotional opportunities will include future trade shows and meetings attended by Georgia 811 Liaison staff, Twitter, Facebook, and press releases will be sent to industry publications and in the Locate Rodeo Newsletter.

Booth Costs:

We offer an EARLY BIRD price for vendors who PAY and REGISTER their booth before May 13th, 2011. Booths are 10' x 10' and first come first serve. Electricity is included, but it must be noted on your registration form.

Booth includes 2 chairs, 1 table and tablecloth, and 2 lunches (for Friday lunch only). The space is located in a carpeted ballroom at the Atlanta Marriott Gwinnett Place.

10' x 10' Booth space.....\$400.00
10' x 10' Booth space reserved **AFTER** June 10, 2011.....\$500.00
Additional Lunch cost.....\$20.00pp

Exhibit Shipment:

We do not contract an outside vendor for help during our show. Should your booth need to be shipped, please make sure it does not arrive before August 1, 2011.

Shipments should be addressed to:

Atlanta Marriott Gwinnett Place Hotel
Attn: Deborah Johnson/Locate Rodeo August 4-6, 2011
1775 Pleasant Hill Rd.
Duluth, GA 30096

**** Boxes must be labeled as so (ex... 1 of 4, 2 of 4, 3 of 4, 4 of 4)

Vendor contact for all questions:

Contact Fiona Bowen at 678-714-6702 or FBowen@georgia811.com Contact phone number during the week of Rodeo and Expo is 404-444-3606 (Fiona's Cell).

PLEASE TAKE NOTE

ANY VENDORS WANTING TO STAY FOR THE LOCATE RODEO COMPETITION and/or WHO ARE PROVIDING EQUIPMENT, *MUST COMPLETE A VOLUNTEER FORM* IN ORDER TO RECEIVE YOUR 3 MEALS FOR YOUR SERVICES (includes Awards Banquet). WITHOUT A VOLUNTEER FORM YOU MAY NOT BE INCLUDED IN FOOD FUNCTIONS. *If you are staying as a volunteer you MUST complete a volunteer registration form (go to www.locaterodeo.com under Registration for this form) or see attached form.*

ShowRules:

1. Space is leased with the understanding that the Exhibitor will hold Georgia 811 (Locate Rodeo) harmless from any and all liability which may result from any cause whatsoever.
2. Exhibitors agree to maintain such insurance that will fully protect Georgia 811 from any and all claims of any nature including claims under the Workmen's Compensation Act and for damages for personal injury, including death, which may arise in connection with the operation of the Exhibitors display. Damage to inadequately packed property is the Exhibitors responsibility. In the event of damages to the building by the Exhibitor, the Exhibitor agrees to reimburse the owner of the building the actual cost of repairing such damages. The Exhibitor expressly agrees to protect, save and hold harmless Georgia 811 from all loss and/or damage whatsoever caused to said building or any part thereof, directly or indirectly. Georgia 811 assumes no responsibility for theft or disappearance of any part thereof, directly or indirectly. A security guard is provided for overnight security in the exhibit hall.
3. All demonstrations and exhibits must either be confined to the assigned exhibit space or placed on the floor in such a way as to not interfere with the adjacent exhibit. No exhibitor shall assign, sub-let, or share whole or in part of the space allocated.
4. Georgia 811 and the authorized representatives of same, reserve the right to request modification to any questionable exhibit.
5. After the cutoff date, reservations will be accepted on a space and rate availability basis.

PREPAYMENT of your exhibit space is EXPECTED. In the event of a cancellation by the Exhibitor, after July 22, 2011, Georgia 811 shall have the right to rent the space to anyone without obligation to refund the amount paid by the canceling exhibitor. Our host hotel, for Expo and registration for all competitors is the Atlanta Marriott Gwinnett Place.

International Utility Locate Rodeo & Expo

EXHIBIT AGREEMENT 2011

FAX: 678-546-7315 or send in with payment

1. Company Name and Mailing Address:

2. Individual to contact: _____

Phone number _____

Email contact for News updates on this event _____

3. Type of Services, product line or product description: _____

4. List names of Booth Exhibitors for name badges (please write legibly or type)

5. CHECK HERE IF YOU NEED ELECTRICITY.... yes no

PLEASE SEND CHECK AND MAKE PAYABLE TO: Georgia 811 /Locate Rodeo

Please include Required/Signed Forms

Attn: Fiona Bowen

3400 Summit Ridge Pkwy

Duluth, GA 30096

FAX your forms to Fiona @678-546-7315

For credit card payments an invoice will be sent via email: We take Visa and Mastercard ONLY.

Please provide the email address of the person you wish to receive the invoice:

Email: _____

We agree that the Show Rules are an integral part of this agreement and by signing this agree to adhere by these rules.

Authorized Signature

DATE

AGENDA

The 10th Annual International Locate Rodeo and Expo

Meeting and class times subject to change.
This will not affect Vendor set up and show time

Thursday, August 4, 2011

| | |
|-----------------|---|
| 8:00am - 3:00pm | CLASSES to be Determined |
| 9:00am – 1:00pm | Vendor Set-up |
| 1:00pm - 2:00pm | Vendor Area Closed |
| 2:00pm - 4:00pm | Expo opens to attendees & Locator Training Class |
| 4:00pm | Trade show closed for the day |

Friday, August 5, 2011

| | |
|------------------|---|
| 10:00am - 2:30pm | Trade Show |
| 2:30pm - 4:30pm | Vendor Breakdown |
| 2:30pm - 4:45pm | Competitor, Judge, Volunteer Mandatory Meeting |
| 3: 45pm - 5:30pm | Breakout Meetings by Division |
| 6:00pm | Welcome Reception- Cash bar opens and Hors D'oeuvres served |
| 6:30pm - 9:30pm | Casino Night Fun Begins! (Lots of prizes and fun) |

Saturday, August 6, 2011- RODEO BEGINS (Georgia Tech CAMPUS)

| | |
|------------------|---|
| 5:30am- 6:15am | Breakfast at Atlanta Marriott Gwinnett Place (Competitors & Volunteers) |
| 6:15am – 6:30am | Shuttles leave from Gwinnett Marriott back parking lot. Competitors must take shuttle service to GT campus ---BE ON TIME |
| 6:30am – 7:15am | En route to Georgia Tech campus – Competition site |
| 7:15am- 7:30am | Volunteers report to posts |
| 7:30am | Competition Begins |
| 11:00am – 1:00pm | Lunch at GT Campus (competitors and volunteers) |
| 5:00pm | ALL COMPETITION ENDS |
| 7:30pm-8:00pm | Cash Bar opens (Gwinnett Marriott) |
| 8:00pm | Awards Dinner Begins |
| 9:15pm- 10:30pm | Presentation of Awards (photo session immediately after for winners) |

ACCOMODATIONS:

Atlanta Marriott Gwinnett Place
1775 Pleasant Hill Rd at Crestwood
Duluth, GA 30096
Group Reservations 1-866-339-3132
(please make sure you say you are with the “**Locate Rodeo**”)

Directions from Hartsfield International:

From the airport, go NORTH on I-85
Approximately 27 miles to exit 104 (Pleasant Hill Road)
Turn right. Hotel is ¼ mile on the right.
Take a right *after the WAFFLE HOUSE* and an immediate left into the Marriott Parking lot.

ROOM RATE: \$79 + applicable state and local taxes.

Reservations must be made by July 8, 2011 in order to receive room block pricing.

Reservations must be guaranteed with a credit card at the time a reservation is made. Check or credit card may make deposits. Cash paying guests will be asked to leave a cash or credit card deposit to guarantee payment.

LOCATE RODEO VOLUNTEER FORM

(one form per person)

or register online at <http://www.locaterodeo.com/volunteer-registration.aspx>

NAME: _____

COMPANY NAME: _____

TITLE: _____

ADDRESS: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

(very important so you get our newsletter)

PHONE: _____

CELL: _____

TSHIRT SIZE: (small- 4X) _____

I plan to attend all meal functions on Saturday (breakfast, lunch, Awards Banquet) Yes _____ NO _____

If NO... please explain situation:

All meals during the Saturday Competition event are provided to our volunteers who fill out the Volunteer Forms in advance. Additionally you get a hat and a shirt. If you are unable to fulfill your volunteer duties it is appreciated that you inform Fiona Bowen at 404-444-3606 or Fiona@LocateRodeo.com as soon as possible. There are no guarantees AT ALL for wanting to volunteer at the last minute. **Include Volunteer form with Expo packet or fax to Fiona Bowen 678-546-7315.**

Locate Rodeo Sponsorship Form for
NON-Manufacturer's

(Manufacturers... please see our Rodeo Equipment Manufacturer's Equipment Challenge sponsorship form designed just for you [Page 4 of this package]. If you still want to sponsor, but just not at the Gold or above level please use THIS form)

Company Name _____

Address _____

City _____ **State** _____ **Zip** _____

Contact Person for questions _____

Phone _____

email _____

- o Double Diamond \$20,000
- o Silver \$3,000
- o Bronze \$2,000
- o Special "In Kind" Friends of Rodeo

DIAMOND, PLATINUM, GOLD all offered at the REMC sponsorship level.. Manufacturer's should take advantage of those offerings!

In order for us to make sure we are able to give you all that we offer in the form of advertising for your sponsorship, you will need to provide us with a high resolution eps logo for the sponsorship banners. You are responsible for providing us with the necessary contact for logo's, marketing/advertising. Ads for the program are due by 5:00 PM on June 17, 2011.

Logo/Advertising Contact – If different than above.

Name _____

Title _____

Email _____

Phone Number _____

Please fax this form to Fiona at 678-546-7315:

Include your Vendor form for your free booth if you are a sponsor

We will bill all sponsors via email invoice. We take Visa/MC or you may send a check with your forms to:

Georgia 811 c/o Locate Rodeo

Attn: Fiona Bowen

3400 Summit Ridge Pkwy

Duluth, Ga 30096

******SPONSORSHIP HELPS MAKE THE FUN HAPPEN!!******

Level of Sponsorship for 2011 (check one)

FULL COLOR ADS being offered at most sponsorship levels

□ Double Diamond \$20,000

- Full page, full color ad (10 inches tall x 7.625 inches wide, ¼ inch bleed outside the live area) in a premium position in show program. Premium positions are first come first served and may include inside or back cover positions and other right hand read pages.
- Logos displayed on home page of www.LocateRodeo.com. Logo and name will also appear on the sponsorship page.
- FREE Booth space at EXPO
- Listing on sponsor page in Rodeo Program
- Recognition at the Rodeo Awards Banquet
- Logo on all-inclusive banner displayed at the competition site. Logo size will be reflected by the level of sponsorship.
- Company listed, by sponsorship level, displayed at EXPO
- One FRONT ROW table at the Awards Banquet
- One Golf cart during competition on campus
- \$100 Gift check provided to each 1st place winner with company logo as signature. A representative from your company must be present for awards banquet to hand over check.

□ Silver \$3000

- Quarter page ad (4.75 inches tall x 3.7 inches wide), full color in show program
- FREE booth space at EXPO
- Listing on sponsor page in Rodeo Program
- Recognition at the Rodeo Awards Banquet
- Logo on all-inclusive banner displayed at the competition site. Logo size will be reflected by the level of sponsorship.
- Company listed, by sponsorship level, displayed at EXPO

□ Bronze \$2000

- One sixth page ad (2.25 inches tall x 3.7 inches wide) one color in show program
- Listing on sponsor page in Rodeo Program
- Recognition at the Rodeo Awards Banquet
- Logo on all-inclusive banner displayed at the competition site. Logo size will be reflected by the level of sponsorship.
- Company listed, by sponsorship level, displayed at EXPO

□ Other \$ _____

- Listed as Contributor in the Rodeo Program
- Mention on www.LocateRodeo.com