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before you dig



## 2011 EXCAVATOR SAFETY SEMINARS

**Excavator Safety**  
***Seminars!***  
*Must Attend Safety Events*

Exhibitor Information

## Join Dig Safely New York for our 2011 Excavator Safety Seminars!

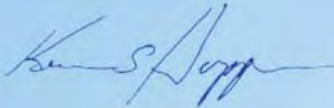
Dig Safely New York is hosting nine excavator safety seminars across New York State. With each passing year, the excavation community has come to realize the importance of these safety seminars. Each event continues to include a full day of safety training for stakeholders of the excavation industries.

In 2010, these nine events were attended by over 2,200 stakeholders.

Once again we are anticipating 200-500 participants at each of our informative seminars. The majority of the attendees will include public and highway workers, utility operators and excavators. Our Safety Seminars will give exhibitors and sponsors great exposure to this group of stakeholders.

We hope you will show your support and showcase your company's products and services by registering for the 2011 Dig Safely New York Excavator Safety Seminars. We have several opportunities in which you can participate; you can exhibit your products at any of our nine events and/or choose from any of our levels of sponsorship. We expect this coming year to be another exciting year. Put our Excavator Safety Seminars on your 2011 calendar--you will not regret it. Exhibit space may be limited, so please register early.

Sincerely,



**Kevin Hopper**  
Operations Manager

*"2010 was our first year as a sponsor of the Dig Safely Excavator Seminars. We found that it was a tremendous way to meet potential new clients and help spread the important message that Dig Safely offers. The seminars are timely and relevant to the hazards that face excavators. We look forward to and are pleased to sponsor the Dig Safely New York Excavators series again in 2011 and hope our partnership continues for many years to come."*

**Michael F. McMillen**  
Director of Operations  
Access Health Systems



# Sponsorship Opportunities:

## BRONZE SPONSOR / \$500.00

- Listing in the sponsor section of the seminar program for all nine events
- Listing on the Dig Safely New York website
- Optional handout will be included in the attendees welcome pack at all nine events
- (Handout/brochures must be provided by sponsor to Dig Safely New York prior to February 18th)

## SILVER SPONSOR / \$750.00

- All Bronze level benefits
- Upgraded to a link on the Dig Safely New York website
- Listing on Dig Safely New York event signage at each event
- Logo inclusion as a silver sponsor in our spring newsletter

## GOLD SPONSOR / \$1,000.00

- All Silver level benefits
- Logo inclusion as a Gold Sponsor in the event invitation mailed to 20,000+ excavators (Registrations will need to be received prior to January 7, 2011 for this benefit)
- Copy of event sign-in sheets made available to you at the end of May
- Complementary 2011 one-year sustaining membership valued at \$150
- Logo inclusion as a gold sponsor in our spring newsletter
- Complementary exhibit space at one event—please indicate event location on registration

## PLATINUM SPONSOR / \$2000.00

- All Gold level benefits
- Logo inclusion as a Platinum Sponsor in the event invitation mailed to 20,000+ excavators (Registrations will need to be received prior to January 7, 2011 for this benefit)
- Exhibit at all nine events or just a few if you wish—please indicate location choices on registration
- Logo inclusion as a platinum sponsor in our spring newsletter

Note: Sponsorships do not include exhibit space unless indicated.

## Additional Sponsorships:

### BREAK SPONSOR / \$500.00 PER EVENT

As a break sponsor you will be provided with a public announcement at the event as well as signage indicating sponsorship of the break. Availability for break sponsors is limited to one per event.

### LUNCH SPONSOR / \$750 PER EVENT

As a lunch sponsor you will be provided with a public announcement at the event as well as signage indicating sponsorship of the lunch. Tent cards with predominant logo placement will be on all tables. The lunch sponsor will also have the ability to speak during lunch. Availability for lunch sponsors is limited to one per event.

### PROGRAM SPONSOR \$150.00 PER 2" X 3.5" PRINT AD

Bring more attention to your booth and business by placing a business card sized ad in the official 2011 Excavator Safety Seminar Program which will be used at all nine events. Register prior to February 7, 2011 to receive this option.



*"Voss Signs attended each of the safety seminars last year. As a vendor, we not only found the quality of the attendees great but also the information that was given out to the attendees was extremely consistent and helpful. We look forward to this year's seminars!"*

*Thomas Tenerovic  
Marketing Director  
Voss Signs, LLC*

# Exhibitor Information

## RATES: \$200.00 PER EVENT

- \$100.00 Discount when you register for four or more events
- \$150.00 Discount when you register to exhibit at all nine events

## EXHIBIT SPACE AMENITIES INCLUDE:

- Exhibitor table with two chairs
- Furniture and accessories, electrical requirements (including extension cords), booth carpet and booth cleaning are the responsibility of the exhibitor. We will try to accommodate electrical outlet requests.

Each exhibitor is asked to donate a raffle item with a minimum value of \$25 per event. If you would like to include the cost of your raffle item with the registration fee for each event please check the "include raffle item option" in the registration form. If you elect to provide your own raffle item please attach business card to each item and provide it to a Dig Safely New York Representative when you receive your exhibitor packet. Examples include a company wearable, gift certificates, sporting goods, automotive equipment, power tools and home electronics. The raffle items help to encourage participation throughout the day.

Exhibitor space may be limited. Preference of space will be given to Platinum, Gold, Silver and Bronze sponsors, respectively. Register early to guarantee your exhibitor space. All exhibitors need to be preregistered. While the exhibitor space is available for the length of each seminar, continual manning of exhibit areas is not required. Exhibitors may attend any or all sessions. Exhibitor registration will close one week prior to each event, or when spaces are filled. Please utilize the exhibitor registration page for details on registering for any of the nine events.

Each exhibitor will be allocated two lunch tickets in your "Exhibitor Packet" which you will receive the day of the seminar. If you should need additional lunch tickets they are available for \$25 for each lunch and the information can be found in Section 4. Confirmation information will be sent to each exhibitor once your registration and check has been received. If you have not received an invoice, your registration was not received; please contact Wendy Indick.

<b>March 1</b>	Middletown, NY	The Fountains at Walkill Golf Course	40 Sands Road
<b>March 2</b>	Fishkill, NY	Holiday Inn Fishkill & Conference Cntr.	542 Route 9
<b>March 3</b>	Albany, NY	Polish Community Center	225 Washington Ave. Ext.
<b>March 15</b>	Depew, NY	Hearthstone	333 Dick Road
<b>March 16</b>	Rochester, NY	Diplomat Banquet Center	1956 Lyell Avenue
<b>March 17</b>	Horseheads, NY	Wings of Eagles	17 Aviation Dr.
<b>March 22</b>	Potsdam, NY	SUNY Potsdam	Barrington Student Union
<b>March 23</b>	Utica, NY	SUNY IT, Field House	880 Wildcat Drive
<b>March 24</b>	Liverpool, NY	Holiday Inn	441 Electronics Pkwy

5063 Brittonfield Parkway  
East Syracuse, NY 13057  
Stakeout Requests: 1-800-962-7962 or 811  
Administration: 315-437-7394



*"This was our second event with Dig Safely New York and I am already looking forward to the next one. We attend dozens of equipment shows each year and felt the Dig Safely New York event is the best event and the best chance to be in front of hundreds of our best customers and possible new customers."*

*Brian Sheflin  
Sales  
Bobcat of the Finger Lakes*