

ACHIEVE **ROCK-SOLID** RESULTS

World of Concrete, the largest annual international event for the concrete and masonry industries, attracts more than 55,000 professionals—key decision makers seeking better ways to get the job done. Nowhere else can you connect with—and sell to—such a large population of qualified leads and lay the foundation for a strong business year.

WHERE ATTENDEES ARE READY TO BUY

The concrete and masonry professionals who attend WOC each year know what they're looking for and what they're prepared to spend.

66%

will purchase these products in the next 12 months:

- Accounting & Estimating Software
- Admixtures
- Aggregate
- Cement
- Cleaning Equipment & Supplies
- Coatings
- Color Pigments
- Compressor, Pneumatic and Hydraulic Tools
- Computer Hardware, Software and Peripherals
- Concrete & Mortar
- Construction Equipment & Supplies
- Construction Vehicles
- Construction Services
- Crack Repair Materials
- Curing Compounds and Equipment
- Estimating & Bidding Software
- Finishing/Texturing Tools, Formwork & Scaffolding
- Forms
- Logo Clothing Branding for Companies
- Masonry Products
- Molds
- Promotional Products
- Pumping Accessories
- Pumps
- Reinforcement Accessories & Tools
- Safety Clothing
- Saws
- Scarifying Equipment
- Screeds
- Sealers
- Stains
- Stamping Tools
- Testing Equipment, Materials & Services
- Tools
- Waterproofing & Damp-Proofing Materials
- Wireless Technology

YOUR BEDROCK FOR STRONG SALES



\$500,000 to \$10 million+

- Yearly value of contracts/projects reported by **60%** of registered attendee firms
- Estimated replacement budget for new equipment, trucks, tools and accessories reported by **38%** of registered attendee firms

WHERE YOU'LL MEET THE DECISION MAKERS

50%

make or approve purchases

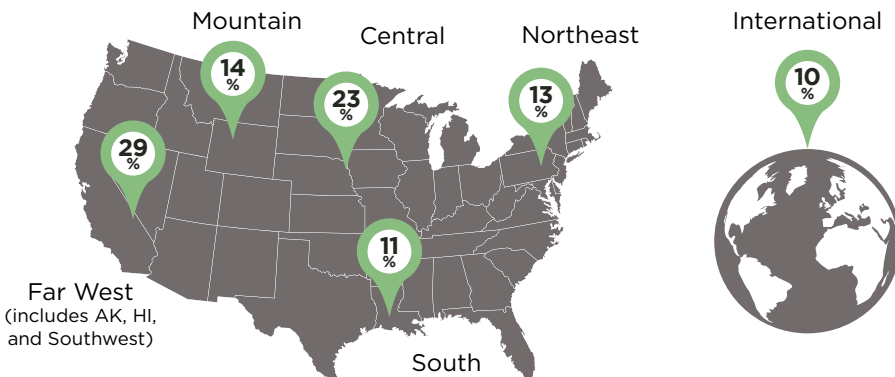
45%

recommend products to be purchased

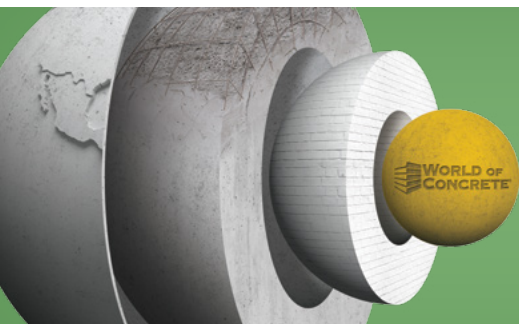
24%

specify products to be purchased

WHERE THEY COME FROM NEAR AND FAR



IT'S YOUR FOUNDATION FOR A **SOLID YEAR.**
» RESERVE YOUR EXHIBIT SPACE TODAY.



informa
exhibitions

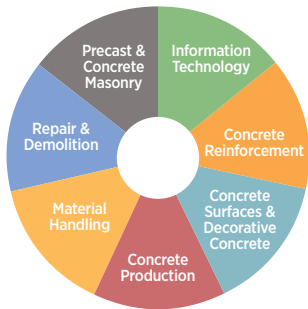
JANUARY 23-26, 2018

SEMINARS: JANUARY 22-26

LAS VEGAS CONVENTION CENTER
LAS VEGAS, NV, USA

www.worldofconcrete.com

BUILD YOUR SALES AT THE INDUSTRY'S **CORE** EVENT



EVERYONE IS HERE

Professionals from every segment of the concrete and masonry industries attend World of Concrete.

6,878	Concrete Contractor
4,152	General Building Contractor
4,098	Repair & Demolition Contractor
3,464	Commercial/Industrial Construction
2,641	Distributor
2,570	Specialty Concrete Contractor
2,293	Concrete Coatings Applicator
2,268	Decorative Concrete Contractor
2,145	Concrete Cutting
2,033	Residential Construction
1,946	Foundations Contractor
1,840	Concrete Polishing Contracts
1,652	Concrete Pumping Contractor
1,246	Other Heavy Construction
1,214	Paving/Highway/Bridge Construction
1,148	Public Works
1,047	Construction Management
724	Tilt-Up Concrete Contractor
675	Post-Tensioning Contractor
633	Fabricator
573	Architectural/Engineering Firm
524	Labor Union Member
522	Precast Concrete Erector
509	Shotcrete Contractor
437	Landscape Architect/Contractor
414	Government Agency, Testing Lab, Educational Institution
388	General Rental Center
325	Pervious Concrete Installer
178	Recycled Concrete Contractor
147	Block & Segmental Unit Producer

Technology for Construction

THEY REPRESENT A WIDE RANGE OF ROLES.

Construction pros come to WOC seeking new innovations, tools and approaches they can use to boost their business success. They span every job function in the industry:

2,016	Construction Management
1,857	General Contracting
1,307	Design/Build
1,075	Engineering
957	Distributor
951	Civil Structural
739	Architectural
391	Developer
140	Mapping/GIS
127	Government Facility Management
125	Mechanical/Electrical
104	Systems Consultant/VAR/Vendor
98	Power/Process



The Producer Center

Exhibit here to access thousands of buyers looking for ready-mix, pre-cast, and pre-stressed concrete, as well as cement, aggregate, admixtures, batch plants and more.

1,398	Ready-Mix Concrete Producer
1,137	Materials Provider
856	Distributor
679	Precast Concrete Producer
330	Concrete Block Producer
222	Prestressed Concrete Producer

THEY'LL FIND YOU WHEN YOU EXHIBIT IN A SPECIALTY AREA.

Material Handling (Central Hall)

Connect with heavy equipment retailers and site prep, delivery and logistics professionals with a booth in this specialized show section.

- Trucks
- Loaders
- Backhoes
- Mini-excavators
- Other heavy equipment used for material delivery, distribution, concrete placement or earth moving
- Concrete pumps
- Site prep
- Pavers
- Forklifts

Repair & Demolition (South Hall)

Showcase your equipment and products and meet with buyers in this booming industry.

- Hydrodemolition equipment
- Coatings removal equipment
- Dust-collection
- Waterproofing
- Mortar
- Epoxies
- Patching materials

Concrete Surfaces & Decorative (South Hall)

Dedicated to surface and decorative concrete pros, this section of the show floor will get your products noticed by the right people.

- Coatings & sealants
- Polishing equipment
- Stains
- Molds
- Overlays
- Color hardeners
- Stamping
- Countertops

Precast (North Hall)

Everyone who needs precast products and supplies gathers here to see what's new.

- Wet-cast equipment
- Dry-cast equipment
- Hollow-core equipment

Concrete Masonry (North Hall)

Sell directly to producers of concrete masonry (block, segmental retaining wall units, veneer, slabs, pavers, and roof tiles).

- Admixtures
- Equipment & supplies
- Pigments
- Curing systems
- Molds
- Block machinery
- Finishing machinery

Concrete Reinforcement (North Hall)

Show off your best in reinforcement bending, cutting, straightening and fabricating machinery.

- Reinforced positioners & locators
- Epoxy-coated, steel, glass fiber, galvanized bar
- All types of reinforcement accessories

LAY THE FOUNDATION FOR A **SOLID YEAR.**
» RESERVE YOUR EXHIBIT SPACE TODAY.



informa
exhibitions

JANUARY 23-26, 2018

SEMINARS: JANUARY 22-26

LAS VEGAS CONVENTION CENTER
LAS VEGAS, NV, USA

www.worldofconcrete.com

MAKE A **SOLID** SHOWING

DEMONSTRATE PERFORMANCE UNDER REAL-WORLD CONDITIONS

The outdoor action area at World of Concrete draws a huge crowd. That's because there's no other place where attendees can see your offerings and expertise in action. Reserve a booth in this area to demonstrate how your products and equipment excel under jobsite-like working conditions.

HAND OVER THE CONTROLS.

There's no doubt about it—when you give thousands of attendees the chance to test-drive your tools & equipment, you make the sales.

- | | | |
|-------------------------------|-----------------------|-------------------------------|
| Batch Plants | Power Saws | Stamping |
| Boom Trucks | Pumps | Surface Preparation Equipment |
| Buggies | Ride-On | Trucks |
| Compactors | Power Trowels | Vacuums |
| Cranes | Scaffolding Platforms | Vibrators |
| Decorative Concrete | Scarifiers | Walk-Behind Power Trowels |
| Drilling and Demolition Tools | Scrapers | Wall Saws |
| Forklifts | Screeds | |
| Grinders | Shot Blasters | |
| Hoists | Skid Steer Loaders | |
| Mixers | Sprayers | |
| | Staining | |

AND MUCH, MUCH MORE...



NOTHING BEATS A FIRM HANDSHAKE

Trade events produce more qualified leads and generate more revenue at a lower cost than other marketing and sales efforts. In fact, it's nearly half the cost to close a deal from an exhibition lead via a sales call, according to the Center for Exhibition Industry Research (CEIR). **Exhibiting at WOC simply makes good financial sense.**



Show off what your products can do—order a slab, wall, sandbox or any custom prop for your outdoor exhibit.

LAY THE FOUNDATION FOR A **SOLID YEAR.**
» RESERVE YOUR EXHIBIT SPACE TODAY.



informa
exhibitions

JANUARY 23-26, 2018

SEMINARS: JANUARY 22-26
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NV, USA

www.worldofconcrete.com

SOLIDIFY YOUR CONNECTION WITH MASONRY PROS



This is more than a show section—World of Masonry is an industry showcase. Held concurrently with

the Mason Contractors Association of America (MCAA) Annual Convention, World of Masonry is the world's largest annual gathering of masonry professionals. It's the place to be for the most direct access to the largest number of masonry professionals—and the greatest profit potential.

HANDS-ON MASONRY EXHIBITS

More than 40,000 square feet are devoted to the international masonry community. Get your materials and resources, equipment and technology in front of masonry professionals who are ready to buy.

EDUCATION SESSIONS & INDUSTRY EVENTS

WOC gives masonry pros the chance to do two things they love: find ways to do an even better job, and show off their skills. Be here when the "who's who" of masonry gathers for skills challenges, contests and pro demonstrations during Masonry Madness:



- **MCAA's Masonry Skills Challenge**
- **SPEC MIX BRICKLAYER 500® WORLD CHAMPIONSHIP**
- **SPEC MIX Toughest Tender® Competition**
- **MCAA'S Fastest Trowel on the Block**



BUILD YOUR FOUNDATION FOR A **SOLID YEAR.**
» RESERVE YOUR EXHIBIT SPACE TODAY.



EVERY ASPECT OF THE MASONRY INDUSTRY IS REPRESENTED HERE

Move the sales needle with access to all the right people—all here for the latest masonry products and equipment for commercial, residential, repair and restoration markets.

- 1,370 General Building Contractor
- 1,364 Masonry Contractor/Specialty Masonry Contractor
- 1,172 Commercial/Industrial Construction
- 1,123 Distributor
- 825 Masonry Repair Contractor
- 726 Residential Construction
- 543 Masonry Craftsman/Bricklayer
- 534 Restoration Contractor
- 414 Thin Brick/Thin Stone Applicator
- 276 Self Retaining Wall Contractor
- 258 Landscape Architect/Contractor
- 250 Architectural/Design/Engineering Firm
- 202 Construction Mgmt Doing Masonry Construction
- 192 Concrete Block Producer
- 146 General Rental Center
- 130 Government Agency, Testing Lab, Educational Institution, Trade Assoc.
- 81 Brick Producer



informa
exhibitions

JANUARY 23-26, 2018

SEMINARS: JANUARY 22-26

LAS VEGAS CONVENTION CENTER
 LAS VEGAS, NV, USA

www.worldofconcrete.com

SET YOURSELF UP FOR CONCRETE SUCCESS

Exhibiting at World of Concrete has incredible potential to boost your profits. But you can supercharge your exposure by taking advantage of marketing tools that will help you command attention and put you top-of-mind with attendees.

HIGH-IMPACT MARKETING TOOLS INCLUDE:

- **Comprehensive website.** WOC's site traffic is enormous, with over 3 million page views each year and over 10,000 international views per month.
- **Targeted email blasts and website advertising.**
- **Exclusive print and digital exposure** in European, Latin American and Asian markets. WOC makes more than 3 million unique impressions every year—we advertise with leading domestic and international industry media. Visit the WOC website for a complete list.
- **Cooperative marketing** with leading trade associations.
- **A top-ranked educational program** attended by 5,000+ serious buyers.
- **Direct mail.** More than 350,000 targeted, multi-tiered pieces delivered.



CAPITALIZE ON A WORLDWIDE PRESENCE.

WOC is the year's first and most important concrete and masonry event. By taking full advantage of these sponsorship and advertising opportunities, you'll maximize your investment, your reach, and your impact. Visit worldofconcrete.com or email sponsorships@worldofconcrete.com today.

LAY A **SOLID FOUNDATION** FOR SALES.
» RESERVE YOUR EXHIBIT SPACE TODAY.

EACH CONTACT IS AN OPPORTUNITY TO MAKE A SALE. REACH ATTENDEES BEFORE, DURING AND AFTER THE SHOW.



Attendee Mailing List
Rent access to the list, before and after the show.



WOC App
Connected devices allow attendees to navigate the bustling show floor.



Web Listing
Use the visibility of worldofconcrete.com to reach your audience.



Purchase Seminars
For your booth staff/ customers—Prepay and provide education FREE to your booth staff or most-valued customers.



Buyer Invitations
Deliver show-specific discounts and promotions directly to your customers.



Press Relations
Media lists, press conference space, product publicity, press kit distribution, and a staffed onsite press room help you broadcast your message.



Online Exhibitor Service Manual
An easy-to-access exhibitors' "How-To" guide.



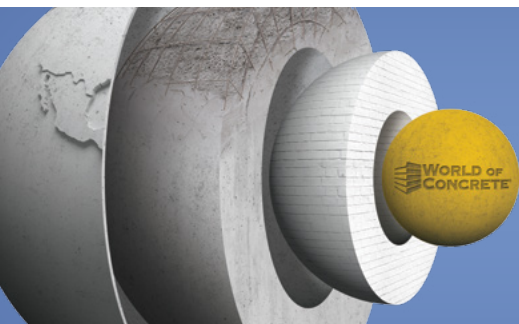
International Buyer Program
Facilitates business between you and attendees from around the world.



Program and Exhibits Guide/Floor Plan
All exhibitors get a complimentary listing of their company name, address, phone and url.



Experienced Management
Our reputation depends on your success.



informa
exhibitions

JANUARY 23-26, 2018

SEMINARS: JANUARY 22-26
LAS VEGAS CONVENTION CENTER
LAS VEGAS, NV, USA

www.worldofconcrete.com