

BUSINESS DOESN'T STOP

PLAN NOW TO EXHIBIT AT WOC 2019

Construction and masonry pros are always looking for new products and services to get the job done better—and they come to the industry's largest annual event ready to buy. Make sure you're here and ready to do non-stop business.



WOC DELIVERS SERIOUS BUYERS, YEAR AFTER YEAR: \$500,000 – \$10 million+

58% of registered companies reported an annual value of contracts/projects totaling more than a half a million dollars.

39% of registered companies reported an estimated replacement budget for new equipment, trucks, tools and accessories exceeding \$500K.

WOC ATTENDEES ARE DECISION MAKERS

55%

make or approve purchases

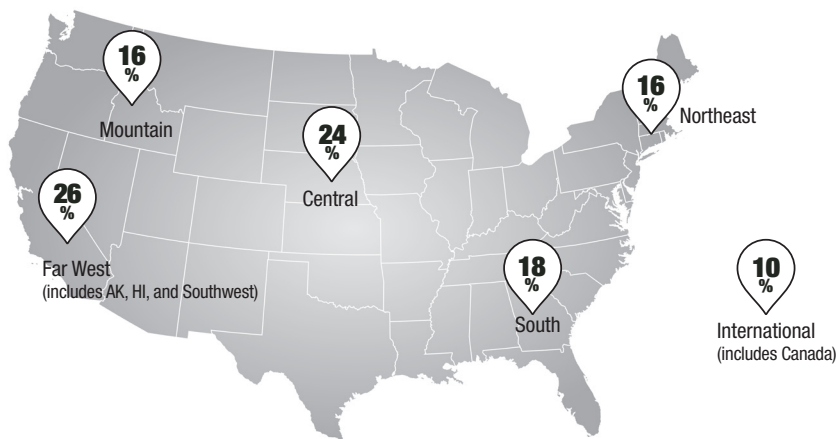
42%

recommend products to be purchased

25%

specify products to be purchased

WOC EXTENDS YOUR REACH AROUND THE WORLD



WOC BUYERS ARE LOOKING FOR THESE PRODUCTS

WOC attendees know what they're looking for and what they're prepared to spend. **67% will purchase these products in the next 12 months:**

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

RESERVE YOUR EXHIBIT SPACE TODAY.

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NEW CONNECTIONS NEVER STOP AT WOC

THE ENTIRE INDUSTRY IS HERE

Professionals from every segment of the concrete and masonry commercial construction industries attend World of Concrete every year seeking new innovations, tools and approaches they can use to boost their business.

8,095 Concrete Contractor	1,279 Construction Management
4,806 General Building Contractor	980 Post-Tensioning Contractor
4,800 Repair & Demolition Contractor	835 Tilt-Up Concrete Contractor
4,355 Commercial/Industrial Construction	733 Fabricator
2,862 Specialty Concrete Contractor	695 Labor Union Member
2,814 Distributor	632 Precast Concrete Erector
2,605 Concrete Cutting	619 Architectural/Engineering Firm
2,420 Foundations Contractor	604 General Rental Center
2,367 Concrete Coatings Applicator	562 Landscape Architect/Contractor
2,337 Residential Construction	524 Shotcrete Contractor
2,310 Decorative Concrete Contractor	369 Government Agency, Testing Lab, Educational Institution
2,138 Concrete Pumping Contractor	334 Pervious Concrete Installer
1,918 Concrete Polishing Contracts	284 Recycled Concrete Contractor
1,778 Other Heavy Construction	159 Block & Segmental Unit Producer
1,473 Public Works	
1,468 Paving/Highway/Bridge Construction	

Technology for Construction (North Hall) BUYERS REPRESENT A WIDE RANGE OF ROLES

Featuring the newest products and tools for the commercial construction industry from top information technology and systems providers.

2,195 Construction Management	136 Systems Consultant/VAR/Vendor
1,840 General Contracting	127 Government Facility Management
1,412 Design/Build	100 Power/Process
1,259 Engineering	
1,076 Civil Structural	
950 Distributor	
724 Architectural	
437 Developer	
232 Mechanical/Electrical	
182 Mapping/GIS	



The Producer Center (North Hall)

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.

1,802 Ready-Mix Concrete Producer	787 Precast Concrete Producer
1,377 Materials Provider	404 Concrete Block Producer
1,067 Distributor	230 Prestressed Concrete Producer

EXHIBIT IN A SPECIALTY AREA TO REACH YOUR TARGET AUDIENCE



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	Concrete pumps
Loaders	Site prep
Backhoes	Pavers
Mini-excavators	Forklifts

Masonry (Central Hall-New Location)

Showcasing products, tools, information and technology for masonry professionals.

Concrete Repair & Demolition (South Hall)

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

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

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	Overlays
Polishing equipment	Color hardeners
Stains	Stamping
Molds	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	Molds
Equipment & supplies	Block machinery
Pigments	Finishing machinery
Curing systems	

Concrete Reinforcement (North Hall)

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

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

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DON'T STOP SHOWING OFF

YOUR AUDIENCE AWAITS YOU!

BUYERS WANT TO SEE YOUR PRODUCTS IN ACTION

The outdoor action area at World of Concrete provides the prime opportunity for you to showcase your offerings and expertise in front of a crowd of 60,000+ potential buyers. Reserve space in this hugely popular area to prove your excellence under actual working conditions.

IT'S TIME TO START THE ENGINES

Give thousands of attendees the chance to test-drive your tools and equipment—once they see what your products can do, you'll make the sales.

Batch Plants

Boom Trucks

Buggies

Compactors

Cranes

Decorative Concrete

Drilling and Demolition Tools

Forklifts

Grinders

Hoists

Mixers

Power Saws

Pumps

Ride-On Power Trowels

Scaffolding Platforms

Scarifiers

Scrapers

Screeds

Shot Blasters

Skid Steer Loaders

Sprayers

Staining

Stamping

Surface Preparation Equipment

Trucks

Vacuums

Vibrators

Walk-Behind Power Trowels

Wall Saws

Waterproofing

And much, much more...



NEED A HAND? You can easily arrange for a slab, wall, sandbox or any custom prop to be created for your outdoor exhibit.

“The people that stopped by are focused—they asked the right questions and they’re all potential customers. We met our goals by Day 2.”

Jesse Osborne, MAPEI/GRT

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MASONRY DOESN'T STOP

WHY SHOULD YOU?



SELL DIRECTLY TO THOUSANDS OF MASONRY PROS AT WOC 2019

World of Masonry is the largest gathering of masonry professionals in the world. Held concurrently with the Mason Contractors Association of America (MCAA) Annual Convention, World of Masonry is 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

The international masonry community assembles in the more than 40,000 square feet devoted to it. Get your materials and resources, equipment and technology in front of masonry professionals who are ready to buy. Exhibit here and show your products to the audience that needs them.



EDUCATION SESSIONS & INDUSTRY EVENTS

Masonry pros don't stop and neither do you. WOC is a must-attend for masons to get the education they need to keep their A-game strong. They also come to compete at Masonry Madness located in the Bronze Lot with skills challenges, contests and pro demonstrations. Make sure you have a place in this industry showcase.

- MCAA Masonry Skills Challenge
- SPEC MIX Bricklayer 500® World Championship
- SPEC MIX Toughest Tender® Competition
- MCAA Fastest Trowel on the Block



HIGH-POWERED PROFESSIONALS WITH PURCHASING POWER

- 1,580** Masonry Contractor/Specialty Masonry Contractor
- 1,428** General Building Contractor
- 1,315** Commercial/Industrial Construction
- 979** Distributor
- 890** Masonry Repair Contractor
- 781** Residential Construction
- 646** Masonry Craftsman/Bricklayer
- 537** Restoration Contractor
- 432** Thin Brick/Thin Stone Applicator
- 295** Landscape Architect/Contractor
- 292** Self Retaining Wall Contractor
- 280** Construction Mgmt. Doing Masonry Construction
- 276** Architectural/Design/Engineering Firm
- 192** General Rental Center
- 156** Concrete Block Producer
- 140** Government Agency, Testing Lab, Educational Institution, Trade Assoc.
- 58** Brick Producer

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WOC DOESN'T STOP HELPING YOU EXCEL

World of Concrete marketing tools help you attract maximum attention from buyers. When you use these proven resources, you'll see your sales skyrocket.



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.**
- **Trade advertising.** WOC makes more than 3 million unique impressions every year—we advertise with leading industry publications. Visit the WOC website for a complete list.
- **Cooperative marketing** with leading trade associations.
- **Exclusive print and digital exposure** in European, Latin American and Asian markets.
- **A top-ranked educational program** attended by 5,000+ serious buyers.
- **Direct mail.** More than 350,000 targeted, multi-tiered pieces delivered.

MULTIPLY YOUR IMPACT WITH A WOC SPONSORSHIP



Maximize your investment, extend your reach and increase your traffic by taking advantage of WOC sponsorship and advertising opportunities. Visit worldofconcrete.com or email sponsorships@worldofconcrete.com today to secure the perfect opportunity for achieving your sales goals.

REACH ATTENDEES BEFORE, DURING AND AFTER THE SHOW



WOC Mobile 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 promotion directly to your customers—Prepay and provide Exhibits-Only admission FREE to your most valued 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 U.S. companies and attendees from around the world.

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

Experienced Management. Our reputation depends on your success.

"We're trying to get more of a customer base and World of Concrete is most definitely a good branding platform. We see an influx in sales every year immediately after the show. It's the best show we go to every year."

Nathan Williams,
Rattlestick Concrete Tools

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