

100% UNLIMITED OPPORTUNITY

Reconnect with the entire commercial concrete and masonry community at World of Concrete. The industry's first and largest annual event returns to the full-scale experience in January 2022, bringing you even more opportunities to showcase your products, generate high-value leads and increase your sales.

Talk face-to-face with a wide range of professionals who have purchasing power.

57%

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

38%

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

52%

make or approve purchases

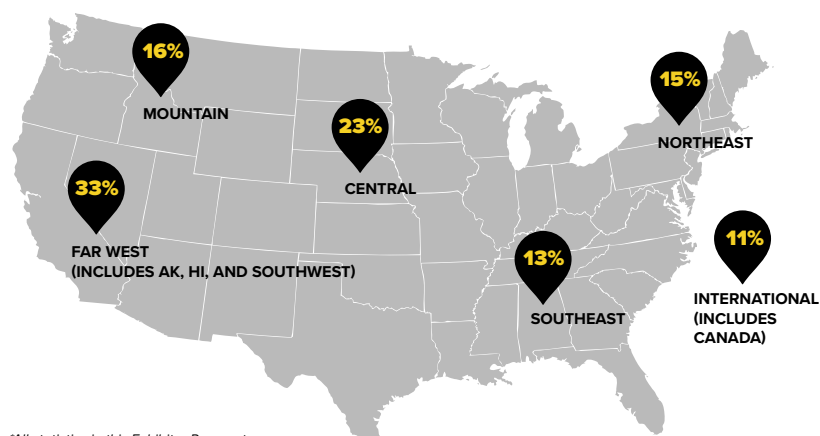
24%

recommend/determine products to be purchased

22%

specify products to be purchased

Expand your reach and tap into new markets.



*All statistics in this Exhibitor Prospectus are based on 2020 registration numbers (pre-COVID 19).

WOC attendees come prepared to purchase exactly what they need. In the next 12 months, they plan to buy these products:

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

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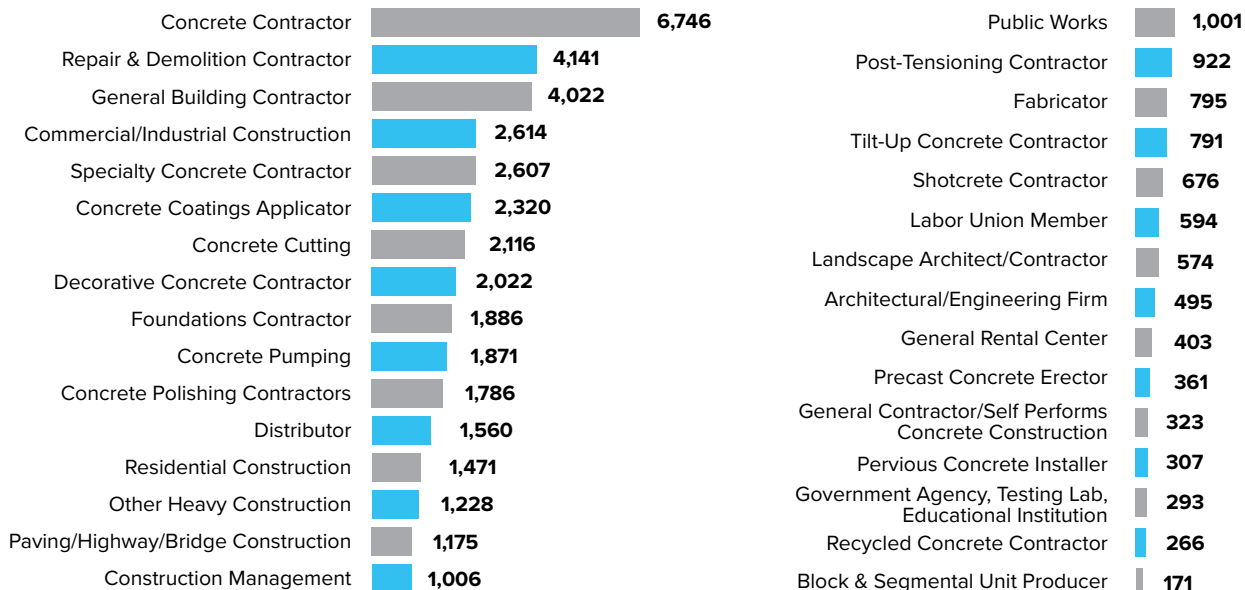


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100% OF YOUR TARGET MARKET

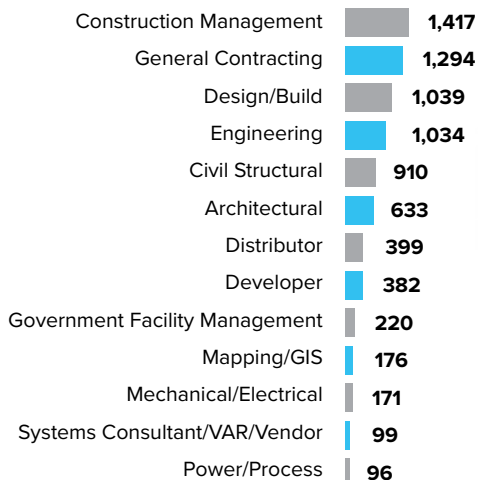
JOB ROLE

Meet professionals from every facet of concrete and masonry, in-person.



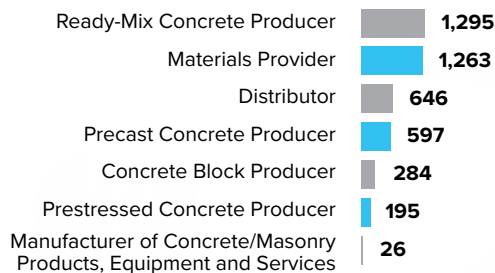
CONSTRUCTION TECHNOLOGY

Innovation is transforming the industry. Connect with potential buyers in a variety of job functions, who are searching for high-tech solutions like yours.



THE PRODUCER CENTER

If your company focuses on ready-mix, precast and prestressed concrete, cement, aggregate, admixtures, batch plants and the like, World of Concrete is where you need to be.



All figures are based on WOC 2020 attendance numbers

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100% SPECIALTY AREAS

WEST HALL

Material Handling: If it's new or trusted in material handling, it's here: find trucks, excavators, paving equipment and more for material delivery, distribution, concrete placement, and earth moving.

Zero Emission LIVE!: Boost your knowledge of the technology, tools and equipment that reduce emissions and will lessen CO2 on concrete and masonry jobsites.

World of Concrete General: Find equipment, tools, products and services for the commercial construction concrete and masonry industries.

NORTH HALL

The Producer Center: Featuring a comprehensive marketplace of materials, equipment, demos, specifically for concrete producers.

Technology for Construction: The innovation showcase featuring the newest software, products and tools for the commercial construction industry from top information technology and systems providers.

Precast: Featuring the latest products and technologies in the precast/prestressed production and site erection.

Robotics LIVE!: Discover how autonomous robotic equipment, 3D printing, and other innovations that assist workers are increasing the efficiency and safety on construction sites around the world.

Concrete Masonry: This area showcases everything for the producers of concrete masonry (block, segmental retaining wall units, veneer, slabs, pavers, and roof tiles) need to cast high quality units such, production equipment, supplies, admixtures, and pigments.

Concrete Reinforcement: Features the leaders in concrete reinforcement, showcasing reinforcement fabrication such bending, cutting, straightening, and machinery, along with job site materials including reinforced positioners & locators, epoxy-coated, steel, glass fiber, galvanized bar and all types of reinforcement accessories.

World of Concrete General: Find equipment, tools, products, and services for contractors who work with concrete and masonry in the commercial and residential segments.

Cement Production Pavilion: Features the leaders of the equipment and support services used in cement manufacturing: kilns, separators, mills, dryers, silos, bagging machines, and plant automation & instrumentation.

CENTRAL HALL

Concrete Repair & Demolition: View a display of the latest surface preparation equipment, scarifying, grinding, and sawing equipment. The area also showcases all type of grouts, mortars, sealants, joint fillers, and waterproofing materials needed to provide long lasting repairs.

Concrete Surfaces & Decorative: Explore the innovations that transform concrete surfaces into attractive and long-lasting surfaces including coatings, cleaning solutions, stains, pigments, and polishing tools that will help you capitalize on this expanding segment.

STUCCO LIVE!: Showcasing best practices for flashing, lathing and cement plaster applications for residential and commercial installations. Interact with instructors, product experts and designers to learn the most current trends in stucco applications. Stucco LIVE! is sponsored by the Stucco Manufacturers Association (SMA).

World of Masonry: Find all things masonry, from scaffolding, products, tools, information, and emerging technology that professionals need to stay on the cutting edge.

DIAMOND LOT (Front of West Hall) and SILVER LOT (Front of North Hall)

Outdoor Events: See exciting championships, skills challenges, creative demos, and events you won't want to miss.

Outdoor Exhibits: Featuring industry-leading exhibiting suppliers, live demos, heavy equipment, & decorative concrete products.



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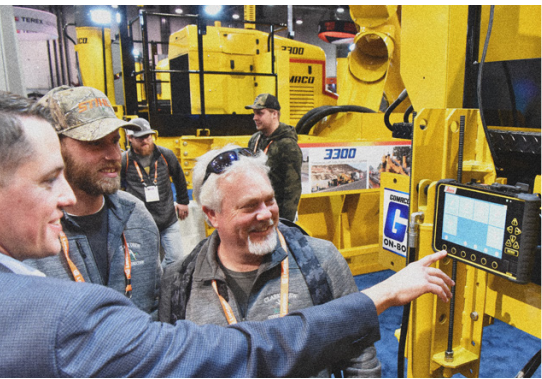
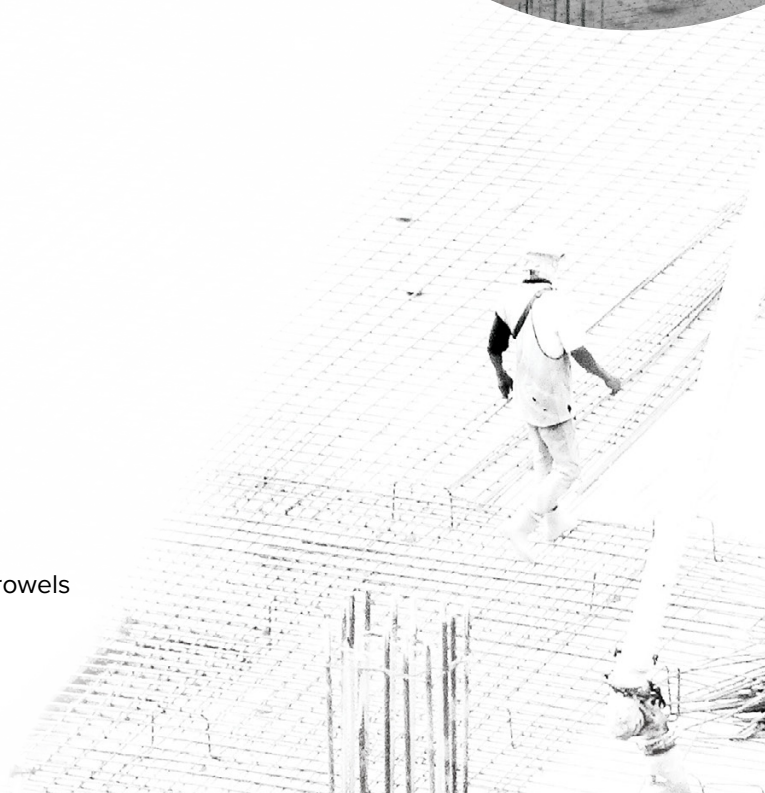
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100% UNQUESTIONABLE

CLOSE MORE SALES

Help attendees understand the true value of your equipment, tools and technologies in the outdoor lots, where they can test out your products (and sign on dotted lines).

- 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



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100% MASONRY

Held concurrently with the Mason Contractors Association of America (MCAA) Annual Convention, located in Central Hall, is the world's largest annual gathering of masonry professionals.

FIND YOUR CUSTOMERS



The international masonry community knows that this is the place to get up-close to the materials, resources, equipment and technology they need now. By exhibiting in this 40,000 sq. ft. space, you'll connect with a wide variety of professionals who are ready to purchase.

EDUCATION SESSIONS & INDUSTRY EVENTS

Meet the masonry elite as they gather 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 RELATIONSHIPS WITH PROS IN EVERY FACET OF MASONRY

1,704 Masonry Contractor/Specialty Masonry Contractor	302 Architectural/Design/Engineering Firm
1,014 Distributor	280 Self-Retaining Wall Contractor
972 General Building Contractor	264 Construction Mgmt Doing Masonry Construction
933 Masonry Repair Contractor	254 Stucco Contractor
925 Commercial/Industrial Construction	252 Landscape Architect/ Contractor
683 Masonry Craftsman/Bricklayer	209 Concrete Block Producer
610 Restoration Contractor	152 Government Agency, Testing Lab, Educational Institution, Trade Assoc.
519 Residential Construction	113 Brick Producer
468 Thin Brick/Thin Stone Applicator	101 General Rental Center

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100% EXPOSURE FOR YOUR COMPANY

World of Concrete is a legendary event with a loyal following—and our aggressive marketing strategy keeps our community growing, so that we can deliver even more qualified buyers to you.

ATTENTION-GRABBING MARKETING TOOLS INCLUDE:



Online Advertising & Social Media with more than 1.7 million impressions worldwide and over 62,600 followers across Facebook, Twitter, LinkedIn, Instagram and YouTube



Broadcast Email Campaign with more than 600,000 impressions



Collaborative Partnerships with more than 100 Media Outlets and Associations representing hundreds of thousands of end users and industry professionals



A top-ranked **Educational Program** attended by 5,000+ serious buyers



Direct Mail Campaign targeting 175,000 potential registrants



Event Cross Promotion via WOC360.COM and WOC360 bi-weekly e-newsletters



Virtual Forums and Events providing year-round online lead generating opportunities

Proven platforms to help you reconnect with your target market.

- **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 www.worldofconcrete.com to reach your audience.
- **WOC360.COM.** Advertise in the bi-weekly WOC 360 Industry eNewsletter to 187,000 or on www.WOC360.com—An Industry leading, construction community web site.
- **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.
- **Digital Pre-Show Planner.** Reaching a database of over 200,000 with critical show information in an easy-to-read digital magazine format, emailed twice before the live event.
- **Experienced Management.** Our reputation depends on your success.

SUPERCARGE YOUR ROI

Get the most value out of your time onsite with sponsorships designed to enhance your reach and impact.

Visit www.worldofconcrete.com or email exhibit@worldofconcrete.com today.



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