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When the Going Gets Tough, the Tough turn to World of Concrete 2010

Dallas, Texas - World of Concrete 2010 returns to the Las Vegas Convention Center, February 2-5; Seminars 1-5, and will continue to build upon a reputation as the ONLY annual international commercial construction show for the concrete and masonry industries. Registration for WOC 2010 is now open.

World of Concrete 2010 will showcase 1,500 indoor/outdoor exhibitors in more than a million gross square feet of exhibit space with more than 100 educational sessions, exciting product demonstrations, spectator competitions, and forums providing relevant solutions, products and technologies to WOC attendees.

Recognized by Tradeshow Week as one of the Fastest 50 Tradeshows in both 2007 and 2008, this 36th edition of WOC will feature special product and action areas including **The Producer Center**, a dedicated marketplace of materials, equipment, demonstrations, and seminars for concrete producers; **Material Handling**, offering trucks, excavators and more for material delivery, distribution, concrete placement, and earth moving; **Concrete Repair and Demolition**, featuring surface preparation products & equipment, scarifying, grinding, sawing equipment, and other demolition products; **World of Masonry**, showcasing a full range of products, tools, information, and technology for masonry professionals; and **Technology for Construction**, featuring the latest products and technologies for the commercial construction industry from top information technology and systems providers.

World of Concrete is proud to have been selected to participate in the 2010 International Buyer Program. World of Concrete Management and the U.S. Commercial Service will work closely in the global promotion of the show to bring International buyers and exhibitors together to expand business

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both domestically and overseas. As part of the program, delegations from all over the globe will attend World of Concrete to network with other international visitors as well as connect with US exhibitors interested in exporting goods and services.

“With the economy on the road to recovery, WOC 2010 will be a very important event. Companies realize they need to continue to promote their brands out in the global marketplace in order to take advantage of this recovering economic climate,” said Tom Cindric, Show Director. “WOC is a highly respected show within the industry, and will have all the top industry leaders providing products, technologies and knowledge for our attendees.”

With a strong interest in the green construction market, concrete is more relevant and important than ever to the commercial and residential construction markets. Returning in 2010 will be the GREENSITE exhibits area showcasing green build technologies and products along with interactive displays, and video by experts in green build technologies. The New Product Showcase, highlighting the #1 reason attendees come to World of Concrete -- to see the newest industry products and technologies will also be returning to WOC 2010 after a very successful debut last year. Both of these popular areas will be side-by-side for the first time in the Central Hall.

The World of Concrete Education Program is lauded as a world-class feature at the show with targeted 90-minute and 3-hour sessions including 13 targeted tracks such as Leadership & Management, Technology for Construction, Green Building, Safety & Risk Management, Finance & Money Matters and more.

MCAA (Masonry Contractors Association of America) will once again hold its annual convention concurrently with WOC. MCAA will also have several educational sessions along with two exciting events -- the International Masonry Skills Challenge and the Fastest Trowel on the Block Competition. MCAA also will have the popular Masonry Action Station providing a “how to” approach to educating attendees on various techniques specific to the Masonry industry on the show floor in the South Hall.

The 5th annual Women in Concrete Forum, presented as a breakfast this year, hosted by Concrete Construction and The Concrete Producer Magazines, will bring together hundreds of women working in the concrete construction industry to network, learn and identify issues important to them.

CIM (Concrete Industry Management) will hold the 5th annual unreserved silent and live auctions at WOC 2010 with all proceeds benefiting the National Steering Committee for CIM to support their efforts to establish, support, and sustain CIM programs at the following: Arizona State University, California State University - Chico, Middle Tennessee State University, New Jersey Institute of Technology, and Texas State University San Marcos . The auction, produced by Ritchie Bros. Auctioneers, raised \$300,000 at WOC 2009 and is looking forward to another successful event at WOC 2010.

With such a wide variety of events, demonstrations, educational sessions, networking opportunities and much more, World of Concrete 2010 will continue to create an important and vital marketplace for both attendees and exhibitors during challenging economic conditions. World of Concrete 2010 will be February 2-5; Seminars 1-5, back again in Las Vegas, at the Las Vegas Convention Center. Visit the newly redesigned and dynamic World of Concrete website, full of brand new user-friendly features, downloadable high resolution 2009 show images, and technology to help buyers and sellers connect before, during and after the show at www.worldofconcrete.com.

About Hanley Wood

Hanley Wood, LLC is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. Hanley Wood Exhibitions (Dallas) conducts events serving the industry's strongest market segments, including World of Concrete, one of the top 20 trade show events in the country.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.