

Steven Pomerantz
Marketing Manager, Hanley Wood
spomerantz@hanleywood.com
972-536-6423

FOR IMMEDIATE RELEASE

Trade Mission 2009: World of Concrete Heads to Prague and Milan

Dallas, Texas – October 14, 2009 -- 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.

Jackie James, Associate Director of World of Concrete, will travel to Eastern Europe and Italy this week, with stops in Prague and Milan, to participate in a trade mission hosted by the Las Vegas Convention and Visitors Authority (LVCVA). The primary goal is to increase participation as well as awareness for attendees and exhibitors from European countries at World of Concrete and promote the concrete and masonry commercial construction industries.

"Because World of Concrete attracts the latest products and technologies from around the globe, building our international attendee base has been a priority for us. Our show has been selected for the past five years to be part of the International Buyer Program by the U.S. Department of Commerce, and this trip is a great opportunity to continue to build brand awareness for World of Concrete," said James.

World of Concrete 2010 will showcase 1,500 indoor/outdoor exhibitors in more than a half-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.

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

Hanley Wood Exhibitions
P.O. Box 612128
Dallas, TX 75261-2128
Phone 972.536.6300 Fax 972.536.6301

www.hanleywood.com

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.

Recognized by Tradeshow Week as one of the Fastest 50 Tradeshows in both 2007 and 2008, and recently the recipient of a Grand Award for the “Most Innovative Practices” from Tradeshow Executive magazine, 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.

“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 in the global marketplace in order to take advantage of this recovering economic climate,” said Tom Cindric, Show Director.

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.

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.