

Live Masonry VENEER



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Exhibit in the Masonry Veneer Live Area

THE RIGHT EVENT

MASONRY CONSTRUCTION's Masonry Veneer Live will take place Tuesday, January 24, 2012 through Friday, January 27, 2012 at World of Concrete. This event is held over a 4-day period at the Las Vegas Convention Center. The 2012 event will be held in the North Hall, adjacent to the World of Masonry.

Masonry Veneer Live draws together key industry stakeholders, installers, masons, manufacturers and designers to help foster the growth of the masonry industry's fastest-growing product segment. Masonry Veneer Live includes products such as cast stone, brick, adhered masonry, and natural stone. Each of these veneer materials has a specific installation procedure developed to ensure a durable wall surface.

Masonry Veneer Live has three components. The **Veneer Exhibits** area is a special exhibition area within World of Masonry. Manufacturers and suppliers can come together to teach the mason contractors and installers who attend World of Masonry about masonry veneers.

The Masonry Veneer Training Zone is a unique education area. Partnering associations will offer special training demonstrations. Attendees will have the opportunity to view and learn about the most current techniques and code requirements for installation.

Artistry in Masonry Veneers is a special display area featuring "live" examples of the cutting-edge artistry that a craftsman can achieve with masonry veneers.

EXHIBITOR OPPORTUNITY

Participate this new area on the show floor! Purchase a 10' x 10' exhibit space or larger, and for an additional \$750, you can demonstrate your product in this demo area using mortar supplied by Amerimix an Oldcastle Brand.

BRINGING THE RIGHT PEOPLE

The masonry industry's most important event, World of Masonry, has all the resources and information needed to keep attendees competitive, increase their profits and strengthen their masonry operations along with many exciting demonstrations and competitions geared for the masonry industry.

HANDS-ON ACTION - 40,000 square feet of interactive exhibits for the masonry professional. Attendees get to see and try all the latest masonry products, equipment and technology.

EDUCATION - The best hands-on educational program for masonry pros, with the practical strategies and training needed to get the job, and get the job done right. Attendees can earn a Master Certificate in Masonry in as little as three days!

CONVENIENT - One-on-one access to the manufacturers attendees want to see.

WORLD OF MASONRY

Reach masonry pros of all kinds—concentrated interaction with commercial, residential, repair & specialty contractors, brick & block producers, and more. Now located in the North Hall, near Masonry-Exclusive Events in the Gold Lot with its own entrance.

1,033 Masonry/Specialty Masonry Contractor	303 Architectural/Design/Engineering Firm	347 General Rental Center
701 General Building Contractor	209 Landscape Architect/Designer	834 Distributor
553 Masonry Repair Contractor	158 Construction Management	233 Self-Retaining Wall Contractor
489 Masonry Craftsman/Bricklayer	291 Brick/Block Producer	273 Thin Brick/Thin Stone Applicator
743 Commercial/Industrial Construction	124 Government Agency, Testing Lab, Educational Instruction, Trade	433 Restoration Contractor
603 Residential Construction		

PROMOTION OF THE EVENT

World of Concrete will promote this event in all pre-show promotions. The schedule to be included in pre-show promotions follows:

Pre-Show Promotion

Comprehensive Brochure
Comprehensive Brochure Email
Target Postcards
What's New Brochure
Daily News Pre-Show Planner
Onsite Quick Brochure (logo included)
Email Promotion

Distribution

300–350,000
500–550,000
60,000
40,000
200,000
12,000 attendees
Over 250,000 email sends promoting this new area