

NEWS RELEASE

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For Immediate Release

World of Concrete honored with Trade Show Industry Gold Grand Award

Rancho Palos Verdes, Calif. – World of Concrete was awarded national honors by the leading trade show industry publication at the recent Trade Show Executive Gold 100 Awards & Summit in Rancho Palos Verdes, Calif.

Trade Show Executive (TSE) magazine recognizes the top 100 trade shows in the United States each year and gives special distinction to standouts in 13 Gold Grand Award categories. The magazine, which ranks World of Concrete as the 16th largest in the U.S., chose the commercial construction event to receive the "Most Innovative Practices" Award, basing its selection on World of Concrete's "innovations in nearly every aspect of its operations, from recycling to space sales to attendee networking."

"While so much industry recognition has been put on the fastest-growing show, the largest show, the most green or sustainable show, it is great to be recognized as the show with the most innovative

practices," said Tom Cindric, Director. "Most show organizers will agree that the reason attendees come to trade shows is to see products and innovations. Our exhibitors and attendees will be pleased to know that we make that a priority for the *World of Concrete*."

"This has not been an easy year for the trade show industry – or any other industry for that matter," said Darlene Gudea, president, Trade Show Executive Media Group. "By honoring the shows that set the Gold Standard for the exposition industry, we are not only recognizing those events that have thrived during the severe economic downturn, but also putting a spotlight on the new ideas and strategies that others can follow."

The Gold Grand Awards were announced during the annual *Gold 100 Awards & Summit*, organized and presented by *Trade Show Executive* magazine along with 29 sponsors and seven supporting industry associations. The three-day gathering drew top-level trade show executives from across the country, and culminated with the formal Awards ceremony honoring the winners.

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Photographs of the event are available upon request. Please email Kimberly Hardcastle, kimberly@marketingdesigngroup.com

Trade Show Executive magazine is the leading publication for trade show executives with more than 5,000 BPA-audited subscribers. The winner of 22 editorial and design awards, *Trade Show Executive* publishes a monthly magazine, seven directories and reference guides and the annual Gold 100 Awards Gala & Summit.