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WORLD OF CONCRETE 2012 ANNOUNCES INCREASED ATTENDANCE AT LAS VEGAS SHOW

Dallas, Texas – *January 31, 2012* – World of Concrete 2012 recently completed another successful show at the Las Vegas Convention Center January 24-27, 2012; Seminars 23-27. The well-known industry show launched a wide array of new and exciting products, equipment and events; presented more than 100 seminars in the world-class Education and Certification Program; and provided valuable networking opportunities for exhibitors and attendees.

World of Concrete 2012, the only annual international commercial construction trade show for the concrete and masonry industries, attracted 52,088 total professional registrants and showcased just over 1,200 indoor/outdoor exhibitors in more than 552,500 net square feet of exhibit space, an increase of 40,000 net square feet over the 2011 show.

“There was a very positive and optimistic buzz on the show floor. WOC 2012 has been a huge success, and based on the feedback we have received from both exhibitors and attendees, we have no doubt the economy is recovering and the commercial construction industry is well on its way to a great 2012!” said Show Director Jackie James.

Many exhibitors at WOC 2012 reported positive results and a desire to return to the show in 2013.

“Our first year at World of Concrete was beyond anything we imagined,” said exhibitor Stuart Johnson, President of Phoenix Curb Machines. “We left the show with sales, distributors, solid leads, multiple media interviews, and valuable connections.”

World of Concrete participated in the 2012 International Buyer Program for the 7th consecutive year. World of Concrete Management and the U.S. Commercial Service cooperated in the global promotion of the show to bring international buyers and U.S. exhibitors together to expand business both domestically and overseas. Delegations from all over the globe attended World of Concrete to connect with U.S. exhibitors interested in exporting goods and services in the International Business Center.

Concrete professionals had a choice of several events to attend. The **Concrete Construction Challenge** featured entertaining events that combined precision, speed and focus, including Pervious Concrete LIVE! During the Concrete Polishing & Staining Luncheon & Forum, experts in the concrete polishing industry gathered to discuss what contractors need to know to help grow business while emphasizing the importance of concrete polishing specifications.

Other events featured were **The Concrete Producer’s Challenge**, including the popular John Deere Operator’s Challenge and the Western Star Serious Trucks Challenge.

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The 10th annual **SPEC MIX BRICKLAYER 500® National** bricklaying championship was held on Jan. 25, 2012 at the World of Concrete. The 60-minute bricklaying competition features the best bricklayers in the world traveling from the U.S., Canada, Great Britain and even Australia to test their levels of skill, speed and stamina. The popular event positioned 21, 2-person teams made up of a mason and mason tender who competed to lay the most brick while meeting strict quality standards. Leif Reints of Reints Masonry Works in Neosho, MO., won first place after laying 583 bricks in one hour and took home a new FORD F-250 4x4 truck, \$5,000 cash and sponsor prizes worth thousands of dollars.

SAIA's Safety Boot Camp contestants performed a visual inspection of various types of scaffolding. These inspections simulated actual jobsite conditions that could be encountered on masonry construction jobsites.

MCAA (Masonry Contractors Association of America) held its Annual Convention at WOC. In addition to several educational sessions, MCAA featured two exciting events; the International Masonry Skills Challenge and the Fastest Trowel on the Block Competition.

"I tell everyone in the business to come to World of Concrete. If you're in the business, you should be here. I come both to buy, browse what's here and see what's new," said attendee Matthew Frank of Matthews Construction Co. in Seaford, NY. "I spend a lot of money here, it's a necessity."

For the first time at World of Concrete, Masonry Construction's **Masonry Veneer Live** was held over a 4-day period in the North Hall, adjacent to the World of Masonry. Masonry Veneer Live included products such as cast stone, brick, adhered masonry, and natural stone.

Highlights included:

The Veneer Exhibits featured leading manufacturers and suppliers of masonry veneer and related products.

The Masonry Veneer Training Zone was a unique education area where partnering associations offered special training demonstrations to teach the mason contractors and installers about masonry veneers.

Artistry in Masonry Veneers was a special display area featuring demonstrations of the cutting-edge artistry that a craftsperson can achieve with masonry veneers.

The **Concrete Surfaces & Decorative Pavilion** outdoor area featured the 10th Annual Artistry in Decorative Concrete. Leading artisans demonstrated the latest decorative concrete techniques, including stamped concrete patterns, chemical stain work, decorative finishes and much more.

All new this year, **Concrete Construction's How-to-Zone**, a 1,600-square-foot portable facility located in the Concrete Surfaces and Decorative Pavilion, included Concrete Construction Live Educational Events, such as Advances in Decorative Concrete Stenciling, How to Efficiently Lay Out and Form Steps and Contractor Clinics. Contractor Clinics offered attendees education on new techniques, material and tools presented by participating exhibitors.

Concrete Construction magazine's third annual Decorative Concrete Tool Demonstration featured a live action area in which attendees learned how to use new tools and accessories in

decorative concrete applications. Tool demonstrations included dry diamond polishing, hole coring, engraving, forming and others.

The editors of **Concrete Surfaces** hosted the *Concrete Polishing Demonstration Area*, which featured the latest in the expanding industry of concrete floor polishing. Demonstrations focused on surface preparation, achieving reflectivity, quality control, testing and more.

In addition to the Concrete Polishing Luncheon & Forum, World of Concrete offered two other luncheons: *Quality in Slabs Luncheon* and *Women in Concrete Luncheon & Forum*. Industry leaders discussed job growth at the Women in Concrete Luncheon while the Quality in Slabs Luncheon focused on defining quality in slabs beyond just flatness and levelness.

Unique to WOC is the outdoor exhibits and demonstration area – the chance to see equipment and technology in action. This high-energy, high-impact area allowed attendees to test products under real jobsite conditions—giving them the knowledge they need to make educated purchasing decisions. Construction pros were able to preview and test the latest products, such as trucks, cranes, decorative concrete, surface preparation equipment, walk-behind power trowels and shot blasters.

"We are here to see the new equipment. It's great to be able to go outside and actually test it. It helps us with our buying process," said attendee Cliff Mayo Senior of Mayo Concrete Inc., Grand Junction, CO.

New to WOC 2012, the **CASE Triple Threat Rodeo National Championship**, located in the Gold Lot, featured 60 finalists vying for a \$110,000 prize. Attendees watched the finalists compete with Case's latest models on the same course for prizes and gifts from Case Construction. The Sasquatch Challenge matched attendees' skills against the Jack Links Sasquatch in the new D Series mini-excavator. The fastest time won a custom parts locker filled with \$1,000 in Jack Links jerky. In the RAM Truck Zone, attendees got into the seat of the newest 2012 model RAM worksite trucks. Octavio Miranda, of Ancaster, Ontario, was named the Case Triple Threat Rodeo North American Champion and won a 2012 Ram 2500 truck for himself and a new Case TR270 compact track loader and a Towmaster trailer for his sponsoring company, L.M. Enterprises. Owner/operator Allan Long, of Summerhill, PA, placed second and won a U.S. \$5,000 CNH Capital rewards card. Lloyd Leshner of Casper, WY, took third place, and received U.S. \$1,250 in cash for himself and a U.S. \$2,500 CNH Capital Card for his sponsoring company, Andreehunt Construction. First-, second- and third-place finishers also received custom belt buckles recognizing their performance.

World of Concrete provided attendees a world-class **Education Program** sponsored by White Cap Construction Supply with expert-led seminars, packed with leading-edge advice on how to reduce costs, improve profits and save time!

"In addition to the show floor, I go to a few seminars. The information presented is very helpful to keep our business competitive. I get exactly what I come here for," said attendee Mike Wisniewski of Eau Claire, WI.

The **Product Showcase** gave attendees an opportunity to be among the first to see the latest industry products and technologies.

"This is where you come to get exposure with the right buyers. I've generated a lot of leads through World of Concrete," said exhibitor Jan Marcus of Chicago Pneumatic, Independence, OH.

Those with a love of history joined the **Hoover Dam Bypass Editorial Tours** to learn about the project's challenges as well as the admixtures used in the project's mix designs.

CIM (Concrete Industry Management) held its annual unreserved silent and live auctions at WOC 2012 with all proceeds benefiting the CIM Program. The silent and live auctions raised a total of \$617,750, a record number to support the education program. The live auction attracted more than 400 on-site and online bidders from around the world and raised \$558,000—surpassing the annual auction's previous record by more than \$185,000.

The 10th Annual "Most Innovative Products" Contest showcased the best new products of 2012. Attendees browsed product entries at participating exhibitors' booths and cast their votes at the show or online to determine the most "innovative product of the year."

Exhibitor Clark Workman of Rebar Machine Sales & Service, Las Vegas, NV, said that World of Concrete is vital to his company. "It's the place to be and show your face. It's also good for customers to come up and talk to us directly. They can ask the people behind the equipment more in-depth questions," he said.

World of Concrete 2012 debuted its **Mobile App** this year to positive response from exhibitors and attendees. The free app allowed attendees to quickly find exhibitors, seminars and events, speaker information, and more from iPhones, iPads, Androids and Blackberry devices. Users were also able to connect to WOC Facebook and Twitter feeds, hotel/transportation options, local restaurants/venues and more.

To honor hardworking crews in the construction industry, World of Concrete created the "**Crews That Rock**" contest sponsored by BASF for WOC 2012. Crews submitted stories and photos of their inspiring projects from the past year. On Dec. 19, 2011, First Place was awarded to Southwest Tech Bricklaying & Masonry program, of Fennimore, WI, for the Memory Walk at the Grant Regional Health Center Foundation. Second Place was awarded to Stark Excavating Inc., of Champaign, IL, for the company's pour project at the Kirby Hospital Medical Center and Carle Clinic. Impressions Concrete, of Ottawa, Canada, was named the Third Place winner for the company's assistance to families that were victims of fraudulent contractors. All winners received an airline credit and room nights in a Las Vegas hotel during WOC 2012, seminars, and a bag of WOC/BASF swag and were honored at the show in the BASF booth.

About World of Concrete

World of Concrete is the industry's ONLY annual international event dedicated to the commercial concrete and masonry construction industries. Featuring indoor and outdoor exhibits with the industry's leading suppliers showcasing innovative products and technologies, exciting demonstrations and competitions, and a world-class education program. Visit www.worldofconcrete.com for complete show details.

About Hanley Wood

Hanley Wood is comprised of four platforms: Business Media, which publishes more than 30 magazines, featuring *Builder*, *Remodeling* and *Architect* magazine, along with related Web sites, e-newsletters, and conferences; Exhibitions, which produces marquee events, such as World of Concrete, bringing residential and commercial construction professionals face-to-face with manufacturers, suppliers, distributors, and service providers, and also manages events in other industries; Market Intelligence, which collects and aggregates proprietary data sets that capture hundreds of pieces of profile and material information about housing developments in more than 75 housing markets; and Marketing, which plans, creates, and executes strategic and integrated marketing solutions for its clients. Visit www.hanleywood.com.