

GRAB THE OPPORTUNITY TO SEIZE THE MOMENT

Put the power and precision of your industry's most important annual international tradeshow to work for you. World of Concrete delivers the full range of concrete and masonry professionals—and with them, the unique opportunity to generate leads, raise brand value and do business with qualified buyers. The sales success you're after is within reach. **GRAB IT.**



ENGAGE QUALITY BUYERS.

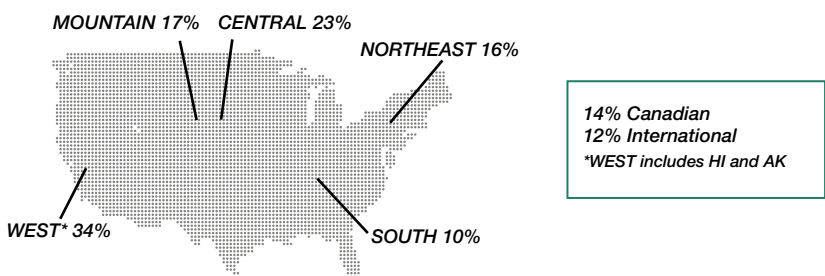
WOC buyers get down to business. 57% of registered firms have annual contracts or projects valued at \$500,000 to \$10 million+, and they come ready to spend. 31% of firms in attendance estimate their replacement budget for equipment, trucks, tools and accessories at \$500,000 to \$10 million+.



MAXIMIZE MARKET EXPOSURE.

At World of Concrete, selling opportunities abound. Be here to grow and expand your business by tapping into these markets: Commercial Construction; Material Handling; Concrete Production; Decorative Concrete; Repair & Demolition; Concrete Surfaces & Hardscapes; Green Build and Information Technology.

GEOGRAPHIC BREAKDOWN OF BUYERS:



CAPTURE THE SALES POTENTIAL.

Post-show survey results indicate that World of Concrete attendees plan to purchase these items within the next 12 months:

- Accounting & Estimating Software
- Admixtures
- Aggregate
- Cement
- Cleaning Equipment & Supplies
- Coatings
- Color Pigments
- Compressor, Pneumatic and Hydraulic Tools
- Computer Hardware, Software and Peripherals
- Concrete & Mortar
- Construction Equipment & Supplies
- Construction Vehicles
- Construction Services
- Crack Repair Materials
- Curing Compounds and Equipment
- Estimating and Bidding Software
- Finishing/Texturing Tools, Formwork and Scaffolding
- Forms
- Logo Clothing Branding for Companies
- Masonry Products
- Molds
- Promotional Products
- Pumping Accessories
- Pumps
- Reinforcement Accessories & Tools
- Safety Clothing
- Saws
- Scarifying Equipment
- Screeds
- Sealers
- Stains
- Stamping Tools
- Testing Equipment, Materials & Services
- Tools
- Waterproofing & Damp-Proofing Materials
- Wireless Technology

UNLEASH THE PURCHASING POWER.

- 23%** Specify products to be purchased
- 53%** Make or approve product purchases



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GET LEADS

Be where the buyers are. Targeted show segments bring steady, relevant traffic right to you.

REACH CONCRETE PROFESSIONALS ACROSS THE INDUSTRY.

More than 50,000 serious buyers and key decision-makers from every segment of the concrete and masonry industries come to World of Concrete to better their businesses. For maximum visibility and sales effectiveness, make sure they find you here.

6,302 Concrete Contractor	2,598 Commercial/Industrial Construction	919 Other Heavy Construction
3,361 General Building Contractor	1,314 Paving/Highway/Bridge Construction	1,319 Foundations Contractor
2,322 Specialty Concrete Contractor	1,636 Concrete Cutting	442 Tilt-Up Concrete Contractor
2,991 Repair & Demolition Contractor	2,003 Decorative Concrete Contractor	493 Construction Management
1,112 Concrete Pumping Contractor	641 Architectural/Engineering Firm	2,392 Distributor
829 Public Works	203 General Rental Center	1,502 Concrete Coatings Applicator
2,032 Residential Construction	439 Landscape Architect/Contractor	364 Government Agency, Testing Lab, Educational Institution
339 Shotcrete Contractor		1154 Concrete Polishing Contractor
297 Precast Concrete Erector		112 Pervious Concrete Installer

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.

776 Masonry/Specialty Masonry Contractor	257 Architectural/Design/Engineering Firm	85 General Rental Center
635 General Building Contractor	155 Landscape Architect/Designer	834 Distributor
496 Masonry Repair Contractor	121 Construction Management	160 Self-Retaining Wall Contractor
420 Masonry Craftsman/Bricklayer	155 Brick/Block Producer	230 Thin Brick/Thin Stone Applicator
671 Commercial/Industrial Construction	126 Government Agency, Testing Lab, Educational Instruction, Trade	382 Restoration Contractor
538 Residential Construction		

TECHNOLOGY FOR CONSTRUCTION

New technology and eager buyers go hand-in-hand—and World of Concrete brings them together here, delivering an audience of high-level decision-makers who are on the lookout for newest cost-, time- and money-saving efficiencies. Launch your innovations here.

561 Architectural	747 Design/Build	100 Government Facility Management
1,213 Engineering	327 Developer	75 Mapping/GIS
959 Construction Management	877 General Contracting	118 Mechanical/Electrical
815 Civil Structural		

MATERIAL HANDLING

If you manufacture or supply equipment, trucks, loaders, backhoes, aerial work platforms, mini-excavators, cranes or other equipment used for material delivery, distribution, concrete placement and earth moving, this is the place for you. Make it an integral part of your selling strategy.

REPAIR & DEMOLITION

Repair and demolition specialists come here to see a complete selection of equipment and products for commercial, industrial and residential concrete roads, slabs and other concrete structures.

PRODUCER CENTER

Producers of ready-mix, precast, block, prestressed concrete, materials suppliers do business in this targeted marketplace. Exhibit here, and they'll do business with you.

1,044 Ready-Mix Concrete Producer
615 Precast Concrete Producer
214 Prestressed Concrete Producer
237 Concrete Block Producer
574 Distributor
959 Materials Supplier*

(*Cement, aggregate, admixtures, reinforcing steel, prestressing strand)



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GO BIG

Put our lineup to the test. Special areas gives you an unmatched opportunity to build brand and demonstrate your products in a get-it-done environment that really shows them off.



COMMAND ATTENTION IN THE OUTDOOR EXHIBITS AREA.

Demonstrate your equipment and technology for thousands of attendees. The high-energy, high-impact atmosphere mimics the conditions found on real jobsites. Buyers see your product in action, and come away with the knowledge and hands-on experience to make the right buying decisions. Serious construction pros come here to see:

Trucks
Skid Steer Loaders
Forklifts
Buggies
Cranes
Decorative Concrete
Stamping
Staining
Power Saws
Wall Saws

Screeds
Surface Preparation Equipment
Walk-Behind Power Trowels
Ride-On Power Trowels
Compactors
Vibrators
Scarifiers
Batch Plants
Mixers
Hoists

Boom Trucks
Scaffolding Platforms
Scrapers
Grinders Vacuums
Shot Blasters
Pumps
Waterproofing
Sprayers
Drilling and Demolition Tools
And More...

Order a slab, wall, sandbox or custom prop to demonstrate your products.

“World of Concrete is a “must exhibit” show for companies in the concrete industry. It allows us to showcase our products and services and see what the rest of the industry is doing. It pays for itself every time.”

-Holcim



PRODUCT SHOWCASE



Make sure your products and technology take center stage at the WOC

Product Showcase, where attendees get a first-hand preview of this year's offerings and learn where to find them on the show floor. Prominently located in the registration lobby, this area attracts thousands of visitors throughout the week, elevating your brand and driving traffic right to your booth.



WORLD OF CONCRETE
WORLD OF MASONRY | TECHNOLOGY FOR CONSTRUCTION

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WORLD OF CONCRETE MASONRY

There's only one "Most Important Event in Masonry," and it's happening right here. Held concurrently with the Mason Contractors Association of America's (MCAA) annual convention, this comprehensive masonry marketplace connects you with the heavy hitters and top buyers who can mean more business to you. Here masonry professionals find:



HANDS-ON ACTION.

40,000 square feet of interactive exhibits for the masonry professional. Show thousands of targeted attendees the latest masonry products, equipment and technology.



MASONRY CONSTRUCTION'S CHALLENGES.

Bringing thousands of attendees to watch some of the most exciting outdoor events highlighting the Masonry industry.



CONVENIENT.

One-on-one access to the Masonry customers you want to see.

"World of Concrete is a good source for new business every year because all the key players in the industry are here."

Applied Systems Associates, Inc



MCAA SEMINARS & EVENTS



In addition to holding its annual MCAA

Convention during World of Masonry, MCAA will partner with World of Concrete in the Educational Program. Several popular MCAA sessions will combine with exciting outdoor events and competitions, including the International Masonry Skills Challenge and the Fastest Trowel on the Block. Certification is available.



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DEMAND RESULTS



The most aggressive marketing and promotional campaign in the industry delivers serious, high-quality buyers—translating into onsite sales for you. Campaign features include:

- **Multi-tiered direct mail**—more than a million targeted impressions.
- **Web Power!** The WOC website, www.worldofconcrete.com, gets over 3 million page views per year, with over 10,000 non-U.S. page views monthly from International attendees and delegations.
- **Trade advertising blanketing the marketplace**—including leading international industry publications, such as Concrete Construction, The Concrete Producer, Concrete & Masonry Construction Products, and Public Works—more than 3 million impressions worldwide.
- **Print & Electronic exposure** to European, Latin American and Asian markets.
- **Promotion of World of Concrete's top-ranked Educational Program**—attended by upwards of 8,000 serious buyers.
- **Broadcast email blasts and website advertising.**
- **Cooperative marketing with our co-sponsoring trade associations and supporting organizations**—direct and electronic campaigns.

MAXIMIZE YOUR ROI.

- **Attendee Mailing List**—Rental access for pre- and post-show promotions.
- **HanleyWoodCONNECT**—An online tool that helps you during and after the show. Search registered attendees; send targeted emails featuring your new products; set appointments in advance; and more—it's that easy! Complete your booth space contract to receive your complementary allotment of e-mails and appointments, based on your booth size.
- **Web Listing**—Descriptive company listing on www.worldofconcrete.com.
- **Exhibitor Invitations**—Offer special pre-show Exhibits-Only admission to your customers and prospects.
- **Press Relations**—Free media lists, press conference space, product publicity, press kit distribution and staffed onsite Press Room.
- **Exhibitor Service Manual Online**—All the information you need to have a successful show.
- **International Business Center**—Services to assist international visitors to do business with U.S. manufacturers.
- **Program & Exhibits Guide/Floor Plan**—Complementary company listing.
- **Experienced Show Management**—Your success is our top priority.

BUILD ON THE STRENGTH OF WORLD OF CONCRETE.

Take advantage of cost-effective branding sponsorship and advertising opportunities to maximize your exposure—and your return on investment. For details on traffic-boosting packages, visit our website:

www.worldofconcrete.com or email; sponsorships@worldofconcrete.com

TRADESHOWS MAKE SENSE.

More than any other selling strategy, trade shows bring buyers and sellers together in a focused, efficient and highly cost-effective business environment. In fact, according to the Center for Exhibition Industry Research (CEIR - www.ceir.org), closing a deal from a personal sales call costs almost twice as much as closing an exhibition lead.

CO-SPONSORING ASSOCIATIONS

American Concrete Institute; American Concrete Pavement Association; American Concrete Pumping Association; American Shotcrete Association; American Society of Concrete Contractors; Associated Construction Distributors International; Basement Health Association (formerly NAWSRC); Canadian Ready-Mixed Concrete Association; Concrete Foundations Association; Concrete Reinforcing Steel Institute; Concrete Sawing & Drilling Association; International Concrete Repair Institute; International Grooving & Grinding Association; Portland Cement Association; Post-Tensioning Institute; Precast/Prestressed Concrete Institute; Tilt-Up Concrete Association; Wire Reinforcement Association

SUPPORTING ORGANIZATIONS

Expanded Shale, Clay & Slate Institute; Insulating Concrete Form Association; Fiber Reinforced Concrete Association



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