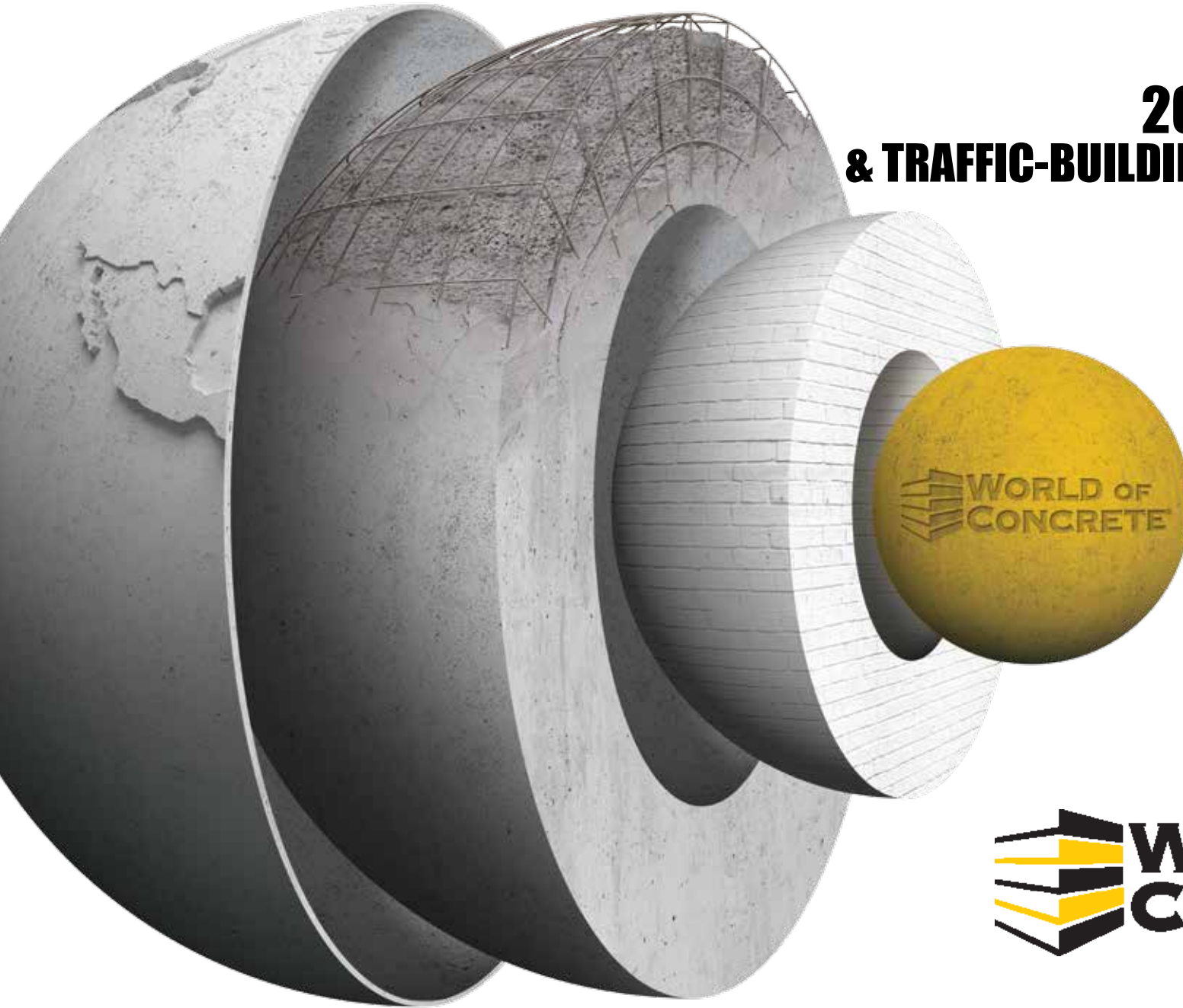


2018 SPONSORSHIP & TRAFFIC-BUILDING OPPORTUNITIES



informa
exhibitions

DIGITAL



CUSTOM PUSH ALERTS

\$1,325

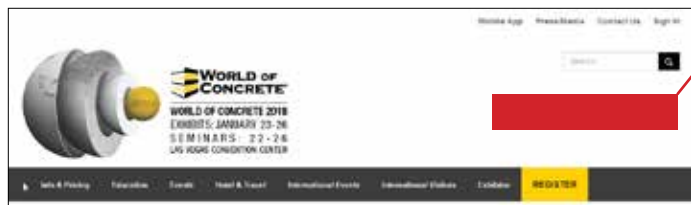
Engage show attendees and drive onsite booth traffic with a custom push alert! Attendees receive notifications through the WOC mobile app, and it's a great way to let them know about current promotions, an in-booth product demo, or a booth giveaway. These sell out fast!



BOOTH VIDEO

\$4,200

Showcase your product or company in a fully produced and edited one-to-two minute professional video, delivered to you electronically. We shoot and edit your video for you, then we distribute your video through the World of Concrete app after the event. Additionally, we post it on our YouTube channel. You receive ownership rights to the finished video, script approval, and review rights.



EXCLUSIVE

WEBSITE HOMEPAGE SPONSOR

\$8,900

Exclusive logo placement at the top of every page on the WOC website. Your logo will appear in the header of all web pages and can be linked to your URL or online booth profile. Excellent branding opportunity.

MOBILE APP GOLD SPONSOR

\$29,400

Maximum Exposure on the Mobile App! Launch screen graphic, watermark logo on event and seminar schedule, logo in attendee promotion, logo on show website, rotating banner and landing page ad, logo on floor plan, video in exhibitor profile, and highlighted listing in exhibitor search. Online, your company logo appears in listing, exhibitor search lists, and online floor plan, video, product previews, and show specials.

MULTIMEDIA PACKAGE

\$5,775

Engage attendees with a branding opportunity in the WOC mobile app and drive traffic to your company website and onsite booth.

As the sponsor, you will receive:

- Rotating banner ad on app dashboard
- Full-screen landing page ad
- Enhanced exhibitor mobile profile
- Upgraded online booth profile on WOC show website



ONLINE DISPLAY RETARGETING

50,000 impressions = \$2,000
100,000 impressions = \$4,000

Remind prospective attendees about your company and products even when they aren't on the WOC website with Retargeting Ads. These ads will display on other sites attendees visit (like CNN, Wall Street Journal, etc), and will keep your message in front of prospective buyers.





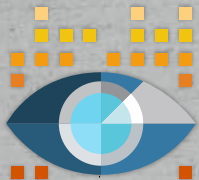
World of Concrete Pixe Photo Booth

Facebook Usage and ROI Analysis for the period January 17-20, 2017

The World of Concrete Pixe Photo Booth, powered by a2z, provided attendees a fun opportunity to share their experiences with their friends on social media from the 2017 event. **1,832** photos posted from the photo booth extended the event's reach to **759,923** fans on Facebook.

WoC Photo Booth Driven Visibility on Facebook

1,420,000
Impressions



Brand Visibility

2,518



Likes, Shares,
& Comments

60,150



Users Engaged

759,923

People Reached



Brand Reach



pixe social

a2zInc

Copyright a2z, Inc. 2017 All rights reserved.

pixe social

\$28,000

What's it worth to you to have your logo seen by more than 1 million people? That's how many impressions PIXE Social generated for WOC 2017! Boost your brand engagement and significantly expand your social media presence by sponsoring PIXE Social. This exceptional marketing opportunity includes a step-and-repeat backdrop with your logo and the WOC logo, where PIXE employees will photograph attendees, then share the photos on your Facebook page and the WOC Facebook page.





PREMIUM WEB AD

\$8,500

Feature your banner ad on the MOST prominent page of the WOC website with a custom web ad located above the fold. Your ad will link back to your company website, and we provide full metrics after the show.

Your
Premium
Web Ad
Here



SHARED E-BLAST

Pre-Show - \$3,000
Post-Show - \$3,000
Top 4 Spots- \$500 Premium Charge

Feature your company's information in an attendee shared eblast sent to ALL attendees and prospects. Average open rate for these emails is 34%. Ten spots per email. Top Spots fill up fast!



SPONSORED FACEBOOK POST

Price per post - \$350
4 posts - \$1,200

Attach any post, any status, any ad to the top of the World of Concrete page. This positioning will allow our 15,000 + Facebook audience to see your post right away. **Post will remain pinned to the top of the WOC FB page for 7 days.***

***You may purchase non-consecutive weeks in June through January.**

SPONSORED TWITTER POST

Price per post - \$450
4 posts - \$1,600

Pin your booth number, advertisement, or your latest product to the top of the World of Concrete Twitter page, where 23,000 + followers will see your message! Create a unique hashtag for your company to gain more attention. Ad size **180 x 150 pixels**.



World of Concrete @WorldofConcrete · 14 Nov 2016

The @Putzmeister booth @ #WOC2017 will feature the redesigned 47Z, the newest model added to their innovative, next generation of boom pumps



5



10



TARGETED E-BLAST

\$5,250
Scheduled times available one month prior to show

Your target...your message! Select the pre-registrants you want to target, and we will send your html email message to up to 5,000 of them. Average Open Rate is 24%.





UPGRADED ONLINE BOOTH PROFILE

\$785

A simple, affordable way to boost your click-through rate and improve your SEO!

You will receive the following:

Online

- Company Logo on Floor Plan
- Company Logo in all exhibitor listings – by alpha, keyword, and by product category
- Company Logo on online floorplan
- Up to three company Videos in your exhibitor profile
- Up to five Press Releases in your exhibitor profile
- Up to three Show Specials in your exhibitor profile
- Up to five featured Product Listings in your exhibitor profile

Mobile App

- Booth Profile highlighted on the exhibitor list
- Company Logo shown on the WOC mobile app floor plan

INDOOR

8-SECOND BIG SCREEN SPOT

\$6,300

LOCATED INSIDE THROUGHOUT THE LVCC

BIG SCREENS, BIG IMPACT Don't miss this opportunity to spread the word about your brand **THROUGHOUT** the entire LVCC! Your message will appear on 14 screens located throughout the Las Vegas Convention Center with your custom 8-second message! Five Full Days of Exposure: Four show days and one Education-only day! Great for company branding and driving traffic to your booth.



For artwork specs & submission, contact:

Tyler Johnson, Sr. Operations Manager at tyler.johnson@informa.com
Artwork Submission Deadline: 11/7/17

BADGE PICK-UP COUNTERS

\$8,400

Located in the Grand Concourse, Central & South Lobbies

More than 25,000 pre-registered attendees will visit one of these stations to pick up their badges prior to entering the show. Prominently display your company logo or advertisement on the Badge Pick-Up Counters in three locations. Production included.



For artwork specs & submission, contact:

Tyler Johnson, Sr. Operations Manager at tyler.johnson@informa.com
Artwork Submission Deadline: 11/7/17

Dimensions: Up to 40" W x 23" H

BANNERS



LOCATED INSIDE THROUGHOUT THE LVCC - Various locations - call for pricing

Located throughout the LVCC, for everyone to notice as they enter and navigate their way through the show. You are guaranteed to have your message seen if you purchase one of these high-visibility banners.

Dimensions: 24' W x 5' H

Deadline: 11/7/17

Email artwork to:

**Tyler Johnson, Sr. Operations Manager at
tyler.johnson@informa.com**

DOUBLE-SIDED LOBBY BILLBOARD SIGNS



\$6,300

LOCATED IN THE NORTH, SOUTH, OR CENTRAL LOBBIES

Advertise on a strategically placed, double-sided billboard in a high-traffic area-- the lobby. Whether you're launching a new product or just want to drive traffic to your booth, these signs are sure to attract attention! Production Included.

Dimensions: 38 1/8" W x 96" H

Deadline: 11/7/17

Email artwork to:

**Tyler Johnson, Sr. Operations Manager at
tyler.johnson@informa.com**



INDOOR COLUMN WRAPS

Call For Pricing
LOCATED IN THE LOBBY

Column wraps are a great way to display your message. Use for simple branding, a terrific ad space, or purchase several in a row for a sequential advertising campaign or to drive traffic to your booth.

Package pricing available if purchasing multiple column wraps.

Dimensions: 7'11" W x 12' H Art Submission Deadline: 11/7/17

Email artwork to:
Tyler Johnson, Sr. Operations Manager at
tyler.johnson@informa.com



ROTATING LIGHTED KIOSK

\$3,675 FOR INDIVIDUAL PANELS
\$8,000 FOR ALL 3 PANELS

Located in the North, Grand Concourse or South Lobby

Stand out from the crowd with your company advertisement and booth number, beautifully displayed on one or more panels of a 3-panel rotating lighted kiosk. Purchase one panel, or save and purchase all three panels! Production included.

Dimensions: 46" W x 67" H Art Submission Deadline: 11/7/17

Email artwork to:
Tyler Johnson, Sr. Operations Manager at
tyler.johnson@informa.com

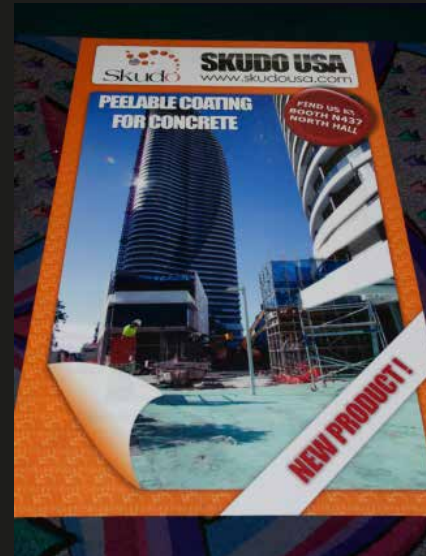
FLOOR GRAPHIC EXHIBIT HALL

1 Graphic - \$2,100

3 Graphics - \$5,250

Place advertising at attendees' feet on the show floor at World of Concrete. These 3' x 5' floor graphics promote your company and double as great directionals to your booth. Production included. Purchase a set of three for additional savings!

**Placement requests will be honored if possible, but final placement will be determined by Show Management.*



Dimensions: 3' W x 5' H
(Horizontal or Vertical with 0.25" Bleed)
Art Submission Deadline: 11/7/17

Email artwork to:
Tyler Johnson, Sr. Operations
Manager at
tyler.johnson@informa.com

Dimensions: 3' W x 5' H
(Horizontal or Vertical with 0.25" Bleed)
Art Submission Deadline: 11/7/17

Email artwork to:
Tyler Johnson, Sr. Operations
Manager at
tyler.johnson@informa.com

LOBBY FLOOR GRAPHIC

1 GRAPHIC - \$2,425

3 GRAPHICS - \$6,075

LOCATED IN THE NORTH, SOUTH OR GRAND CONCOURSE LOBBIES

Place advertising at attendees' feet on the lobby floor at World of Concrete. These 3' x 5' floor graphics promote your company and double as directionals to your booth. Production included.

Purchase a set of three for additional savings!

**Placement requests will be honored if possible, but final placement will be determined by Show Management.*

OUTDOOR



OUTDOOR FLOOR GRAPHICS

CALL FOR PRICING

Your message on a high quality, traffic-proof graphic! Use it to direct traffic to your booth, promote a booth giveaway, or announce a new product! Great for building excitement and creating a buzz. These graphics are custom made to order. Call for details!

Art Submission Deadline: 11/7/17

Email artwork to:

Tyler Johnson, Sr. Operations Manager at tyler.johnson@informa.com

OUTDOOR COLUMN WRAPS

Standard 7'11" W x 12' H - \$6,300

Shuttle Bus Drop Off - \$5,800

Column wraps are a great way to display your message. Use for simple branding, a terrific ad space, or purchase several in a row for a sequential advertising campaign or to drive traffic to your booth. Taxi Stand and most Courtyard columns are Standard 7'11" W x 12' H. Package pricing available if purchasing multiple column wraps.

Dimensions: See Above Dimensions Art Submission Deadline: 11/7/17

Email artwork to:

Tyler Johnson, Sr. Operations Manager at tyler.johnson@informa.com



PARK BENCHES

Package of 2 for \$500. Each additional \$250

LOCATED IN THE COURTYARD

Take a seat! Attendees need to grab a seat and rest in between visiting booths and looking for product! Put a vinyl graphic banner on a park bench in the heavily traveled courtyard for extra exposure at a terrific price point! Production included. Size: 48" wide x 15" high.

Dimensions: 48"W x 15"H

Art Submission Deadline: 11/7/17

Email artwork to:

Tyler Johnson, Sr. Operations Manager at tyler.johnson@informa.com



OUTDOOR BANNERS

Taxi - \$7,500; Shuttle Drop Off - \$8,400

Building Banner (10' H x 20' W) - \$10,500

Building Banner (20' H x 30' W) - \$31,500

Banners are outstanding vehicles to share your marketing message with the industry! We have banners in every size and configuration, with a huge selection of exterior banners. Choose an attention-grabbing banner on the North or South Hall, or go with one of our new offerings in the Taxi and Shuttle Drop off areas. With a wide range to choose from, our banners come in all shapes, sizes, and locations. Call us today to discuss your options! Production Included.

Dimensions: 10' W x 10' H Minimum

Art Submission Deadline: 11/7/17

Mail artwork to:

Tyler Johnson, Sr. Operations Manager at tyler.johnson@informa.com

**Contact your Account Executive for additional sizes, locations and pricing.*

SHOW FLOOR



Dimensions: 59" W x 11" H
Art Submission Deadline: 11/7/17

Artwork Submission:
Email artwork to:
Tyler Johnson,
Sr. Operations Manager at
tyler.johnson@informa.com

AISLE SIGNS

1 Sign, Non-Entrance Aisle - \$2,100

1 Sign, Entrance Aisle - \$3,250

3 Signs, Non-Entrance Aisles - \$5,250

3 Signs, with ONE Entrance Aisle - \$6,250

A simple and cost-effective way to broaden your company's exposure and expand your footprint at the show at a terrific price point. Your logo will be seen from the front and back of the hall on double-sided aisle signs, guaranteeing maximum impressions throughout the entire event. Maximize your presence by selecting the Entrance Aisle. Purchase a set of three aisle signs for additional savings!

- Your logo will be featured on the bottom of a double-sided aisle sign
- Live area is 11" H x 59" W
- Horizontal logo format highly recommended

*Placement requests will be honored if possible, but final placement will be determined by Show Management.

CUSTOM



3150 LOUNGE EXPOSURE

\$21,000

Promote your brand with a specialty branded cocktail! Includes your logo on beer cups, cocktail napkins, and signage at the bar. Production Included.

Art Submission Deadline: 10/3/17

*Contact your Account Executive for more details.



COFFEE CART

\$15,750

Call for details about this specialty sponsorship! Includes coffee, coffee cups, and coffee sleeves with your logo.

Art Submission Deadline: 10/3/17

*Contact your Account Executive for more details.



RESTAURANT EXPOSURE - ACE'S

CALL FOR PRICING - LOCATED IN THE SOUTH HALL LOBBY

Brand Ace's Restaurant. You'll get the main entrance marquee, six full column wraps, fifty table skins, seating area wall graphic, logo soda cups, logo dinner napkins, logo coffee cups and sleeves, and logo bottled water.

Art Submission Deadline: 10/3/17

*Contact your Account Executive for more details.

RESTAURANT EXPOSURE - LUCKY'S

CALL FOR PRICING - LOCATED IN GRAND CONCOURSE LOBBY

Excellent Branding Opportunity! Two digital monitors at the entrance of the restaurant, six full column wraps, two half-column wraps, entrance ceiling soffit, table skins, logo soda cups, logo dinner napkins, logo coffee cups and cup sleeves, logo bottled water.

Art Submission Deadline: 10/3/17

*Contact your Account Executive for more details.



THE LOUNGE - Relax, Recharge, Rejuvenate

LOCATED IN NORTH HALL, SHOW FLOOR - Cost: \$3,450

Attendees can rejuvenate head-to-toe while charging their phones or tablets. The Lounge is the place to Relax, Recharge and Rejuvenate during the show. It is located on the show floor and a great place to demonstrate your products and services to show attendees.

Participating Sponsor Benefits:

- Mention in attendee print brochures with logo
- Mention in attendee digital brochure with logo link
- Mention with logo in one shared, pre-show, attendee eblast sent to all pre-registered attendees
- Mention in Program & Exhibits Guide
- Mention in Pre-show Planner
- 22" x 28" Sign (Courtesy of _____ Booth # _____)



Art Submission Deadline: 11/7/17

*Contact your Account Executive for more details.

Exhibitor Demonstration Marketing Program

\$7,500

WOC will offer exhibiting companies an opportunity to have their demonstrations featured on the exhibit floor. The program will highlight exhibitors offering scheduled presentations within their booth in pre-show, onsite and post-show marketing.

PRE-SHOW BENEFITS:

- A dedicated section on www.worldofconcrete.com will include each participating exhibitor's demonstration, including a description, demonstration, schedule and company logo linked to their website.
- The WOC Attendee Brochure emailed in December to more than 50,000 past and potential attendees will include demonstration descriptions, schedule and company logo.
- Dedicated Email Marketing – Extensive attendee promotional campaign. Four pre-registrant emails will feature participant logos and link to the Exhibitor Demos web page on WOC website.
- Exhibitor Demos icon designation and color-shaded booth in online floor plan and printed Program & Exhibits Guide floor plan.

ONSITE BENEFITS:

Brand Recognition via:

- Icon and schedule for EXHIBITOR DEMONSTRATIONS on mobile app
- Program & Exhibits Guide will include the demonstration description and schedule along with your company logo.
- Free-standing schedule signage with company logo located in North, Central and South Hall lobbies.

POST-SHOW:

- Thank you email to all attendees include mention of exhibitor demonstration participants and link to WOC website Exhibitor Demos page.

For details, contact Kevin Archibald, Show Manager at 972.536.6368 or email kevin.archibald@informa.com