



**Exhibits: February 4-7; Education: 3-7
Las Vegas Convention Center**



2020 SPONSORSHIP/MARKETING BROCHURE

www.worldofconcrete.com



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MOBILE APP GOLD SPONSOR



\$26,250

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

\$6,300

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

Includes:

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

CUSTOM PUSH ALERTS

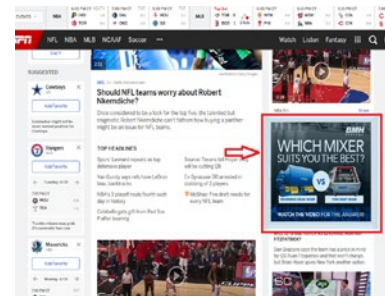
\$1,550



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!

ONLINE DISPLAY RETARGETING

50,000 impressions = \$2,400
100,000 impressions = \$4,500



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 that attendees visit (like CNN, Wall Street Journal, etc), and will keep your message in front of prospective buyers.

PREMIUM WEB AD

\$8,950

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.

YOU CAN'T COMPETE WITH THE REAL THING

This is World of Concrete -- a true foundation for the entire concrete and masonry industries and the first and most important annual international event of the year. It's everything you need and nothing you don't. Put in four high efficiency, low cost, smart work days at WOC 2017 and you'll see your bang/buck ratio go through the roof.

Something for everyone:

WOC will once again feature special product and action areas, including The Producer Center, a marketplace of materials, equipment, services, and seminars for concrete producers. Material Handling, offering trucks, excavators and more for material delivery, distribution, concrete placement, and earth moving. Concrete Repair & Demolition, housing a display of surface preparation equipment, scarifying, grinding, sawing equipment, and other demolition products. World of Masonry, showcasing products, tools, information, and technology for masonry professionals. Technology for Construction, featuring the newest products and tools for the commercial construction industry from top information technology and systems providers. And Concrete Services & Decorative, showcasing the diversity of decorative

Your
Premium
Web Ad
Here



TARGETED E-BLAST

\$5,800

Exclusive E-Blast -- Your target audience.... 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%.



SHARED E-BLAST

Pre-Show - \$3,150
Post-Show - \$4,200
Top 3 Spots - \$500 Premium

Feature your company's information in a shared e-blast sent to ALL pre-registered attendees or all attendees post-show. Average open rate for these emails is 34%. Ten spots per email. Top Spots fill up fast!



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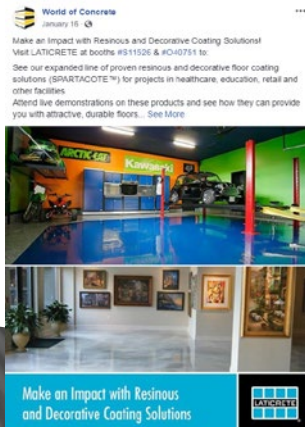


FACEBOOK

SPONSORED POST

Price per post - \$400

Attach any post, any status, any ad to the top of the World of Concrete page. This positioning will allow our 21,000+ Facebook audience to see your post right away.



TWITTER

SPONSORED POST

Price per post - \$500

Pin your booth number, advertisement, or your latest product to the top of the World of Concrete Twitter page for a day, where 29,000+ followers will see your message! Create a unique hashtag for your company to gain more attention.



LINKEDIN

SPONSORED POST

Price per post - \$650

Attach any post, any status, any ad or show promotion to our World of Concrete LinkedIn page. This new offering will allow our 5,000+ exhibitors and professional attendees to see your post in their feed.





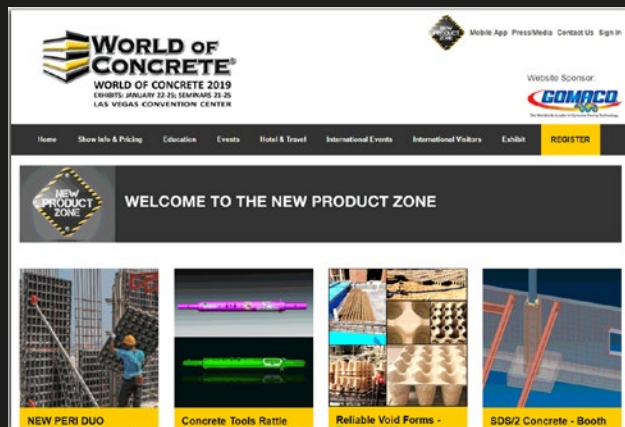
NEW PRODUCT ZONE

\$950 per product
\$2,800 for 4 products

THE NEW PRODUCT ZONE is an exciting feature on the WOC website where you can introduce a new product your company wants to highlight to WOC's website visitors. This listing will include your new product image,* a 100-word description of the product, company name, booth number, and a link to your website where you can feature additional information on the product.

Benefits:

- Website and Mobile Site Exposure:
Connect with thousands of visitors each month; will appear online through April 2020.
- Prominent New Product Zone icon link at the top of every webpage.
- WOC App Exposure:
Includes a NEW PRODUCT ZONE icon on App homescreen.



* Once this item has been purchased, the exhibitor must supply high-resolution product image (370 pixels wide by 370 pixels deep), a url link, and a 100-word description for the listing to your Account Executive via online upload. **Each listing must be for 1 product only. In the event the product is not ready for the show, we will allow 1 product submission replacement.**

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UPGRADED ONLINE BOOTH PROFILE

\$900

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

You will receive:

Online

- Company Logo on online floor plan
- Company Logo in all exhibitor listings – by alpha, keyword, and by product category
- Up to three company Videos on Video link from main WOC website and in your exhibitor profile
- Up to five Press Releases on News link from main WOC website and in your exhibitor profile
- Up to three Show Specials in your booth profile that are also listed in our Featured Products category online.

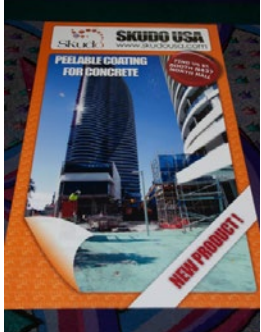
Mobile App

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





FLOOR GRAPHIC EXHIBIT HALL



1 Graphic - \$2,400
3 Graphics - \$5,800

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! Dimensions: 3' W x 5' H (Horizontal or Vertical with 0.25" Bleed)

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

LOBBY FLOOR GRAPHICS

1 GRAPHIC - \$2,700
3 GRAPHICS - \$6,700

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! Dimensions: 3' W x 5' H (Horizontal or Vertical with 0.25" Bleed)

*Placement requests will be taken into consideration, but final placement will be determined by Show Management.

INDOOR COLUMN WRAP



\$4,200

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: 8"W x 12' H

ROTATING LIGHTED KIOSK



\$4,050 FOR INDIVIDUAL PANELS

\$8,950 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 purchase all three panels! Production included. Dimensions: 46" W x 67" H

Art Submission Deadline: 11/15/19

Specifications: See Page 13

Email artwork to: Tyler Johnson at tyler.johnson@informa.com

INDOOR



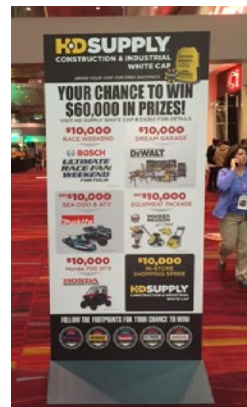
DOUBLE-SIDED LOBBY BILLBOARD

\$6,950

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



INDOOR BANNERS

Various locations -- call for pricing

LOCATED INSIDE THROUGHOUT THE LVCC

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. A variety of locations and sizes available.



www.worldofconcrete.com

Art Submission Deadline: 11/15/19
Specifications: See Page 13
Email artwork to: Tyler Johnson at
tyler.johnson@informa.com



OUTDOOR FLOOR GRAPHICS



VARIOUS LOCATIONS--CALL FOR PRICE

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!

OUTDOOR PARK BENCHES

Package of 2 for \$800 - LOCATED IN THE COURTYARD



Take a seat! Attendees need to grab a seat and rest in between visiting booths and looking for product! Place your message on a vinyl 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.

OUTDOOR COLUMN WRAP



**Standard 7'11" W x 12' H
\$6,850**

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.

OUTDOOR BANNERS

Building Banner (10' H x 20' W) - \$12,100

Building Banner (20' H x 30' W) - \$34,650



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

Banners are outstanding vehicles to share your marketing message! We have banners in every size and configuration, with a huge selection of exterior banner locations. 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. Production Included.

Art Submission Deadline: 11/15/19

Specifications: See Page 13

Email artwork to: Tyler Johnson at tyler.johnson@informa.com



AISLE SIGNS

1 Sign -- \$2,350
3 Signs -- \$5,800

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. Purchase a set of three aisle signs for additional savings! Dimensions: 59" W x 11" H

- Your logo will be featured at 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 taken into consideration, but final placement will be determined by Show Management.

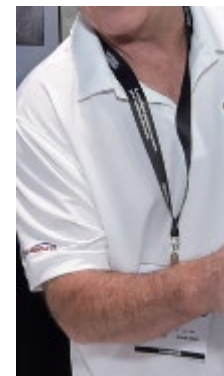


Art Submission Deadline: 11/15/19
Specifications: See Page 13
Email artwork to: Tyler Johnson at tyler.johnson@informa.com

LANYARDS

Exhibitor Produced - \$23,650
WOC Produced - \$39,400

Have your branding distributed to every attendee at WOC with their badge with this exclusive lanyard sponsorship.



SHOW BAGS

CALL FOR DETAILS

Place your company front and center at WOC with this exclusive Show Bag Sponsorship. Your bags will be distributed to attendees as they enter the show floor.

SOLD



3150 LOUNGE EXPOSURE

CALL FOR PRICING

Attendees will refresh and recharge at the 3150 Lounge. Promote your brand with a custom branded cocktail! Includes your logo on beer cups, cocktail napkins, and signage at the bar. Production Included.



RESTAURANT EXPOSURE

CALL FOR PRICING-2 LOCATIONS AVAILABLE

SOUTH HALL LOBBY: 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 cup sleeves, and logo bottled water.



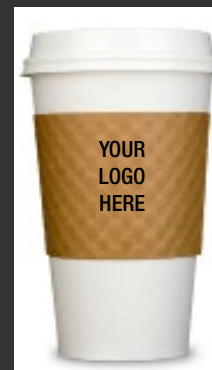
GRAND CONCOURSE LOBBY: Excellent Branding Opportunity! Two digital monitors at the entrance of the restaurant, six full column wraps, two half-column wraps, entrance ceiling soffit, table skins, logo soda cups, logo dinner napkins, logo coffee cups and cup sleeves, logo bottled water.



COFFEE CART

\$17,350

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





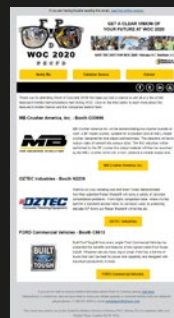
EXHIBITOR DEMONSTRATION MARKETING PROGRAM

\$9,450

WOC 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, schedule and company logo linked to their website.
- The WOC Attendee Brochure emailed in December to more than 50,000 pre-registered and prospect attendees will include demonstration descriptions, schedule and company logo.
- 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:

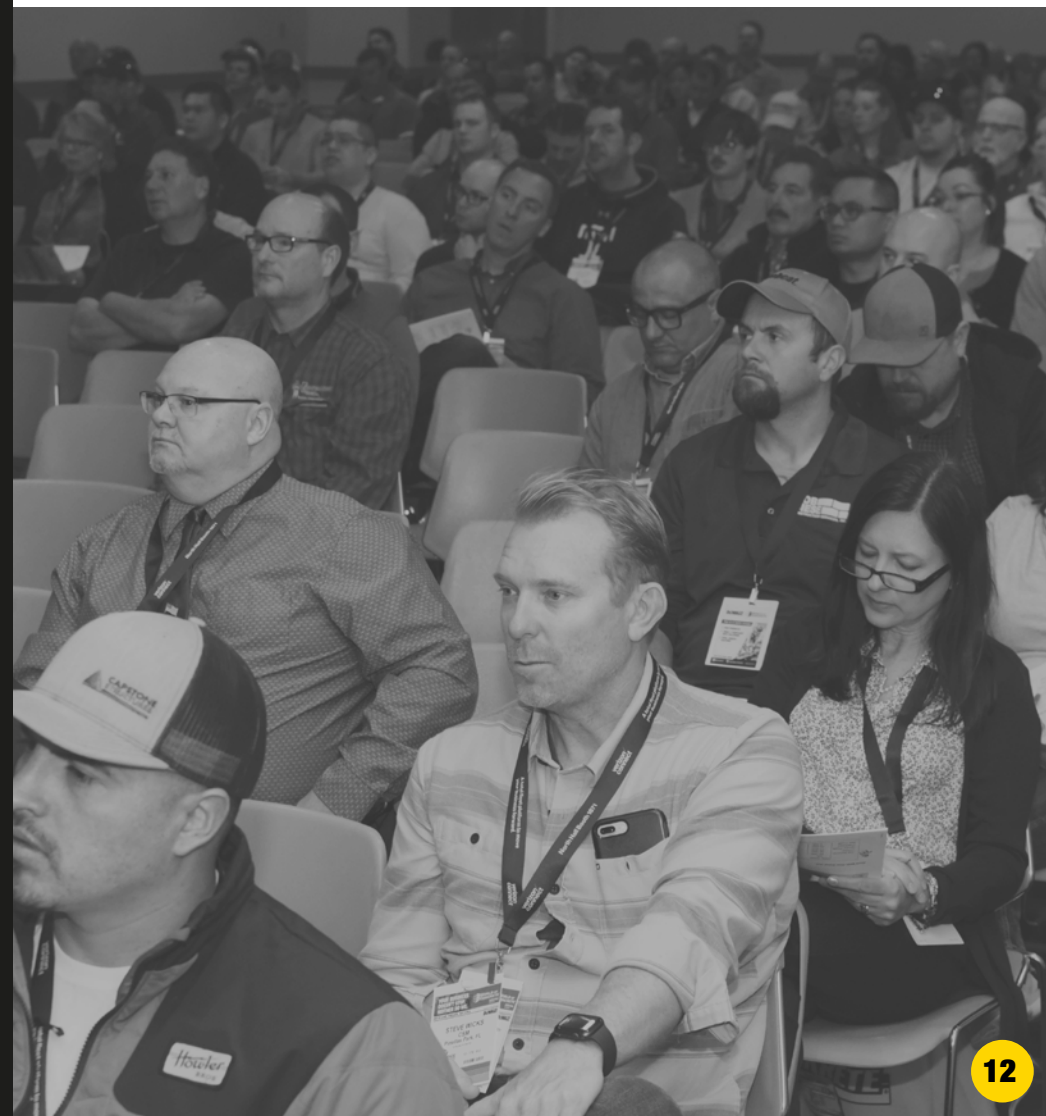
- Icon and schedule for exhibitor demonstrations on mobile app
- Program & Exhibits Guide will include the demonstration description and schedule along with your company logo.
- Free-standing schedule signage with company logo located in North, Central and South Hall lobbies.

POST-SHOW:

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

EDUCATION PROGRAM

VARIETY OF OPTIONS AVAILABLE-
Call for details and pricing.





ARTWORK SPECIFICATIONS & GUIDELINES

RASTER ARTWORK

- Art submitted at 1:1 (100%), resolution should be no less than 60 dpi (100 dpi preferred)
- Art submitted at 2:1 (50%), resolution should be no less than 120 dpi (200 dpi preferred)
- Art submitted at 4:1 (25%), resolution should be no less than 240 dpi (400 dpi preferred)

VECTOR ART

- Logos should be vector and have outlined fonts.

FONT & LINKS

- Supply all fonts used in your design (zip Mac fonts). If unsure how to collect fonts, convert them to outlines.
- Supply all links used in your document. Use packaging feature if available. If unsure how to collect links, embed them in the file when saving.

ACCEPTABLE SOFTWARE FILE FORMATS

We are capable of working with both PC and MAC based software; and can accept art created with ADOBE Creative Suite.

SUBMITTING ARTWORK

- Files below 10MB can be delivered via email to tyler.johnson@informa.com.
- Files above 10MB can be sent via download link to tyler.johnson@informa.com or you can request a dropbox upload link from tyler.johnson@informa.com to upload file.

Your booth number must be on all advertising submitted to World of Concrete. You may not re-use any items produced by show management for World of Concrete. All items are one-time use only and may not be removed from show premises.

ACCEPTABLE FILE TYPES

NATIVE FILES

- AI (CS6, CS5, CS4...) file with embedded links and outlined fonts.
- AI CLOUD (CC) file with Packaged supporting links and fonts. You may keep images linked but packaging feature must be used.
- EPS file with embedded links and outlined fonts.
- INDD file with Packaged supporting links and fonts.

PRINT FILES

- High-res PDF-x/4 (preferred)
- AI with PDF content (choose this option when saving file).
- EPS file with embedded links and outlined fonts.

RASTER OF BITMAP ART

- Photoshop EPS (preferred, use 8-bit preview, Max. Quantity JPG compression).
- PSD (make sure font layers are rasterized)
- TIFF, JPG (quantity 8 and higher)

FILE TYPES THAT CANNOT BE USED

- GIF files
- Microsoft Office Software files(.doc, .docx or .ppt)
- Self-extracting files, such as EXE or SEA Files

Questions? Email Tyler Johnson, Sr. Operations Manager, at: tyler.johnson@informa.com