WORLD OF CONCRETE 2020: OPPORTUNITIES

February 4 – 7, 2020
Las Vegas Convention Center
BOOTH ENGAGEMENT PROGRAM
Make Your Booth an Attendee Destination…Before WOC!

WOC PRE-SHOW DIGITAL PLANNER: 200,000+ CIRCULATION

Branded under The Daily News banner, the Pre-Show Planner reaches 200,000+ contractors and producers including all pre-registered 2020 WOC attendees, digital circulation for CONCRETE CONSTRUCTION

It offers a guide to World of Concrete so attendees can begin the planning process. Ad packages and rates can be combined with media options like the “At Show” Daily News!

Ad Reservations
November 7, 2019

Ad Materials Due
November 11, 2019

Deployment Dates
December 11, 2019

January 15, 2020
BOOTH ENGAGEMENT PROGRAM
Make Your Booth an Attendee Destination…During WOC!

PROGRAM & EXHIBITS GUIDE:
40,000+ CIRCULATION

Attendees come to WOC with a plan of exhibits they “must see” based on current and future projects. They use the Program & Exhibits Guide to “map out” their days at WOC of must visit exhibits.

1,200+ exhibits, 22 miles of aisles, three exhibit halls, four outdoor areas, multiple live demos and over 100 seminars is simply too much for any attendee to manage and assure they see all they have to see, that’s why the WOC Program Guide is effective.

Ad Reservations
November 29, 2019

Ad Materials Due
December 6, 2019
WOC DAILY NEWS: 45,000 CIRCULATION (AT WOC), THREE EDITIONS
THE OFFICIAL DAILY NEWS OF WORLD OF CONCRETE

The Daily News is published every day during WOC to provide attendees with highlights from the day before (products, seminars, live demos and more) and the current day’s must see activities.

Attendees read The Daily News before and during show hours. It’s a great way to secure the impulse buyer who may not have thought about paying your booth a visit.

Ad Reservations
December 13, 2019

Ad Materials Due
December 20, 2019
BOOTH ENGAGEMENT PROGRAM
Make Your Booth an Attendee Destination

COMBO WOC & CONCRETE CONSTRUCTION NEWSLETTERS GIVE YOU BONUS REACH TO PRE-REGISTERED WOC ATTENDEES …..FOR No Additional Cost

Participate in these special World of Concrete-dedicated newsletters—in addition to our normal concrete construction newsletter reach of 100,000, these special newsletters will also be sent to all 2020 World of Concrete pre-registered attendees at the time of distribution. These newsletters will deploy once per month starting in October leading up to World of Concrete 2020.

Up to 145,000 total distribution at standard eNewsletter rates!

Don’t miss the opportunity to reach CONCRETE CONSTRUCTION's audience, as well as preregistered World of Concrete attendees prior to the show with these special newsletters.

NEWSLETTER SCHEDULE:
• October 21, 2019
• November 18, 2019
• December 16, 2019
• January 13, 2020
HELP MAKE YOUR WORLD OF CONCRETE EXHIBIT EXPERIENCE A SUCCESS

Promote your booth and drive attendees to your location. The floor plan and convention center maps will be located in the WOC Program & Exhibit Guide. Maps will be color-coordinated and easier than ever to navigate—including an entire convention center map, as well as individual hall maps. Each individual hall map will include a description, as well as the list of exhibitors in that area of the show. Exhibitors will also be included in alpha order by section in the back of the Program & Exhibit Guide.

Note: Due to major Las Vegas Convention Center construction, there may be some changes to the above locations.
FLOOR PLAN AND CONVENTION CENTER HALL MAPS

INDIVIDUAL HALL MAPS INCLUDE:

- Producer/Precast Center: N213 – N1070
- World of Masonry/Concrete Masonry: C3004 – C3563
- Concrete Reinforcement: N2505 – N3229
- Technology for Construction: N1047 – N2466
- Associations and Equipment: C4004 – C4880
- Material Handling: C5301 – C7577
- Concrete Surfaces & Decorative: C10248 – S13831
- Outdoor Exhibits Silver Lot: O29950 – O41057

Note: Due to major Las Vegas Convention Center construction, there may be some changes to the above locations.
FLOOR PLAN AND CONVENTION CENTER HALL MAPS

SPONSORSHIP DETAILS

Overview map sponsor: **Cost—$4,200 net**

Individual hall sponsors: **Cost—$1,500 net**

- Overview map sponsor to receive 1/6th horizontal on the overview map, as well as logo on each individual hall map
- Individual hall sponsors receive 1/6th horizontal on their particular hall map
- All sponsors get their booths highlighted in yellow with an arrow pointing to their booth
- Bold listings for product listing categories
- Sponsors highlighted in alpha section in back of Program & Exhibit Guide

Note: Due to major Las Vegas Convention Center construction, there may be some changes to the above locations.
2020 WOC LUNCHEON SPONSORSHIP
Concrete Polishing Luncheon & Forum

Position your brand as a thought leader by sponsoring an educational forum that is timely and relevant to the industry. The event had over 150 attendees at the 2019 World of Concrete.

2020 Theme: Polishing with Power Trowels—Can it replace planetary grinding equipment?

Planetary grinders are the standard equipment used to create beautiful polished concrete floors. But recently, there’s been a move to equip riding power trowels with diamond tools and use them to polish concrete floors, and for good reason—a power trowel can polish 5 times faster. But can a power trowel polish a concrete floor to the same level of refinement as a conventional grinder? Will polishing with trowels replace conventional polishing or does it simply produce a different kind of polished concrete floor and open different markets? An expert panel will answer these questions and more.

Panelists:

- Jessica Ledger-Kalen, Royale Concrete
- Ryan Klacking, Syncon, Inc., Livonia
- Shawn Halverson, Surfacing Solutions, Inc.
- Ben Wiese, Multiquip
- Neil Roach, Redimere Surface Solutions

SPONSORSHIP PRICE: $3,000

Limited to 5 exclusive sponsors!

Sponsored by CONCRETE SURFACES magazine in cooperation of the ASCC Concrete Polishing Council
2020 WOC LUNCHEON SPONSORSHIP
Concrete Polishing Luncheon & Forum

SPONSORSHIP BENEFITS

• Align your brand with relevant industry information and have it associated as being a thought leader
• Leads: receive a list of all registered attendees
• Interviews of sponsors and speakers during WOC will be featured on CONCRETE CONSTRUCTION’s website
• Sponsors featured in all promotion. Promotion of the luncheon to include print, in newsletters and in social media. Promotion to occur before, during and after WOC
• On-site benefits include two complimentary luncheon passes for sponsor reps, 2-minute welcome presentation prior to the start of the event, ability to distribute attendee gift or literature, and logos on all event signage
• Sponsors may purchase additional event tickets at a discounted rate for registered WOC customers
• First right of refusal for the 2021 Concrete Polishing Luncheon & Forum Sponsorship

SPONSORSHIP PRICE:
$3,000
Limited to 5 exclusive sponsors!

Sponsored by CONCRETE SURFACES magazine in cooperation of the ASCC Concrete Polishing Council
2020 WOC LUNCHEON SPONSORSHIP
Concrete Slabs Luncheon & Forum

Position your brand as a thought leader by sponsoring our longest and most-attended luncheon program. The event has averaged 150 attendees each year over the last decade.

2020 Theme: Alternative Concrete Curing Methods – Hard-Troweled Versus Decorative

How a concrete slab is to be used can dictate how it is cured. There’s not even an ASTM standard test to know if a concrete floor has been adequately cured. Do hard-troweled surfaces even need to be cured? What about industrial slabs that are to be polished? At this luncheon, concrete floor and decorative concrete experts will compare and contrast the current curing methods and products for hard-troweled floors versus those used for decorative concrete.

Panelists:
• Clark Branum, Diamatic USA
• Dave Hoyt, Curecrete
• Scott Tarr, North S. Tarr Concrete Consulting
• Bob Harris, Structural Services Ins. And Decorative Concrete Institute

SPONSORSHIP PRICE: $5,900
Sponsorship is product category exclusive!

Sponsored by CONCRETE CONSTRUCTION magazine in cooperation with the American Society of Concrete Contractors
2020 WOC LUNCHEON SPONSORSHIP
Concrete Slabs Luncheon & Forum

SPONSORSHIP BENEFITS

• Align your brand with relevant industry information and have it associated as being a thought leader
• Leads: receive a list of all registered attendees
• Interviews of sponsors and speakers during WOC will be featured on CONCRETE CONSTRUCTION’s website
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• First right of refusal for the 2021 Concrete Slabs Luncheon & Forum Sponsorship

SPONSORSHIP PRICE:
$5,900

Sponsorship is product category exclusive!

Sponsored by CONCRETE CONSTRUCTION magazine in cooperation with the American Society of Concrete Contractors
MOBILE OPPORTUNITY
Special WOC Attendee Traffic Driver

EXCLUSIVE MOBILE AD OPPORTUNITY TARGETING 2020 WORLD OF CONCRETE ATTENDEES

CONCRETE CONSTRUCTION has the ability to deliver your messages to WOC attendees while they are on the floor of the Las Vegas Convention Center, or in the parking lots surrounding the convention center. This message will be delivered via a mobile ad unit to attendees accessing a browser on their smart phones during the days of the show using Geo-Fencing technology.

Use this opportunity to drive WOC show attendees, who are already at the show, to your booth. Opportunity to enhance the ROI from your WOC investment.

Each of the two exclusive sponsors will share the estimated 500,000 mobile ad units delivered during the show period, 250,000 per sponsor. Estimates based on impressions available during the 2019 WOC show. Any minimal fluctuation in impressions will be made up on the CC website.

PRICE—$10,000 PER SPONSOR
Limited to Two Exclusive Sponsors
2020 MOST INNOVATIVE PRODUCT (MIP) AWARDS

Get recognized for your innovation. Enter your product in MIP 2020

Each year, World of Concrete exhibitors submit their products to the Most Innovative Product Award Program – the only annual award program designed to honor product design for all segments of the concrete and masonry industries.

The following awards are presented for each category: Industry Choice Award, The Experts Choice Award and Editor’s Choice Award.

**Entry Fee: $650  Entrants must be WOC 2020 Exhibitors.**

**2020 Categories Include:**

- Materials for Concrete Construction
- Repair/Demolition Materials, Tools, and Equipment
- General Construction Tools & Equipment
- Business & Technology
- Concrete Construction Equipment
- Slab Tools/Equipment & Materials
- Concrete Surfaces & Decorative Concrete Equipment & Materials
- Concrete Production and Delivery Equipment
- Precast & Block Production
- Masonry Materials and Equipment

**IMPORTANT DEADLINES**

- **Nov 4, 2019:** final date to be included in the Preshow Planner
- **Dec 2, 2019:** final date for inclusion in editorial in January CONCRETE CONSTRUCTION
- **Dec 2, 2019:** final date for inclusion in WOC Daily News
- **Dec 2, 2019:** final date to enter MIP 2020
- **January 15 – Feb 20, 2020:** online voting
- **March 16, 2020:** winners announced
2020 MOST INNOVATIVE PRODUCT (MIP) AWARDS
Get recognized for your innovation. Enter your product in MIP 2020

After submitting your MIP entry, take advantage of these additional opportunities to help promote your product at WOC 2020

• **World of Concrete Daily News Ad**: advertise in the WOC Daily News and reach 40,000+ attendees during WOC.

• **Get more exposure for your product.** Check out booth packages for more engagement.

• **Daily News Pre-Show Planner**: advertise in the Pre-Show Planner, a “digital” guide to WOC and reach 200,000 concrete pros before the show. Direct link to your website.

Pricing Options:

$1,350 net*: MIP Entry + Ad in Pre-Show Planner (1/2 page)

$1,500 net: MIP Entry + Ad in Daily News (1/4 tabloid page)

$2,100 net*: MIP Entry + Ad in Daily News + Ad in Pre-Show Planner

*Only available until Nov 4, 2019

Need Additional Reasons to Enter MIP?

**Pre-Show Editorial Coverage**: all nominated products received by Nov 4, 2019 will be included in a special section of the Daily News Pre-Show Planner.

**Online Ballot**: the online ballot is a special microsite of the CONCRETE CONSTRUCTION website. Each product will have its own ballot page which will include product name, image, exhibitor’s name, booth number as well as product description and links to exhibitor’s website.

**Promotion During WOC:**

• Product images displayed on special MIP Display

• Website and newsletter promotion to encourage voting

• Each product will receive a write-up that will be published in an edition of the WOC Daily News

• WOC Program & Exhibits Guide will feature section that lists each product, exhibitor’s name and booth number

• Each exhibitor entering MIP gets 50 ballots for distro in their booth

**MIP Results Editorial Coverage**: winners published in Daily News Post-Show Review, as well as in CONCRETE CONSTRUCTION and on the website

TO ENTER AND GET MORE DETAILS: [WWW.VOTEMIP.COM](http://WWW.VOTEMIP.COM)
BENEFITS TO PROMOTING YOUR COMPANY LOGO

- Your logo builds brand identity attendees recognize as they walk 22 miles of aisles
- Your logo is always a visible component of your booth. Drive Booth Traffic.
- Yellow Highlights are eye magnets to your company name in product sections
- Your logo will help you stand out among the 1,000 exhibitors

<table>
<thead>
<tr>
<th>OPTION</th>
<th>COST</th>
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<tbody>
<tr>
<td>A: YELLOW HIGHLIGHT</td>
<td>$225</td>
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<tr>
<td>B: COMPANY LOGO</td>
<td>$375</td>
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<tr>
<td>C: COMBO HIGHLIGHT &amp; LOGO</td>
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BEST VALUE

**AD CLOSE AND MATERIAL DUE DATE FOR LOGOS: DECEMBER 1, 2019**
WOC PROGRAM & EXHIBITS GUIDE
Promote Your Logo, Company and Your Brand to 40,000 WOC Attendees

YES! SIGN ME UP TODAY FOR

<table>
<thead>
<tr>
<th>OPTION A</th>
<th>YELLOW HIGHLIGHT</th>
<th>$225</th>
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<tbody>
<tr>
<td>OPTION B</td>
<td>COMPANY LOGO</td>
<td>$375</td>
</tr>
<tr>
<td>OPTION C</td>
<td>COMBO HIGHLIGHT &amp; LOGO</td>
<td>$500</td>
</tr>
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</table>

REQUIRED MATERIAL:
• 266 dpi resolution or higher
• filetype eps, tiff or jpg
• B/W or 4-color CMYK build
• email logo to gcooke@hanleywood.com

COMPANY: ____________________________________________
CONTACT: ____________________________________________
BOOTH #: ____________________________________________
PHONE: ____________________________________________
EMAIL: ____________________________________________
SIGNATURE: __________________________________________

BEST VALUE

AD CLOSE AND MATERIAL DUE DATE FOR LOGOS: DECEMBER 1, 2019

FAX TO: 202.785.1974
FOR MORE INFORMATION: Contact Greg Cooke at gcooke@hanleywood.com or 773.824.2403
2020 RATES
WOC Digital Pre-Show Planner

PUBLICATION RATES (NET)

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All rates include 4-color

SPECs AND MECHANICAL INFORMATION

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<td>1/4 Page</td>
<td>3 5/16&quot;</td>
<td>4 3/4&quot;</td>
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Digital Edition
Size: 8" x 10 1/2"
Live matter—allow 1/4" safety on all sides
Company URL required with ad materials
# 2020 Rates

**Daily News**

## Publication Rates (Net)

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*All rates include 4-color*

## Specs and Mechanical Information (Tabloid)

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<tr>
<td>1/4 Page Vertical (Non-Bleed)</td>
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<td>6”</td>
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*Live matter must be within 9 7/8” x 12 1/2” per page*

*Trim: 10 3/8” x 13”*

*Binding: Saddle stitched*

*Safety: Keep all matter a minimum of 1/4” from trim on all sides*
### 2020 RATES

**Program and Exhibits Guide**

#### PUBLICATION RATES (NET)

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*All rates include 4-color*

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*Live matter must be within 7½” x 10”*

** Live matter per page 7½” x 10”—avoid breaking words across gutter

*Trim: 8” x 10½”*

*Binding: Perfect Bound*

*Safety: Keep all live matter a minimum of ¼” from trim*