

RE|CONNECTED

AUGUST 17-19, 2021 / WOC VIRTUAL EDITION

ONE YEAR / TWO EVENTS

More Education, New Products & Networking

We're excited to announce that we have added a virtual event in addition to our physical event.

The WOC Virtual Edition will take place August 17-19 and allows the concrete and masonry construction communities to **reconnect** to share ideas, learn from industry experts, access the latest industry innovations, and more!

The goal is to provide valuable content to our attendees at our physical event, and expand the reach to a broader audience. At the same time allowing industry suppliers to reach an expanded audience, generate leads, and have one-to-one live video meetings with key customers and prospects. The virtual event will also create anticipation for WOC 2022!



WHY YOUR VIRTUAL PRESENCE IS IMPORTANT?

For a very nominal investment you can expand your company's reach and connect with a broad audience.



Connect with concrete & masonry construction professionals that are actively involved in buying decisions.



Build brand awareness and position your company as a thought leader alongside the highly respected WOC brand.



Reach your company's goals by gaining new customers, reinforcing current relationships and generating sales.



Increase the visibility of your products, services and/or technology and showcase new additions to your product line in a virtual setting.

The virtual event and networking platform allows you to search contacts and arrange online meetings throughout the event, and participate in video conference sessions and seminars run by industry experts. Attendees can also actively search out exhibitors they want to meet with by name or product category and arrange for virtual meetings or drop their business cards for future follow-up.

COMPANY PROFILE	PRODUCT DIRECTORY	NETWORKING	EDUCATION
Create a virtual booth to promote your company. Include general company information and upload digital content. Add keywords that describe your company and products/services offered to help attendees find you.	Showcase your products or services on your company profile page and in the dedicated Product Directory. For each item you can include an external link, pdf, video and tag with categories to help with product search inquiries.	Virtual event exhibitors will be able to register company personnel and create a profile/e-business card. Company personnel participating in the virtual event are able to send and receive meeting requests based on times they will be available	Attendees may choose either Exhibits-Only with access to exhibitor supplied content or choose to add an exclusive Educational Package with 30 pre-recorded and live sessions!

CONNECTING WITH BUYERS

Manage your own schedule with full calendar integration, and put yourself in the best position for three productive days of networking. Take control of your prospects and find buyers relevant to you.

SMART SEARCH

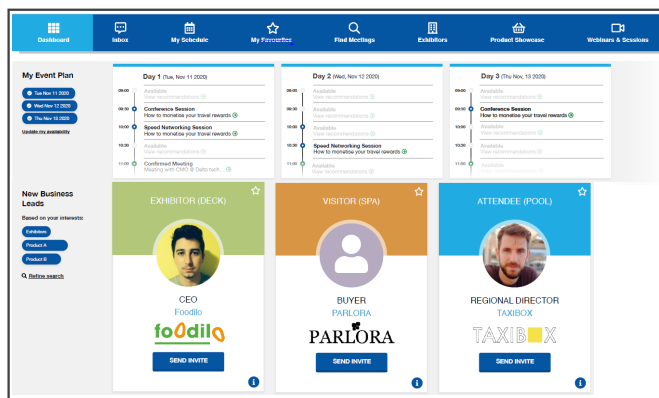
Broaden the reach of your leads with the smart search functionality. This allows users to search and filter contacts to a wider range of companies, personal profiles and products.

MATCH-MAKING

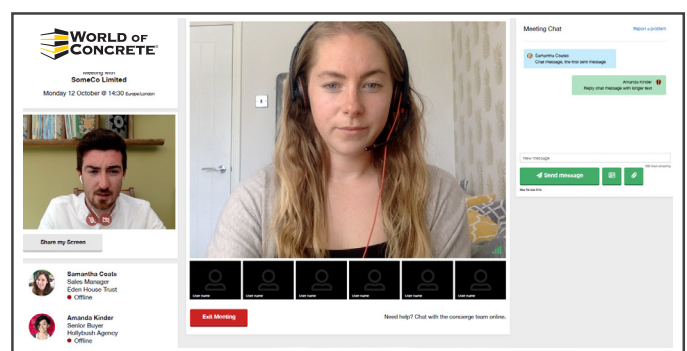
The advanced meetings algorithm matches users directly with the most relevant profiles in the database through the power of targeted networking.

CONCIERGE SERVICE

Virtual event exhibitors will each receive Concierge Service helping to set up their booth, offering suggestions on meetings with buyers, and following up with buyers on accepting invites.



DASHBOARD: Confirmed meetings & new leads



VIDEO CHATS & PRE-SCHEDULED MEETINGS
(P.S. - We can schedule on your behalf!)

We have designed a simple and cost-effective package that will provide virtual event exhibitors substantial ROI.

Building your customer base and business network	Meaningful 1 to 1 Sales conversation and lead generation
Promoting your products and services	Promoting current solutions and areas of expertise

VIRTUAL BOOTH RATES

VIRTUAL ADD-ON RATE

\$450

(For contracted exhibitors participating in the June 2021 and/or January 2022 WOC Show.

VIRTUAL ONLY RATE

\$1,500

(Participation in the 2021 Virtual Event only.)

WHAT'S INCLUDED

COMPANY PROFILE & BOOTH

Company Logo & Description

Company Website

Social Media Links

CONTENT & PRODUCTS

Promotional Videos

Product/Service Listings

PDF Brochure Attachment

Product Promo Video

External URL Link

Product Category Tagging

Download Content Pieces

MATCHMAKING & NETWORKING

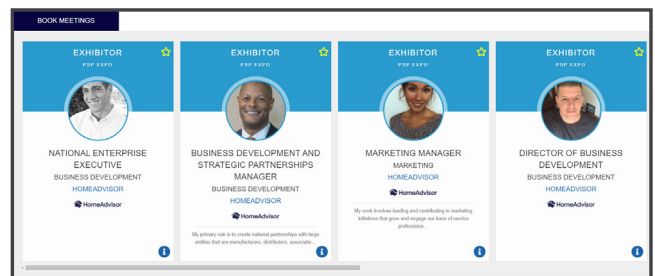
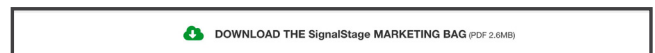
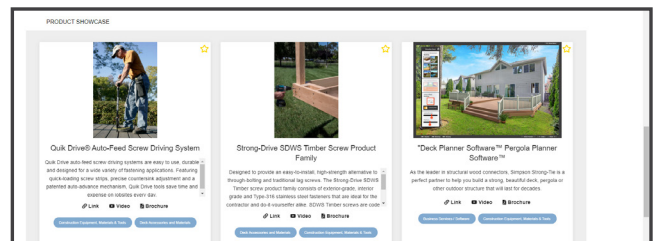
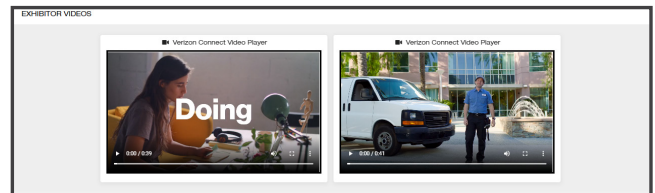
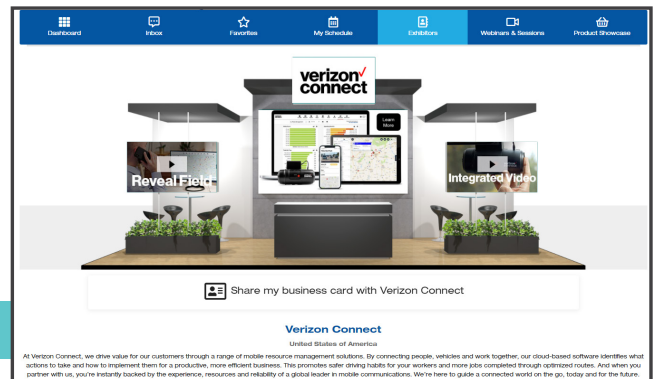
Unlimited Staff Registrations

Pre-Scheduled Meeting

Drop-In Meetings

Matchmaking Tool

Concierge Service



SPONSOR

Beyond your virtual booth package, exhibitors can feature their brands through special sponsorship opportunities. Expand your reach and increase your brand's exposure by securing one or more of these limited opportunities.

OPPORTUNITY	DESCRIPTION	COST
Title Sponsor	Exclusive overall event "Sponsored By" opportunity	\$15,000
Registration Sponsor	Exclusive event registration branding opportunity	\$7,500
Educational Session Sponsor	Educational session "Brought to You By" opportunity <i>(1 per session)</i>	\$2,000 ea.
Exhibitor Presented Seminar	Share your expertise by presenting your own session <i>(6 available)</i>	\$5,500 ea.
Dashboard Tile Ad	Highly visible event platform dashboard ad <i>(3 available)</i>	\$1,500 ea.
Product Category Ad	Product directory tile ad for selected categories <i>(up to 100 available)</i>	\$750 ea.
Custom Sponsorship	We can work with you to create a custom sponsorship	Call for Info

ADD DIGITAL MARKETING

Take your virtual event participation to the next level by including WOC digital marketing options.



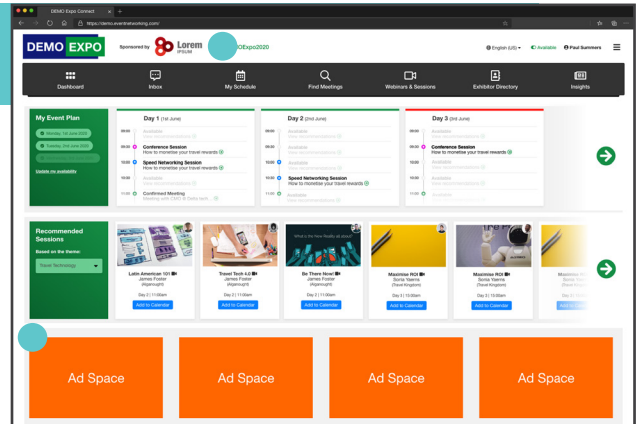
DIGITAL OPTION	COST
Targeted Email Blast, Premium <i>(Sent 30 days pre-show or post-show)</i>	\$450/CPM
Targeted Email Blast	\$300/CPM
WOC E-Newsletter Ads	\$1,000 - \$2,000
Smart Ads Retargeting	\$1,700 - \$2,890
Website Banner Ads	Starting as low as \$200 per month

TITLE SPONSOR

Exclusive opportunity – \$15,000

Gain maximum visibility for your company as the top sponsor of the WOC Virtual Edition.

- Branding as Title Sponsor in all event communications and on the WOC website
- Exclusive placement of your logo in the virtual platform header alongside the WOC logo
- Opportunity to provide up to three on-demand webinars that will be featured in each daily schedule
- One dashboard tile ad to be placed in position one
- Recognition in session video
- Receive attendee leads for those who attended the event within 30 days of the conclusion of the event

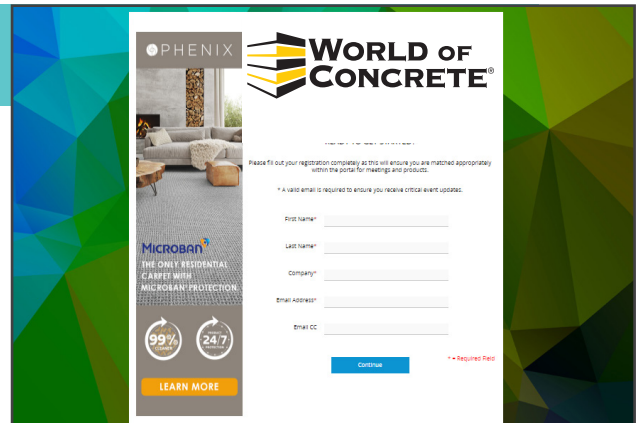


REGISTRATION SPONSOR

Exclusive opportunity – \$7,500

Welcome visitors as they register for the WOC Virtual Edition with this dominant branding opportunity.

- Branding as the Registration Sponsor on each page of the registration form
- Exclusive banner on the registration confirmation page and branding on the confirmation email
- One targeted email blast sent to the registration database post show (deployed by WOC)
- Recognition in session video

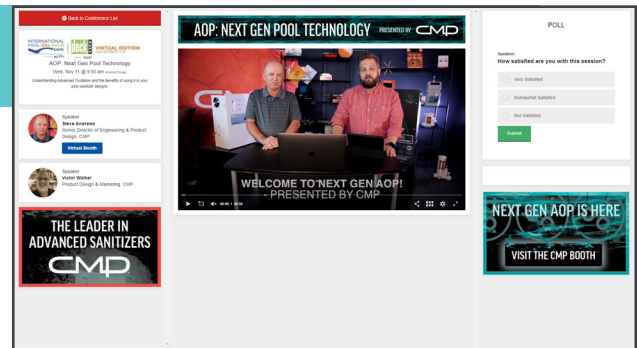


EXHIBITOR PRESENTED SEMINAR

Six available – \$5,500 each

Share your expertise with the industry and position your company as a thought leader.

- One on-demand webinar (up to 60 minutes) made available throughout the event and until 8/31/21 post-show
- "Sponsored By" branding included on the session tile card
- Up to three banner ads included on the session page
- Receive attendee leads on those that attend your session within 30 days of the conclusion of the event

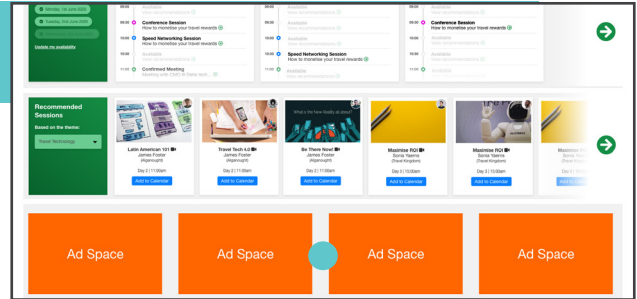


DASHBOARD TILE AD

Four available – \$1,500 each

Showcase your brand prominently on the dashboard for event attendees to see when they log in to the platform.

- One static tile ad with a link to your company profile
- Positions two through four are available and are on a first-come, first-served basis

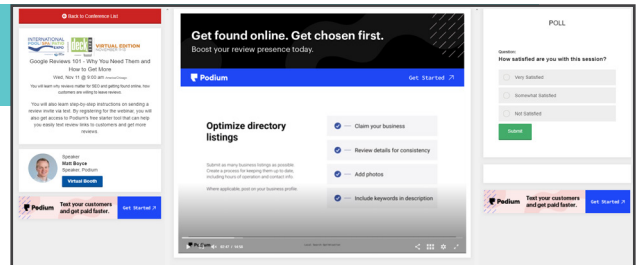


EDUCATIONAL SESSION SPONSOR

One per session – \$2,000 each

Help event attendees discover your company with this highly visible branding opportunity.

- “Brought to You By” branding included on the session tile card
- Up to three banner ads included on the session page
- Promotional video (up to 15 seconds) at the beginning of the session
- Receive attendee leads on those that attend your sponsored session within 30 days of the conclusion of the event

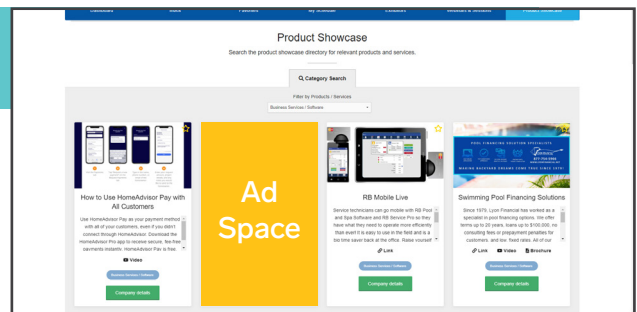


PRODUCT DIRECTORY CATEGORY AD

One per category (up to 100 categories) – \$750 each

Set your company apart from the competition and feature your brand prominently in specific product category.

- One static ad featured in selected category with link to your company profile
- Categories are available on a first-come, first-served basis
- Receive leads of attendees who have indicated interest in the product category that is sponsored within 30 days of the conclusion of the event



MEET FACE-TO-FACE WITH DECISION-MAKERS WHO HOLD BUYING POWER

57%

of registered companies reported an annual value of contracts/projects totaling more than a \$500K

38%

of registered companies reported an estimated replacement budget for new equipment, trucks, tools and accessories exceeding \$500K

52%

make or approve purchases

24%

recommend/determine products to be purchased

22%

specify products to be purchased

Attendees can select to meet with exhibitors and review products selected from a list of more than 100 within the Product Directory. Below is a sample of product categories available:

Admixtures
 Batching Equipment
 Business Management
 Cementitious Products
 Coatings/Stains/Sealers
 Computer Hardware/Software
 Concrete Anchors
 Concrete, Mortar & Grout
 Cutting & Drilling
 Decorative Concrete
 Demolition Equipment & Materials
 Dispatching & Scheduling
 Drones
 Earthmoving Equipment
 Finishing Tools & Equipment
 Forklifts
 Form Types
 Forming Accessories
 Foundation/Slab Repair
 General Construction Equipment

General Construction Tools
 Joints & Sealants
 Masonry Anchors & Fasteners
 Mixer Trucks
 Moisture Control
 Placing Equipment
 Precast/Prestressed & Tilt-Up
 Pumping Equipment & Accessories
 Ready Mixed Concrete
 Reinforcement Tools & Materials
 Repair Materials & Equipment
 Safety Equipment
 Sawing & Coring
 Slipforming
 Surface Preparation
 Surveying Equipment
 Technology For Construction
 Trucks
 Water Drainage/Protection
 Work Wear



For more information contact your account executive today
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