



2021 Marketing, Advertising and Sponsorship Opportunities

World of Concrete (WOC) is the premiere annual international trade show for 60,000+ concrete and masonry professionals. In addition to meeting in-person during the annual show, WOC offers a variety of digital and onsite solutions for engaging with our database of 180,000 active industry professionals during the show and throughout the year. Whatever your goals and objectives, our team can design a marketing and sales engagement program for any budget level. For year-round marketing opportunities refer to pages 9-10.



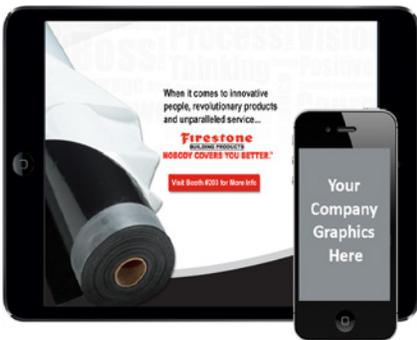
SET YOURSELF UP FOR CONCRETE SUCCESS.

World of Concrete wants your exhibit experience to be successful. We provide many tools to help you promote your participation, brand your company, and drive attendees to your booth and to your company year-round.

MOBILE APP GOLD SPONSOR

\$27,500

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

\$6,500

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

\$1,600

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!

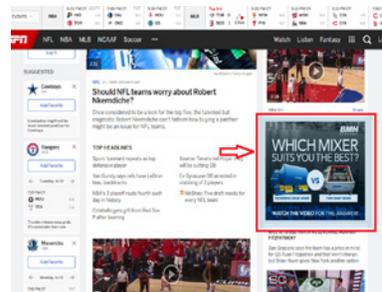


ONLINE DISPLAY RETARGETING

50,000 impressions = \$2,550

100,000 impressions = \$4,700

Keep your company and products top of mind 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

\$9,300

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.



SHARED E-BLAST

Pre-Show - \$3,500

Post-Show - \$4,400

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!



TARGETED E-BLAST

\$5,700

Exclusive e-Blast during show cycle period (November - March) -- Your target audience...your message! Select the pre-registrants you want to target, and we will send your html email message to a maximum of 5,000 of them. Average Open Rate is 24%.



SOCIAL MEDIA POSTS

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

Price Per Post:



Facebook Sponsored Post
\$425



Twitter Sponsored Post
\$525



LinkedIn Sponsored Post
\$675



UPGRADED ONLINE BOOTH PROFILE

\$950

LEVEL 1

You will receive:

- Company Logo
- 8 Product Images (with text descriptions)
- 2 Video Panel (or image/text)
- 2 Show Specials
- 5 Trademark Brands
- 5 Collateral Resources
- 8 Virtual Business Cards
- Access to online leads
- Included in the Featured Exhibitor Search

\$1,250

LEVEL 2

You will receive:

- Company Logo
- 12 Product Images (with text descriptions)
- 5 Video Panel (or image/text)
- 5 Show Specials
- 10 Trademark Brands
- 10 Collateral Resources
- 15 Virtual Business Cards
- Access to online leads
- Included in the Featured Exhibitor Search
- Priority Placement at the top of all online searches

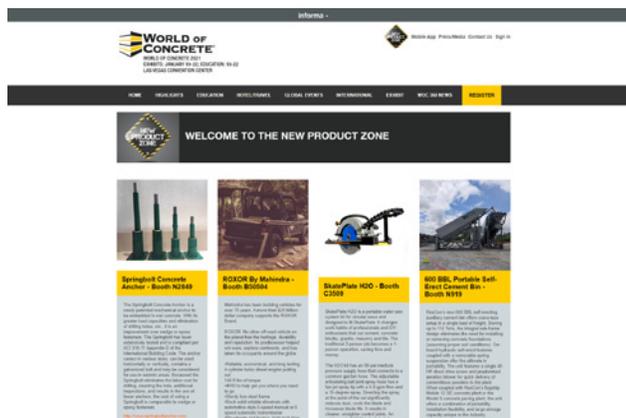
NEW PRODUCT ZONE

\$975 per product
\$3,000 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 August 2021.
- 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 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.**

EDUCATION PROGRAM

Call for details and pricing

Please consult with your WOC Account Executive for a variety of options available.

EXHIBITOR DEMOS PROGRAM

\$10,000

The program will highlight exhibitors offering scheduled presentations within their booth in pre-show, onsite and post-show marketing.

Pre-show Benefits

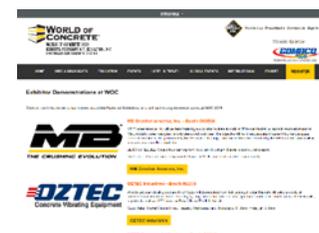
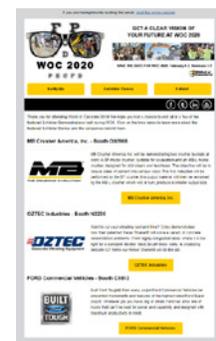
- A dedicated section on www.worldofconcrete.com will include each participating exhibitor's demonstration, including a description, schedule and company logo linked to their website.
- The WOC Attendee Brochure emailed in December to more than 50,000 pre-registered and propect attendees will include 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

- Icon and schedule for Exhibitor Demon 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 West, North and Central Hall lobbies.

Post-show Benefits

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



WOC VIDEO/AUDIO PODCAST

Tell your story at WOC 2021 and share it online as a podcast throughout the year!

Customers are looking for that personal connection to your business – How do we get WOC attendees to know you better; to hear your story? We have partnered with The Dean & Derek; you may remember Dean & Derek from their years of interviewing WOC exhibitors and attendees with our media crews. Their expertise and strong family history landed them on the national television platform with their two shows ROCK SOLID and INDOORS OUT on DIY & HGTV. All of their years of experience are now funneled to thousands through this new podcast.

Packages available:

#1 Full Video/Audio Package \$9,800

- ½ hour interview 3 camera shoot with SKYPE and a professional edited video version
- 2 short forms (1 minute) versions for all social media
- 1 full length edited audio version for iTunes, Spotify

ONE CAMERA OPTION: Straight on camera shot with SKYPE and basic edit - **CHARGE: \$7,750**

#2 Shorter Video/Audio Package \$6,500

- 10 - 15 minute video and audio interview
- 1 short form (1minute) versions for social media

#3 Audio Interview Only \$2,995

- up to 30-minute, in-studio interview
- 1 minute audio clip for promotion with added logo

All include:

- Pre-show promotion by Dean & Derek on their podcast program.
- Pre-, onsite/ and post-show promotion by World of Concrete to drive attendees to watch/listen to your podcast onsite and download after the event.
- All pre-show and post-show production including Dean & Derek's pre-production consultation & outline of podcast.
- Final edited HD recording that you own the rights to and can use on your website, social media platforms, YouTube, email to potential & existing customers, and employee training. WOC will also promote the podcast online and through itunes, Spotify, and Googleplay.



WOC VIDEO BOOTH SHOOT

\$3,200 Per Video

Take advantage of your exhibit setup at WOC and work with our team to produce a turnkey custom video. Take advantage of this opportunity to provide a video of booth highlights, specific product demo, new product launch, or company overview. Our expert team will work with you to produce a final video 2-3 minutes in length and fully edited. Perfect for use on your website, in a content marketing program, or for sales team use. A limited number of Video Booth Shoot opportunities are available given the in-booth production time of 30-40 minutes per shoot.; includes 5 views of your exhibit booth.

Initial video provided 10 days after show. Client allowed one round of edits. Edited version provided 3-5 days after client edits received. Final video delivered electronically. Customers own final video.

Sample Booth Shoot Video - <https://www.youtube.com/watch?v=Q27g6RRX8us>

Schedule quickly as these will sell out fast!

WOC SHOW SITE GEO-FENCING

\$5,400 - Two Exclusive Opportunities

Available

World of Concrete has the ability to deliver your message to show attendees while they are on the floor of the Las Vegas 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.

Geo-Fencing opportunities from INFORMA deliver the most concentrated impressions available to the core attendee audience. We use a combination of polygon technology (that is the smallest radius tool possible, matching the outline of the convention hall), along with audience targeting layered on, whereas most geofencing offers available default to a 500 yard radius (five football fields) around the location. For the best results, purchase the "official" WOC show geofencing option.

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.

This opportunity is available to two sponsors with estimated mobile ad units delivered during the show period of 270,000 each. Any minimal fluctuation in impressions will be made up on the WOC website.

FOCUS GROUP OPPORTUNITY

\$10,000

The WOC team is offering two exclusive focus group opportunities during the 2021 Show. One opportunity will be available on Tuesday morning, and one on Wednesday morning.

For exhibitors looking for a qualitative research opportunity to gain a better understanding of buying practices, get honest feedback on new product development, identify key trends, opportunities, and industry challenges or any number of other research needs, we're offering this opportunity to explore with a group of industry professionals.

Focus group opportunity include:

- Meeting room at the convention center for the focus group
- Focus groups to take place from 7:30 – 9:00 AM each morning. Breakfast would be served to participants.
- Recruiting of 8 to 10 participants. Recruitment effort can be targeted to the types of professionals of most interest to the client. The advantage of a focus group at WOC, also results in a good regional distribution of participants.
- We will offer each participant a \$100 AMEX gift card as an honorarium for their participation
- We will provide "audio recording." If the client wants something more elaborate such as video recording, there would be at an added fee.
- We would provide an experienced focus group moderator.
- The moderator would also work with the client to develop a "Discussion Guide" for the focus group, and offer guidance on what can be accomplished .



DIGITAL PLANNER: 350,000+ CIRCULATION

The Digital Planner is a digital resource for trade professionals in the Concrete and Masonry Industry. For attendees of WOC events it will be a valuable resource for optimizing how to spend their time. And for the broader industry it will provide a valuable reference resource for the products and services presented during 2021 WOC events.

The Digital Planner will provide an overview of the show's education program, exhibitor list, trade show floor plan, special events, speakers, featured new products, and destination information for Las Vegas. This advance guide will provide the user a tool for planning their time at the show -- including which exhibitors to visit! With the planner's digital format, we will link key information to additional sources to provide more content to the user making the Planner a valuable tool to both attendees and non-attendees.

The Official WOC Digital Planner will be sent to the full WOC database of 187,000 industry professionals, including all pre-registered attendees ,plus subscribers to our WOC 360 newsletter and website. It will be sent twice in May. Total reach of 400,000+. Advertisers will be included in both issues for one price.

Ad Reservations Deadline – March 22

Ad Materials Deadline – April 1

Distribution Dates – May 3 & May 17

Advertising Rates

2-Page Spread	\$2,575
Full Page	\$1,930
1/2-Page Horizontal	\$1,340
1/4-Page	\$895



FLOOR GRAPHIC

Exhibit Hall:

- 1 Graphic - \$2,400
- 3 Graphics - \$6,100

Lobby:

- 1 Graphics - \$2,800
- 3 Graphics - \$7,000



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.

INDOOR COLUMN WRAP

\$4,425

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 drive traffic to your booth. Package pricing available if purchasing multiple column wraps. Dimensions: 8"W x 12' H



8-SECOND BIG SCREEN SPOT

\$7,300 - Various inside locations

Your message will appear on multiple 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.

Art Submission Deadline: 04/30/21
Email artwork to: Tyler Johnson at tyler.johnson@informa.com

4-SIDED ROTATING LIGHTED KIOSK

- \$4,450 for individual panels
- \$7,200 for 2 panels
- \$9,850 for all 4 panels

Located in the West, & North Hall

Stand out from the crowd with your company advertisement and booth number, beautifully displayed on one or more panels of a 4-panel rotating lighted kiosk. Purchase one panel, two panels or purchase all four panels! Production included. Contact for dimensions.



INDOOR BANNERS

Various inside 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. A variety of locations and sizes available.



DOUBLE-SIDED LOBBY BILLBOARD

\$7,250 - Located in the North, Grand Concourse or West Lobby

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

OUTDOOR FLOOR GRAPHICS

Various locations -- 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!



OUTDOOR PARK BENCHES

Package of 2 for \$850 -

Locations 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 at the entrance to the Grand Concourse for extra exposure at a terrific price point! Production included.

Size: 48" wide x 15" high.



OUTDOOR COLUMN WRAP



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 and to drive traffic to your booth. Package pricing available if purchasing multiple column wraps.

Art Submission Deadline: 04/30/21
Email artwork to: Tyler Johnson at tyler.johnson@informa.com

OUTDOOR BANNERS

Building Banner (10' H x 20' W) - \$12,750

Building Banner (20' H x 30' W) - \$36,000

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 outdoor banner or go with one of our new offerings in the Taxi and Shuttle Drop off areas. Production Included.



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

AISLE SIGNS

1 Sign (non-entrance) -- \$2,350

1 Sign (entrance) -- \$3,900

3 Signs (non-entrance) -- \$6,100

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. 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.



The WOC database consists of 100,250 unique and active industry professionals who have registered to attend WOC during the past three years.

WOC has developed a suite of digital products to target the WOC database while partnering with best-in-class technology partners to take advantage of today's leading-edge digital tools. For customized digital programs aligned with your companies sales and marketing objective please contact Greg Cooke, 630-215-3944 or at gcooke@dktamedia.com

WORLD OF CONCRETE 360 E-NEWSLETTER

Launched at the end of February 2020, the World of Concrete 360 newsletter is sent bi-weekly on Tuesdays to 187,000 industry professionals.

Each issue of World of Concrete 360 will include:

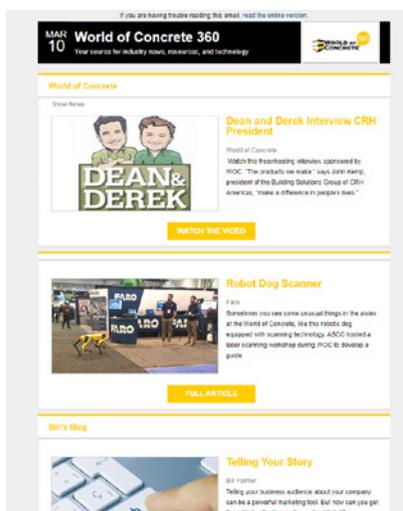
- Industry News and Information
- Company Profiles
- New Product Information
- Industry Research
- Exclusive content

Semi-exclusive advertising opportunities are available for up to four customers in each newsletter.

Advertising Rates*

Leader Board	\$1,500/issue
Position 1	\$1,500/issue
Position 2	\$1,400/issue
Position 3	\$1,200/issue
Footer Position	\$1,100/issue

*Packages available based on 6X+ frequency



TARGETED E-MAIL MARKETING

The WOC database is the industry's most comprehensive database available for concrete and masonry industries.

Opportunities for exhibitor's own dedicated emails during non-show cycle period (April - October) are available to target the full database or by selections based on industry segment, geo-location, or audience demographics.

Please consult with your WOC Account Manager for details and to schedule a time to get a tour of our database using the Tableau visualization tool.

Pricing is \$300 CPM.



WOC 2021 POST-SHOW SHOW AUDIENCE GEO-FENCING

Would your company like to continue engaging with WOC attendees after the show? Throughout the days of the show, and within the exhibit halls, WOC works with a technology partner to identify every individual on the show floor using their mobile ID. This allows us to follow those individuals post show and deliver your marketing message directly to their mobile and desktop devices, wherever they are located.

Packages available:

One (1) Month	125,000 impressions
Three (3) Months	375,000 impressions
Six (6) Months	750,000 impressions

Pricing is \$30 CPM.

WORLD OF CONCRETE COST PER LEAD (CPL) PROGRAMS

Programs are designed to deliver a specific number of market qualified leads into your company's funnel. Leveraging the WOC database and your company's content assets, we can execute lead generation programs on your behalf. Our team will evaluate your content assets to recommend those that will work best and require at least three content assets per program. We also have the capabilities to work with you in developing new content if needed.

Starting pricing point for marketing-qualified lead programs are \$60 per lead. Additional charges are added for specific lead filters including geographic and demographic selections.

ADVERTISING PROGRAMS ON WWW.WORLDOFCONCRETE.COM

The WOC website provides essential and detailed information for the show on educational sessions, demos, new products, and events taking place at WOC.

The site is a more valuable year-round resource for industry professionals and will open up significantly larger opportunities for banner advertising, native programs, and client content programs such as webinars.

Consult your WOC Account Manager for more details.

ADVERTISE ON WOC360.COM AND REACH THE WOC AUDIENCE ALL YEAR

Launching November 2020, WOC360.COM will be a stand-alone website from World of Concrete, providing a year-long destination for industry professionals to keep up with the latest relevant news that drives the global concrete construction market. **POWERFUL MARKETING REACH TO DRIVE TRAFFIC TO WOC360.COM WILL INCLUDE:**



World of Concrete 360 Newsletter & Website



Online Advertising & Social Media Promotion



Broadcast Email Campaigns



Collaborative Partnerships



Direct Mail Campaign

Contact Greg Cooke, 630-215-3944 or at gcooke@dktamedia.com for details.

AUDIENCE EXTENSION PROGRAMS TO QUALIFIED WEBSITES

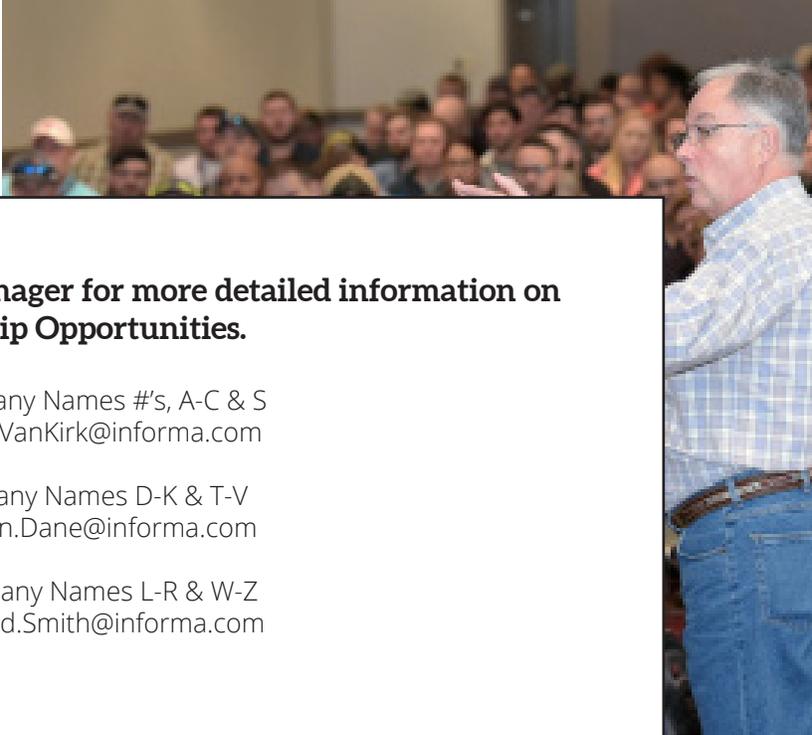
WOC has partnered with a leading programmatic technology partner, and we can deliver your message to concrete industry professionals wherever they go on the Internet. Are they sports enthusiasts on ESPN.com, checking the stock market performance on WSJ.com, or catching up with the latest news on Yahoo.com?

Through these audience extension programs, we can deliver significant online impressions to industry pros who have interacted with www.worldofconcrete.com. We have program packages available delivering 500,000; 750,000, or 1 million impressions during specific time periods.

Sample Audience Extension Programs

500,000 Impressions delivered over a 3-month time period \$10,000	750,000 Impressions delivered over a 3-Month time period \$15,000	1,000,000 Impressions delivered over a 3-month time period \$20,000
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Work with your WOC Account Manager to develop customized programs that fit within your budget and time period.

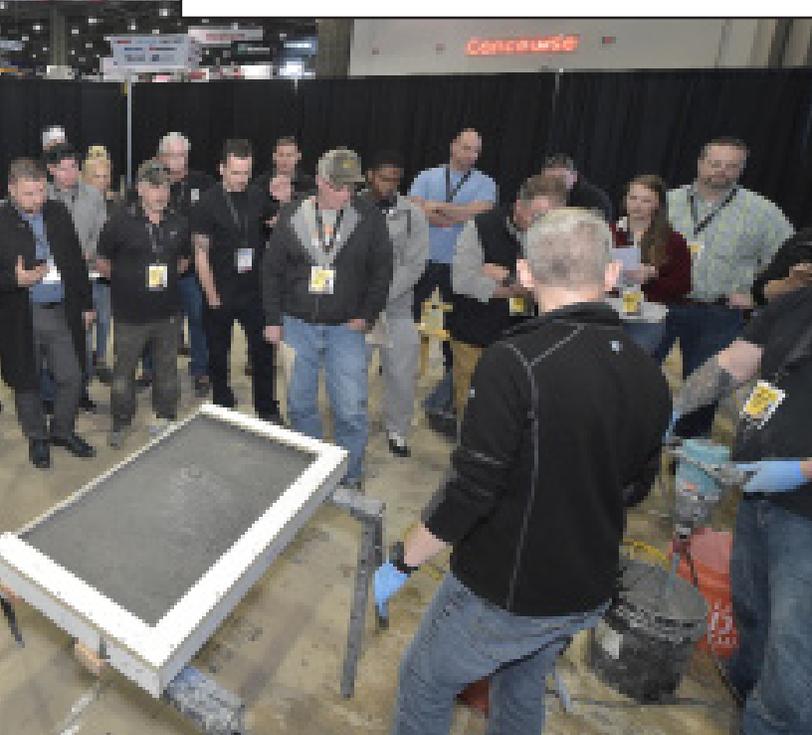


Consult with your WOC Account Manager for more detailed information on WOC Sponsorship Opportunities.

Kevin Van Kirk, Company Names #s, A-C & S
212-600-3534, Kevin.VanKirk@informa.com

Edison Dane, Company Names D-K & T-V
212-600-3522, Edison.Dane@informa.com

Richard Smith, Company Names L-R & W-Z
212-600-3542, Richard.Smith@informa.com



Additional Products and Services Available

For customized digital programs aligned with your companies sales and marketing objective please contact
Greg Cooke, 224-240-3484 or at gregory.cooke@informa.com