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 187,000 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.

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.

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
**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**

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
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 April 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

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 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
• 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 (1 minute) 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.

PRE-SHOW DIGITAL PLANNER: 150,000+ CIRCULATION

The Pre-Show Planner reaches 150,000+ contractors and producers including all pre-registered 2021 WOC attendees, and past WOC attendees and will be distributed 2X prior to 2021 show. It offers a guide to World of Concrete so attendees can begin the planning process.

2-Page Spread $2,575
Full-Page $1,930
1/2-Page Horizontal $1,340
1/4-Page $1,005

PROGRAM & EXHIBITS GUIDE: 40,000+ CIRCULATION

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 ensure they see all they have to see, that’s why the WOC Program & Exhibits Guide is effective.

AD UNITS COST

2-Page Spread $5,540
Full-Page $4,260
2/3-Page $3,990
1/2-Page Island $3,500
1/2-Page Horizontal/Vertical $2,910
1/3-Page Vertical/Square $2,365
1/4-Page $2,245

Ad Reservations: November 30, 2020
Ad Material Due Date: December 5, 2020

FLOOR PLAN AND CONVENTION CENTER HALL MAPS

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.

Overview Map: $4,200
Individual Hall: $1,500
**FLOOR GRAPHIC**

**Exhibit Hall:**
- 1 Graphic - $2,400
- 3 Graphics - $6,100

**Lobby:**
- 1 Graphic - $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.

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**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

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**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.

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**DOUBLE-SIDED LOBBY BILLBOARD**

$7,250 - Located in the North, Grand Concourse or South 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

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**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.

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Art Submission Deadline: 11/16/20
Email artwork to: Tyler Johnson at tyler.johnson@informa.com
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.

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

Art Submission Deadline: 11/16/20
Email artwork to: Tyler Johnson at tyler.johnson@informa.com

*Placement requests will be taken into consideration, but final placement will be determined by Show Management.
The WOC database consists of 187,000 unique and active industry professionals who have registered to attend WOC during the past two 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.

**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*

<table>
<thead>
<tr>
<th>Position</th>
<th>Advertising Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Sponsor Leader Board Position 1</td>
<td>$2,950/issue</td>
</tr>
<tr>
<td>Position 2</td>
<td>$1,400/issue</td>
</tr>
<tr>
<td>Position 3</td>
<td>$1,200/issue</td>
</tr>
<tr>
<td>Footer Position</td>
<td>$1,100/issue</td>
</tr>
</tbody>
</table>

*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.
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:

<table>
<thead>
<tr>
<th>Duration</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>One (1) Month</td>
<td>125,000 impressions</td>
</tr>
<tr>
<td>Three (3) Months</td>
<td>375,000 impressions</td>
</tr>
<tr>
<td>Six (6) Months</td>
<td>750,000 impressions</td>
</tr>
</tbody>
</table>

Pricing is $30 CPM.

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

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>500,000 Impressions delivered over a 3-month time period</td>
<td>$10,000</td>
</tr>
<tr>
<td>750,000 Impressions delivered over a 3-Month time period</td>
<td>$15,000</td>
</tr>
<tr>
<td>1,000,000 Impressions delivered over a 3-month time period</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

Work with your WOC Account Manager to develop customized programs that fit within your budget and time period.

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.

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

Kevin Van Kirk, Company Names A-C
972-536-6328, Kevin.VanKirk@informa.com

Edison Dane, Company Names D-K
972-536-6327, Edison.Dane@informa.com

Richard Smith, Company Names L-R
972-536-6476, Richard.Smith@informa.com

Kathleen McKinney, Company Names S-Z, #’s
972-536-6375, Kathleen.McKinney@informa.com

Additional Products and Services Available

Content Creation
No matter what type of content or format, our team of experts can support your needs. Whitepapers, video, e-books, industry reports, infographics, custom newsletters and more...

Custom Research Surveys Conducted Over The WOC Audience Base

Focus Groups with Industry Professionals

Social Media Programs

Custom In-Person Events
Local Market Events, Multi-Day Conference Events, Mobile Tours.

For more information on additional products please contact:
Nick Judah, 972-536-6476, Nick.Judah@informa.com