

2021 VIRTUAL INDUSTRY FORUM

BE FRONT & CENTER TO OUR ONLINE AUDIENCE



ONLINE: FEBRUARY 2-4, 2021

ON DEMAND: AVAILABLE THROUGH MARCH 30, 2021

GET READY FOR THE WOC360.COM 2021 VIRTUAL INDUSTRY FORUM!

2021 demands a certain departure from business as usual, presenting a unique opportunity to invest in innovative ways of working, connecting, learning and sharing information. Informa is taking this opportunity to reinforce our live event, the World of Concrete, June 8-10; Education June 7-10 with a special online Industry Forum February 2-4, 2021. The addition of an online experience transcends limitations, and grows your audience into a broader global presence to reach top concrete and masonry professionals across the world.

Generate high-quality leads from active industry professionals during this Forum. Opportunities abound in this virtual experience to connect with existing and new customers through thought leadership and messaging. The goal is to provide valuable online content to attendees, in addition to creating anticipation for our live event in June.

Please review the opportunities on the following pages to select the level of exposure you want for your company during the WOC360.com online Industry Forum this February.

VIRTUAL FORUM PROGRAM



ONLINE: FEBRUARY 2-4, 2021
ON DEMAND: AVAILABLE THROUGH MARCH 30, 2021

With 5 different sponsorship packages to choose from, you can be front & center to the WOC360.com online audience, supporting education sessions that highlight trends and valuable innovations so important to the industry during these challenging times.

World of Concrete Virtual Forum: State of the Concrete Industry
Presenting opportunities to sponsor keynotes, panel discussions, and sessions throughout the week!

Scheduled sessions will include a 30- to 45-minute presentation and 15-minutes allocated for questions/answers.

Preliminary Session Topics may include*:

- Keynote: The Economy and Outlook for 2021 and Beyond
- Insurance and Bonding in Construction
- Top 10 Innovations in the Concrete Industry Including Opportunities for Both Interior and Exterior Flatwork
- Getting Reasonable Concrete Specifications -- Panel
- Keeping a Concrete Crew Safe and Healthy on the Jobsite -- Panel
- Contradictions in Specifications for Polished Concrete -- Panel
- New Markets for Concrete Construction -- Panel
- Legal Issues in Concrete Design & Construction
- Legends and Leaders in Concrete and Masonry Design & Construction

** Please note, preliminary schedule is for reference only—final content and order may vary.*

SPONSORSHIP PACKAGES

Title Sponsor / 1 Available Opportunity / Sponsorship Investment - \$20,000

Event Home Page Recognition - "Title Sponsor" placement - includes hotlinked logo

Exclusive Event Tile/Webinar - Feature your own webinar with (1) 50-minute pre-recorded webinar. Include up to (6) pre-produced assets within own exclusive event tile

Sponsorship of All Forum Sessions - Sponsorship of ALL Forum Sessions and opportunity to include up to (2) pre-produced assets within Resources Library for each session

Forum Promotion - Title sponsor recognition in all related online promotion

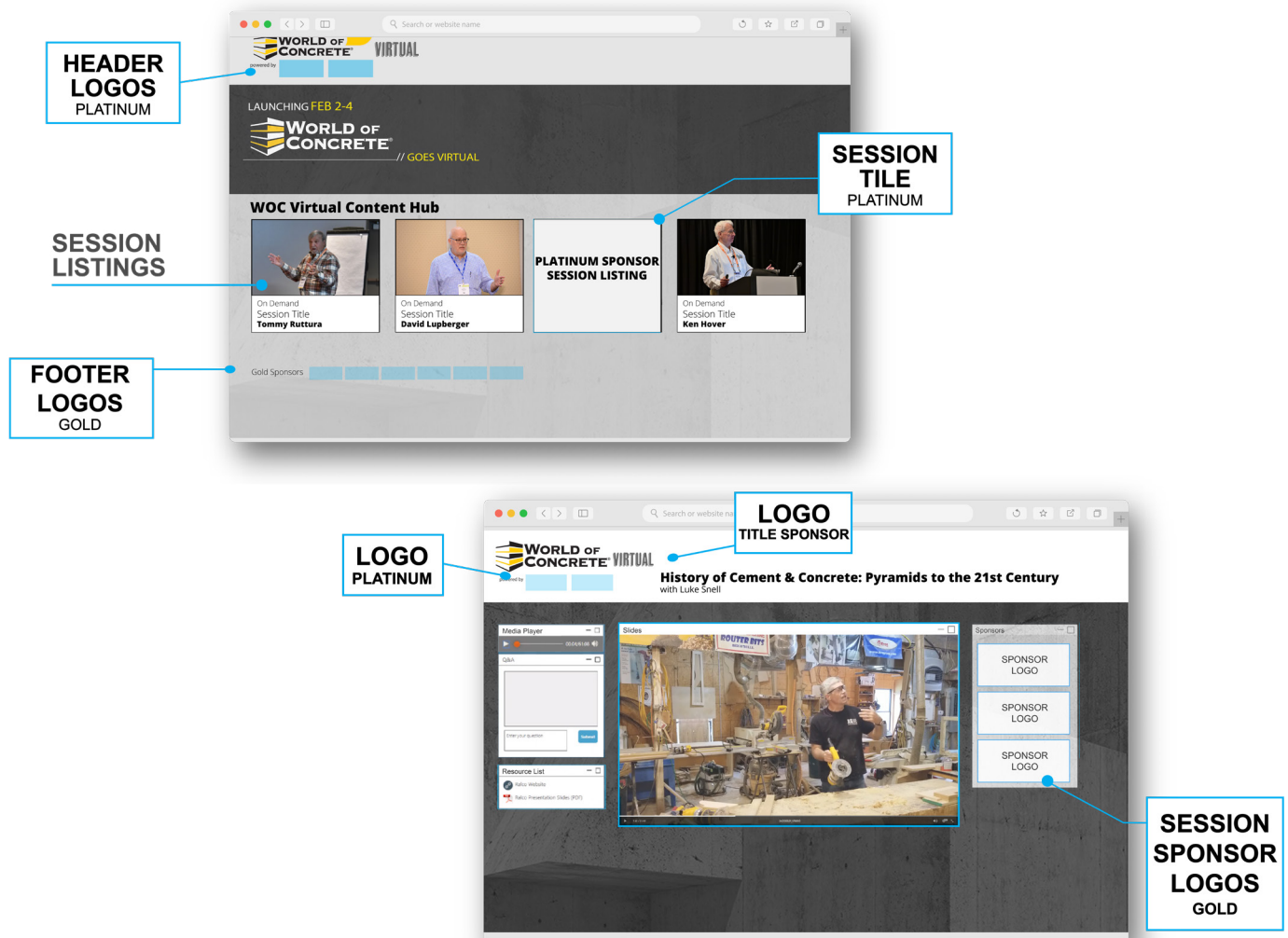
Social Media Promotion - Title sponsor recognition in all social media posts

Exclusive Promotion of Sponsor-Owned Webinar - Minimum of (1) dedicated e-blast promotion of sponsor-owned webinar

Leads - All Leads for Sponsored Forum Sessions. All Leads for Sponsor-Owned Webinar

Metrics - Personalized detailed report provided

UP TO (4) products in THE PRODUCT DISCOVERY ZONE -- Introduce products your company wants to highlight on the **NEW** WOC360.com website. This listing will include your product image, 50-word description of product, company name and link to your website where you can feature additional information on your product.



Please note, mockups are for logo placement reference only—final design, content, and order may vary.

Platinum Level / 4 Available Opportunities / Sponsorship Investment - \$15,000

Event Home Page Recognition - "Platinum Sponsor" placement - includes hotlinked logo

Exclusive Event Tile/Webinar - Feature your own webinar with (1) 50-minute pre-recorded webinar. Include up to (6) pre-produced assets within own exclusive event tile

Sponsorship of Forum Sessions - Sponsorship of (5) Forum Sessions and opportunity to include (2) pre-produced assets within Resources Library for each of sponsored session

Forum Promotion - Platinum sponsor recognition in all related online promotion

Social Media Promotion - Platinum sponsor recognition in all social media posts

Exclusive Promotion of Sponsor-Owned Webinar - Minimum of 1 dedicated e-blast promotion of sponsor-owned webinar

Leads - Leads for (5) Sponsored Forum Sessions. All Leads from Sponsor-Owned Webinar

Metrics - Personalized detailed report provided

UP TO (3) Products in THE PRODUCT DISCOVERY ZONE -- Introduce products your company wants to highlight on the **NEW** WOC360.com website. This listing will include your product image, 50-word description of product, company name and link to your website where you can feature additional information on your product.

Gold Level / 15 Available Opportunities / Sponsorship Investment - \$7,500

Event Home Page Recognition - "Gold Sponsor" placement - includes hotlinked logo

Sponsorship of Forum Sessions - Sponsorship of (3) Forum Sessions and opportunity to include (2) pre-produced assets within Resources Library for each sponsored session

Forum Promotion - Gold sponsor recognition in all related online promotion

Social Media Promotion - Gold sponsor recognition in all social media posts

Leads - Leads for (3) Sponsored Forum Sessions

Metrics - Personalized detailed report provided

UP TO (2) Products in THE PRODUCT DISCOVERY ZONE -- Introduce products your company wants to highlight on the **NEW** WOC360.com website. This listing will include your product image, 50-word description of product, company name and link to your website where you can feature additional information on your product.

Custom Webinar Opportunity / 5 Available Opportunities / Sponsorship Investment - \$4,000

Customers desiring the opportunity to produce and deliver their own webinar on the WOC360.com Virtual Industry Forum, can sponsor a Custom Webinar. This can be added to your current sponsorship, or placed on the platform as a stand-alone presentation. Custom Webinars will be included on the Forum agenda and are included in promotion for the event. Custom Webinars will also be included on the event home page with their own tile. Sponsors are responsible for providing webinar content and the WOC360.com team will record and edit content for delivery on platform if needed (included in price). Sponsor will receive leads generated from attendees of their Custom Webinar.

PRODUCT DISCOVERY ZONE - \$750 (\$650 each for 3 or more listings)

Introduce products your company wants to highlight on the NEW WOC360.com website. This listing will include your product image or video, 50-word description of product, company name and link to your website where you can feature additional information on your product.

A BIG THANK YOU!

Your support means the world to us, and more importantly to this industry.



LET'S TALK!

Contact:

Greg Cooke, Digital Sales Director

WOC360.com

224-240-3484

gregory.cooke@informa.com

Or Contact Your World of Concrete Account Executive Today!

Kevin Van Kirk

Account Executive

(Company Names #'s, A-C & S)

972-536-6328

kevin.vankirk@informa.com

Edison Dane

Senior Account Executive

(Company Names D-K & T-V)

972-536-6327

edison.dane@informa.com

Richard Smith

Associate Sales Manager

(Company Names L-R & W-Z)

972-536-6467

richard.smith@informa.com