

# 2021 WORLD OF CONCRETE MEDIA OPPORTUNITIES



Make the most of your exhibit investment at the World of Concrete by making your booth a “destination” with attendees prior to them arriving at the show, and once they are onsite.

## WOC Pre-Show Digital Planner

The Pre-Show Planner is a digital resource for trade professionals attending or considering attending the World of Concrete 2021.

The Pre-Show 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. Advertisements in the planner can link to special offers and incentives to drive attendees to your exhibit at the show.

The Official WOC Pre-Show Digital Planner will be sent to the full WOC database of 187,000 industry professional, including all pre-registered attendees. It will be sent once in mid-December, and then again in early January. Advertisers will be included in both issues for one price.

Ad Reservations Deadline – November 6

Ad Materials Deadline – November 12

### Advertising Rates

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



## WOC Program & Exhibits Guide

The WOC Program & Exhibits Guide is the print resource distributed at the show from bins throughout the exhibit halls and at registration. 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. 1,500 exhibiting companies, 22 miles of aisles, three exhibit halls, 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 & Exhibits Guide is effective.

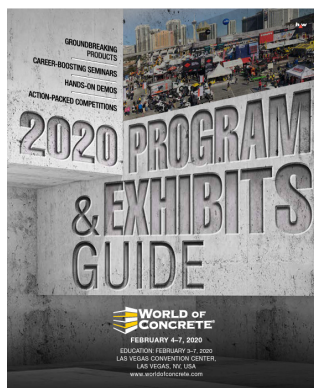
The Official WOC Program & Exhibits Guide receives a distribution of 30,000 + during the days of the show.

Ad Reservation Deadline – November 30

Ad Materials Deadline – December 7

### Advertising Rates

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



**SPECIAL INCENTIVE – Customers running in both the Official WOC Pre-Show Planner and the WOC Program & Exhibits Guide will receive a 10% discount off the advertising prices for both products.**