

# BUILD the way to greater profitability

Other shows may “feature” concrete & masonry, but only World of Concrete speaks your language — which is why professionals from around the world come here to find partners who can help them build solid foundations, for both their projects and their businesses. Tap into an unequalled pool of qualified buyers who are actively looking for products, technologies, equipment and solutions audience like yours, at the industry’s first and largest annual international event.

**Connect with decision-makers from across the global concrete and masonry community, in person.**

**52%**

of registered companies reported an annual value of contracts/projects totaling more than a half a million dollars.

**27%**

recommend/determine products to be purchased

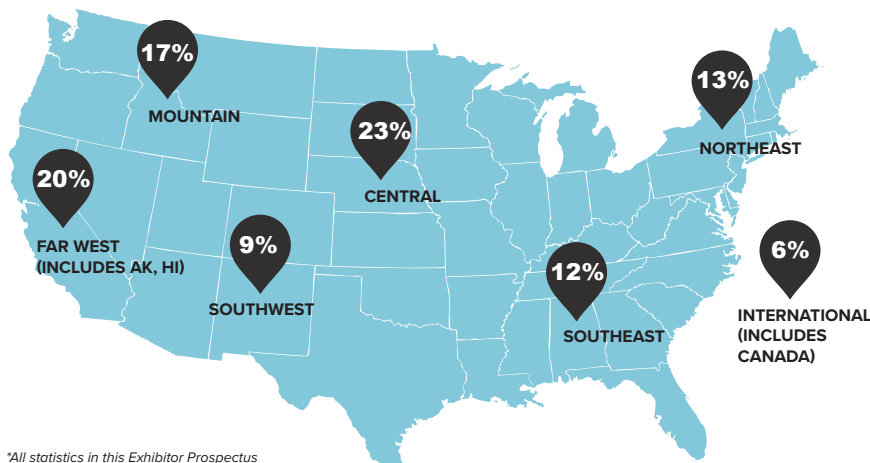
**36%**

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

**47%**

make or approve purchases

**Expand your reach and tap into new markets.**



\*All statistics in this Exhibitor Prospectus are based on 2022 registration numbers.

**WOC attendees come ready to buy what they need. In the next 12 months, they plan to purchase these products:**


3-D Printing Equipment & Supplies	Forms
Accounting & Estimating Software	Logo Clothing
Admixtures	Branding for Companies
Aggregate	Masonry Products
Cement	Mixers
Cement Production Equipment & Supplies	Molds
Cleaning Equipment & Supplies	Promotional Products
Coatings	Pumping Accessories
Color Pigments	Pumps
Compressor, Pneumatic & Hydraulic Tools	Reinforcement
Computer Hardware, Software & Peripherals	Accessories & Tools
Concrete & Mortar Construction	Safety Clothing
Equipment & Supplies	Saws
Construction Vehicles	Scarifying Equipment
Construction Services	Screeds
Crack Repair Materials	Sealers
Curing Compounds & Equipment	Stains
Estimating & Bidding Software	Stamping Tools
Finishing/Texturing	Testing Equipment, Materials & Services
Tools, Formwork & Scaffolding	Tools
	Trucks
	Unmanned Aerial Vehicles (Drones)
	Waterproofing & Damp-Proofing
	Materials
	Wireless Technology

**Ready to CAPTURE your sales goals?**

**BOOK YOUR BOOTH TODAY.**

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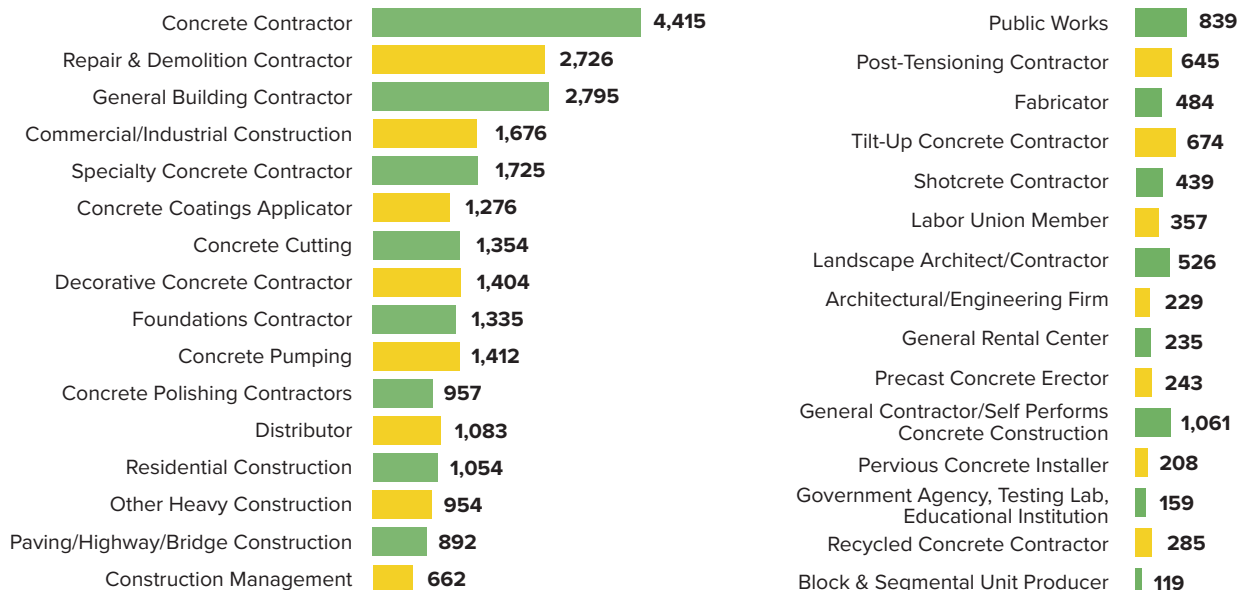


# CAST a wider net



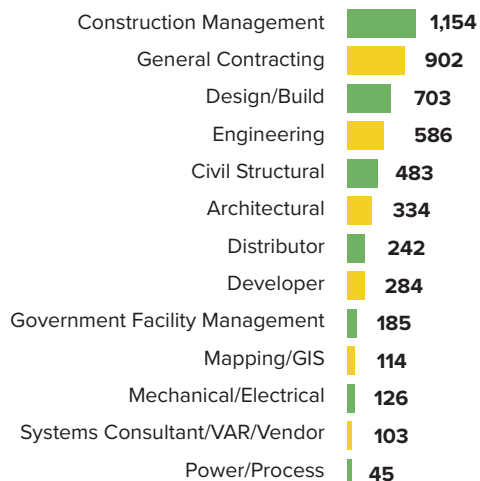
## WORLD OF CONCRETE

Meet professionals from every facet of concrete and masonry.



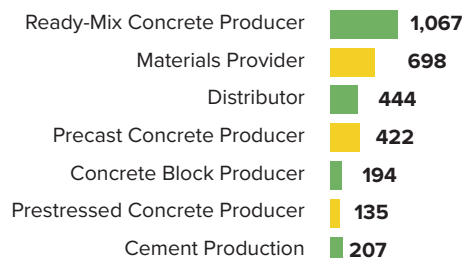
## CONSTRUCTION TECHNOLOGY

Engage with potential buyers in a variety of job functions, who are searching for innovative solutions like yours.



## THE PRODUCER CENTER

If you're fluent in ready-mix, precast and prestressed concrete, cement, aggregate, admixtures, and batch plants, this is where you belong.



Ready to REACH your sales goals?

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# SHOWCASE YOUR SPECIALTY



## MATERIAL HANDLING

Talk shop with heavy equipment retailers and site prep, delivery and logistics professionals looking to secure material handling solutions.

- Backhoes
- Concrete pumps
- Forklifts
- Loaders
- Mini excavators
- Pavers
- Site prep equipment
- Trucks
- Other heavy equipment used for material delivery, distribution, concrete placement or earth moving



## CONCRETE SURFACES & DECORATIVE

Converse with professionals looking for creative solutions in surface and decorative concrete (like yours) at this section of the show floor.

- Coatings & sealants
- Color hardeners
- Countertops
- Stains
- Stamping
- Molds
- Overlays
- Polishing equipment



## CEMENT PRODUCTION PAVILION

Meet with attendees looking for equipment and support services used in cement manufacturing such as:

- Kilns
- Separators
- Mills
- Dryers
- Silos
- Bagging machines
- Plant Automation & Instrumentation



## CONCRETE REPAIR & DEMOLITION

Well-versed in the needs of repair and demo professionals? Show what you know — and highlight your preparation equipment, grinding and sawing equipment and other products — in this specialty area.

- Coatings removal equipment
- Dust-collection
- Epoxies
- Hydro-demolition equipment
- Mortar
- Patching materials
- Waterproofing



## AAC - AUTOCLAVED AERATED CONCRETE

State-of-the-art Production Plant Solutions from Internationally Renowned Experts. Discover the New Building Material - Discover New Opportunities for the US Construction Industry.

- Production Technology
- Typical Application of AAC in the Construction Industry
- Blocks, Panels and Claddings
- Beneficial Product Properties



## WORLD OF MASONRY

Speak directly with masonry pros (and generate powerful leads) at this popular area of the show floor, featuring the latest products, tools, information and technologies.

- Cast stone
- Gloves
- Hammers
- Levels
- Masonry tools
- Safety Equipment
- Scaffolding
- Trowels
- Wheel-burrows



## CONCRETE MASONRY

Maximize your company's exposure to your target audience by exhibiting in this section, dedicated to top products in the block, segmental retaining wall units, veneer, slabs, pavers and roof tile categories.

- Admixtures
- Block machinery
- Curing systems
- Equipment & supplies
- Finishing machinery
- Molds
- Pigments



## CONCRETE REINFORCEMENT

Present your reinforcement technologies in this specialty area to get in front of buyers looking for your solutions.

- Reinforced positioners & locators
- Epoxy-coated, steel, glass fiber, galvanized bar
- All types of reinforcement accessories



## PRECAST

Chat with more professionals in the precast/prestressed sector when you feature your products in this heavily trafficked hub.

- Dry-cast equipment
- Hollow-core equipment
- Wet-cast equipment

Ready to SOLIDIFY your sales goals?

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# REINFORCE your position in the market



Your products are made of tougher stuff — but does your target audience know that? Show them by participating in the WOC outdoor lots. This attendee-favorite space gives you the chance to demonstrate how your equipment performs in real-world conditions.

## FROM DEMONSTRATIONS TO DOTTED LINES

When potential buyers can test your products in the outdoor lots, they get a better sense of their true value — and that means you'll make more sales on-site.

### 3-D Printing Equipment & Supplies

Boom Trucks

Buggies

Compactors

Cranes

Decorative Concrete

Drilling and Demolition Tools

Forklifts

Grinders

Hoists

Mixers

Power Saws

Power Tools

Pumps

Ride-On Power Trowels

Scaffolding Platforms

Scarifiers

Scrapers

Screeds

Shot Blasters

Skid Steer Loaders

Sprayers

Staining

Stamping

Surface Preparation Equipment

Trucks

Vacuums

Vibrators

Walk-Behind Power

Trowels

Wall Saws

Waterproofing



Had enough talk? Take action.

**SECURE YOUR SPACE TODAY.**

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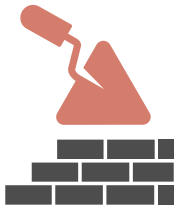
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# ANCHOR your company in the World of Masonry

Held concurrently with the Mason Contractors Association of America (MCAA) Annual Convention, World of Masonry — the largest annual gathering of masonry professionals — connects you with the people you want to meet. If masonry is your focus, make sure your company is part of this high-traffic show-within-a-show.

## ATTRACT MORE BUYERS



The international masonry community knows that World of Masonry isn't all talk — it has a longstanding reputation as the best place to get up-close to the materials, resources, equipment and technology they need now. By exhibiting in this 40,000 sq. ft. space, you'll get in front of a wide variety of professionals who are ready to purchase.

## EDUCATION SESSIONS & INDUSTRY EVENTS

Meet key players in the masonry field when they come together for Masonry Madness, a series of action-packed skills challenges, contests and pro demonstrations.

MCAA's Masonry Skills Challenge

SPEC MIX BRICKLAYER 500® World Championship

SPEC MIX Toughest Tender® Competition

MCAA'S Fastest Trowel on the Block



## CONNECT WITH PROS IN EVERY FACET OF MASONRY

**912** Masonry Contractor/Specialty Masonry Contractor

**790** Masonry Craftsman/Bricklayer

**522** Masonry Repair Contractor

**497** General Building Contractor

**462** Commercial/Industrial Construction

**327** Residential Construction

**307** Restoration Contractor

**272** Thin Brick/Thin Stone Applicator

**200** General Contractor who Self Performs Masonry Construction

**197** Self-Retaining Wall Contractor

**190** Distributor

**178** Landscape Architect/Contractor

**163** Stucco Contractor

**148** Construction Mgmt Doing Masonry Construction

**121** Architectural/Design/Engineering Firm

**85** Concrete Block Producer

**67** Brick Producer

**65** General Rental Center

**53** Government Agency, Testing Lab, Educational Institution, Trade Assoc.

Ready to POLISH off your sales goals?

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**“We Speak Your Language”**

# The right **MIX** of marketing tactics

WOC has been serving the global concrete and masonry construction industries for 47 years — and our aggressive outreach strategy keeps our loyal following growing, year after year. We know what resonates with our community, which means we'll deliver more qualified buyers to you.

## PROVEN PROMOTIONAL TOOLS INCLUDE:



**Online Advertising & Social Media** with more than 1.7 million impressions worldwide and over 70,000 followers across Facebook, Twitter, LinkedIn, Instagram and YouTube



**Broadcast Email Campaign** with more than 600,000 impressions



**Collaborative Partnerships** with more than 100 media outlets and associations representing hundreds of thousands of end users and industry professionals



**Educational Program** known as a leading source of knowledge for the industry and attended by 5,000+ serious buyers



**Direct Mail Campaign** targeting more than 150,000 potential registrants



**WOC360 Media & Marketing Services** We connect and educate buyers and sellers through live and digital events throughout the year, through [worldofconcrete.com](http://worldofconcrete.com), and keep them updated on new products, news and continual education on WOC360.com and our WOC360 weekly industry e-newsletters, WOC360 Weekly Update.



**Webinars, Industry Influencer Series, and Events** providing year-round promotion of our annual live tradeshow

## Platforms that help you reach your target market.

- **Find New Customers with Qualifi Select.** Using our Qualifi Select program, we can put your message in front of potential customers using our authenticated, unique, database of registered attendees and visitors.
- **Attendee Mailing List.** Rent access to the list, before and after the show.
- **WOC App.** Connected devices allow attendees to navigate the bustling show floor.
- **Web Listing.** Use the visibility of [www.worldofconcrete.com](http://www.worldofconcrete.com) to get in front of your audience.
- **Purchase Seminars.** Prepay and provide education FREE to your booth staff or most-valued customers.
- **Buyer Invitations.** Deliver show-specific discounts and promotions directly to your customers.
- **Press Relations.** Media lists, press conference space, product publicity, press kit distribution and a staffed on-site press room help you broadcast your message.
- **Online Exhibitor Service Manual.** An easy-to-access exhibitors' "How-To" guide
- **Program and Exhibits Guide/Floor Plan.** All exhibitors get a complimentary listing of their company name, address, phone number and URL and booth profile in the WOC Mobile APP.
- **Experienced Management.** Our reputation depends on your success.



## SEAL MORE DEALS

Maximize your ROI with sponsorships that help you make a bigger, lasting impression.

Visit [www.worldofconcrete.com](http://www.worldofconcrete.com) or email [exhibit@worldofconcrete.com](mailto:exhibit@worldofconcrete.com) today.

Had enough talk? Take action.  
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