

World of Concrete 2023 is quickly approaching. There are a number of important details that will require your attention, and this bulletin is designed to assist you in preparing for the show.

Important Deadlines:

- **December 2, 2022:** Rates for Outdoor Concrete and Custom Prop orders increase
- **December 13, 2022:** Freight accepted at Freeman Advance Warehouse
- **December 16, 2022:** Discount Pricing Deadline
- **December 17, 2022:** EAC Designation Due
- **January 5, 2023:** Last day for freight to arrive at Freeman Advance Warehouse

EXHIBITOR Booth Staff Registration: NOW OPEN!

Save time, save paper. All registration for the show will be done online only. You must register your team via Exhibitor Registration in your portal. You must provide an individual email for each member of your team so their check-in onsite will be quick and easy.

We will have printed badges for both attendees and exhibitors at the 2023 show. You will receive an email one week before the event containing a bar code to scan once onsite to obtain your badge. You must visit one of the Exhibitor Badge Printing areas in either the North or South Halls to receive your printed badge.

Register Booth Staff [here](#)

2023 WOC HOTELS

Get the best hotel savings & service! The Official World of Concrete Hotel Partner onPeak offers our exhibitors lower prices and bigger benefits than anybody else. Book [online](#) or call 855-992-3353 today! Shuttle bus service to/from the show is FREE from participating hotels when booking through World of Concrete Housing, powered by onPeak. If not booking your hotel through onPeak, you will need to purchase a non-refundable shuttle bus pass online/onsite to use this service at the show. Be sure to check the updated information on the WOC website to view hotels with shuttle service.

2023 CIM AUCTION DONATIONS

The Concrete Industry Management (CIM) program – a business intensive program that awards students with a four-year Bachelor of Science degree in Concrete Industry Management – is seeking donations for their 2023 CIM Auction to be held at World of Concrete. The auction is scheduled for Wednesday, January 18 at the Las Vegas Convention Center. The silent auction will be held from 11 a.m. to 1 p.m. and the live auction begins at 1 p.m.

Those interested in making a donation should contact CIM Auction Committee Chairman Ben Robuck at ben.robuck@cemex.com or (404) 456-6867.

[Download the 2023 Auction Donation Package](#)

2023 WOC Export Directory

The Export Directory is distributed to our international attendees who come to World of Concrete to network and conduct business with U.S. companies.

In accordance with Department of Commerce policy, products and services included in the Export Interest Directory must be either produced or manufactured in the United States, or if produced or manufactured outside of the United States, must contain at least 51 percent* U.S. content and must be marketed under the name of a U.S. firm.

**51 percent U.S. content means 51 percent of the total pre-margin value of the product or service. Marketing, packaging and domestic transportation charges that are included in the pre-margin cost may be included in the 51 percent.*

You can complete the form [here](#), or you can find the link on your exhibitor dashboard.

NEW Innovative Product Awards powered by World of Concrete – ENTER TODAY!

Showcase your most advanced equipment, materials, tools or service to the industry by entering it in the **NEW Innovative Product Awards powered by World of Concrete**. Industry professionals and experts will have the opportunity to vote for the most cutting-edge solution in nine categories. Gain valuable brand exposure, industry recognition and bragging rights ... if you win! **Deadline to sign up is December 1**. Contact your sales rep or visit <http://unbouncepages.com/woc-ipa-program-2023/> for more details.

2023 World of Concrete Focus Group Opportunity

The World of Concrete team is offering two exclusive focus group opportunities during the 2023 Show. One opportunity will be available on Tuesday, January 17th and one on Wednesday, January 18th. 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.

What does the focus group opportunity include:

- Meeting room at the convention center for the focus group
- Focus groups to take place either over Breakfast or Lunch and the focus group cost includes the meal that 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 would provide each participant a \$100 AMEX gift card as an honorarium for their participation in addition to the meal.
- We would provide professional "audio recording" of the focus group. 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 during the 1 ½ hour focus group.

Contact Your Account Executive for Details.

WOC Press Room

The 2023 WOC Press Room will not be accepting any printed media/press materials. If you have electronic PDF versions of press materials you would like to email to attending members of the press, please email **Steven Pomerantz**, Sr. Marketing Manager, for the media list.

Items to Review:

- Exhibitor Service Manual
- Exhibitor Listing Details
- Booth Location and Number
- Booth Staff Registration available online in your Exhibitor Portal
- Exhibitor Appointed Contractors: Be sure to read if you are using to set up your booth!
- Exhibitor Requirements
- Target Move-in Schedule
- Lead Retrieval Rental (Remember, one lead retrieval app activation to use with your mobile phone is included with your space purchase, unless you chose an upgraded package with 3 activations; access Lead Retrieval options from Compusystems in the Exhibitor Service Manual for additional app activations or all lead retrieval options available at the show.)
- Upgraded Booth Profile
- Important Marketing Materials

Exhibitor Service Manual:

The Exhibitor Service Manual is now available online. The Exhibitor Service Manual is your official guide to exhibiting at WOC 2023. You can access the ESM by logging into the Exhibitor Dashboard: <https://GE23WOC.exh.mapyourshow.com/> with your Exhibitor ID: EAC_WOC and Password: b6QF5KAP.

Exhibitor-Appointed Contractor (EACs):

An Exhibitor-Appointed Contractor (EAC) is any company (other than one of the designated official show contractors) that an exhibitor wants to use in the installation or dismantling of their booth.

- Please use our new online EAC system to designate your EAC.
- Designation is due **December 17, 2022**
- [COI Sample](#)
- **For questions or help with your EAC's, please contact Kaitlyn Phillips at kaitlyn.phillips@EACMgmt.com**

Exhibitor Requirements:

- **Booth Specifications**
 - Review the following booth specifications to ensure that your display meets the exhibit/booth guidelines. All booths, regardless of size, are required to follow these guidelines. Click [here](#) for additional information on multi-level booths. **Be sure to view your booth online and make sure it is as you expected as there are no booth moves onsite.**

Target Move-In Floor Plans/Schedules:

[North Hall](#)

[South Hall](#)

[Central Hall](#)

[Silver Lot](#)

Order Lead Retrieval:

Order Lead Retrieval [here](#).

Gain a competitive edge when following up on your company's most valuable assets -- new customers! With CompuSystem's state-of-the-art and powerful lead retrieval products you will:

- Never miss a sales lead on the show floor
- Capture and qualify leads quickly
- Streamline sales lead follow up

Order your lead retrieval when you register your Booth Staff. You receive one lead retrieval app activation to use with your mobile phone with your space purchase, unless you chose an upgraded package with 3 activations. You will receive information on how to obtain your pre-ordered lead retrieval unit in a separate email.

Interested in WOC Education for your booth staff?

Interested in WOC Education Classes? Learn new skills and techniques, find ways to operate more efficiently, earn professional certifications and improve yourself and your business—for the knowledge you need to finish each job better, faster and more profitably—we've got you covered. Check out more information on education at WOC 2023 [here](#).

Las Vegas Monorail

The Las Vegas Monorail is offering World of Concrete exhibitors exclusive fare discounts. Use the Monorail to travel the Strip and to the convention without the hassles of traffic and wasted time. Make sure to purchase your tickets before the expo as the discounts are available for a limited time!

Buy your discounted tickets at <https://tix.lvmonorail.com/woc2023>

Touchless Ticketing! Download your ticket directly to your mobile wallet and your phone becomes your ticket to ride! In minutes, Monorail riders can travel the Las Vegas Strip in a safe, clean, and climate-controlled environment.

Interested in an upgraded Digital Listing profile or other **sponsorship opportunities?** Contact your Account Executive today!

Important Marketing Materials:

[Sponsorship Brochure](#)

[Success and ROI Center](#)

[Marketing Resource Center](#)

[Exhibitor Toolbox](#)

Have any questions? Contact your Account Executive Today!

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