



The World's Largest Concrete Show Returns to Las Vegas With New Pavilions and Projected Growth
49th edition of World of Concrete introduces innovations in new concrete materials such as AAC, highlights areas of opportunity in trucking and recognizes female business leaders in concrete with all-women panel

Las Vegas, NV (December 27, 2022) [World of Concrete](#), Informa Markets' premier exhibition serving the construction and masonry industries, today reveals its agenda for the upcoming exposition, slated for January 17-19 with education beginning January 16 at the Las Vegas Convention Center. In its 49th edition, World of Concrete continues to grow as the global hub for construction buyers and sellers, offering more expert-led sessions than ever before to fuel the industry with inspiring interaction. The industry-leading concrete and masonry conference plans to host over 1,000 exhibitors in the expo hall, spanning more than 700,000 square feet of indoor and outdoor exhibit space.

"World of Concrete is one of the major sources of growth for the concrete and masonry industries as the global community continues to seek what is to come in production, materials and market trends" says **Jackie James, Vice President, World of Concrete**. "This year welcomes an intentional range of new initiatives bringing to the forefront advancements in material ingenuity, growth of the trucking sector and recognized areas of continuing community impact."

New this year, the North Hall will host the **Autoclaved Aerated Concrete (AAC) Pavilion** featuring revolutionary Production Plant Solutions from internationally renowned experts. The AAC Pavilion will focus on the upsurge of aerated material, weighing less than traditional concretes, reducing structural costs for steel and cement [20 to 27%](#). AAC serves many benefits including thermal insulation as well as water, insect and fire resistance.

Also new to the 2023 edition, World of Concrete will launch the first ever **Work Truck Live!**, an interactive program showcasing top-of-the-line work trucks. Presented by [Modern WorkTruck Solutions](#), the dedicated space shows innovations in design and configuration of work trucks and innovative accessories that will provide contractors with increased safety and productivity across the evolving demands of the trucking market.

"The World of Concrete recognizes its unique position to promote underutilized markets," remarks **Kevin Thornton, SVP of Construction at Informa Markets**. "It is our priority to offer opportunities for future concrete professionals to access education through accredited industry management programs, professional associations directly serving equality and diversity in the workforce, as well as sustainability efforts. World of Concrete celebrates progress in the business while also providing a platform to discuss and train on the critical topics of tomorrow."

Returning for the 18th consecutive year, The [Concrete Industry Management \(CIM\)](#) program will hold its Silent & Live Auctions onsite, Wednesday, January 18, to raise funds for the program that provides students with a four-year Bachelor of Science degree in Concrete Industry Management. CIM has

developed into a key resource for populating the concrete industry with talented individuals, offering the program across five universities strategically placed for ease of access.

Hosting its inaugural panel featuring all-women, the **Women's Association of Concrete Professionals**, the leading association for female professionals in concrete, will address trends, trials and triumphs faced in the field. Women represent [14% of the construction industry as of 2022](#) currently at its highest and expected to maintain steady increase year over year. World of Concrete proudly showcases women impacting the construction and concrete community and encourages discussions from ownership, management and leadership to emphasize resources for women in the trade.

This year, World of Concrete also launches [The Innovative Products Award](#) program to provide manufacturers and service providers the chance to showcase the most cutting-edge solutions in the industry. World of Concrete attendees and the WOC360 audience will vote on products and services that are entered into the program. The winners will be announced after the expo on February 21.

Above all in new additions to the show, as sustainability continues to be an increasingly critical focus in the concrete and masonry industry, World of Concrete aims to lower carbon output by introducing renewable electricity in 2023. These efforts are estimated to save 204 tons of carbon dioxide, significantly reducing show carbon emissions. This initiative will be integrated through solar light panels sponsored by [Sunbelt](#) and renewable energy sources sponsored by [White Cap](#).

Register online at worldofconcrete.com to receive press credentials to meet with exhibitors of interest and report on the latest industry trends. Registration will **only be accessible online**.

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About World of Concrete

World of Concrete is the industry's ONLY annual international event dedicated to the commercial concrete and masonry construction industries. Featuring indoor and outdoor exhibits with the industry's leading suppliers showcasing innovative products and technologies, exciting demonstrations and competitions, and a world-class education program. Visit www.worldofconcrete.com for details.

Follow World of Concrete on social at [Facebook](#), [Instagram](#), [LinkedIn](#), and [Twitter](#) and use #WOC2023 for the most up to date information on the 2023 expo.

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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