

# YOUR NEXT BIG OPPORTUNITY IS HERE.



**WORLD OF CONCRETE®**

JANUARY 23-25, 2024 EDUCATION 22-25, LAS VEGAS, NV

Enhanced listings get you more traffic via the online EXHIBITOR DIRECTORY and floor plan.



**BASIC**  
\$500  
MANDATORY

THE BASIC WILL AUTOMATICALLY BE ADDED TO YOUR INVOICE AND INCLUDES ONE (1) LEAD RETRIEVAL LICENSE APP ON YOUR SMARTPHONE/TABLET (ANDROID, IOS).

**BEST VALUE!**  
**SMART BUSINESS**  
\$1000

**MAXIMUM EXPOSURE**  
\$1,300

(INCLUDES ONE (1) LEAD RETRIEVAL LICENSE APP ON YOUR SMARTPHONE/TABLET (ANDROID, IOS))

\*Lead Retrieval App on your Smartphone/Tablet (Android, IOS). Package to include custom qualifiers and surveys and the ability to send prospects up to 5 video links & 15 PDFs (up to 5 MB each) for quick email follow-up.  
Package includes 3 Licenses.

**BASIC PLUS\***  
\$1,250

**SMART BUSINESS PLUS**  
\$1,700

**MAXIMUM EXPOSURE PLUS\***  
\$1,900

\*EMAIL TO FOLLOW UP

## EXHIBITOR DIRECTORY



Attendees use the Exhibitor Directory to plan their visit to WOC and short-list the exhibitors they plan to see.

	BASIC PLUS*	SMART BUSINESS PLUS	MAXIMUM EXPOSURE PLUS*
Access to Online Leads		✓	✓
Booth Number	✓	✓	✓
Company Address	✓	✓	✓
Company Logo		✓	✓
Company Name	✓	✓	✓
Company Phone	✓	✓	✓
Company Profile	✓	✓	✓
Corner Peel Image on your online booth			✓
Documents / Collateral		(5)	(10)
Hyperlink to website	✓	✓	✓
Priority Placement at top of all online searches / Inclusion on the Featured Exhibitor Search		✓	✓
Press Releases		✓	✓
Product Categories	(25)	(25)	(25)
Product Images & Descriptions		(8)	(12)
Show Specials		(2)	(5)
Social Media Links	✓	✓	✓
Trademark Brands		(5)	(10)
Video Panels		(2)	(15)
Virtual Business Cards		(8)	(15)
WOC Mobile App	✓	✓	✓

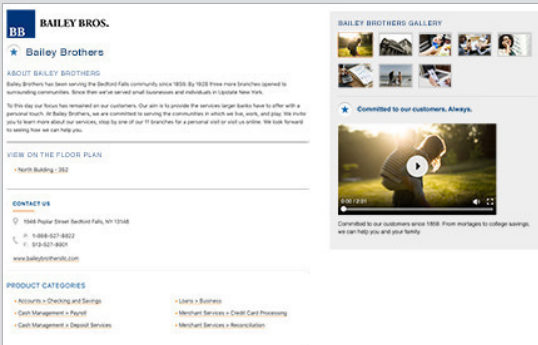
# GET NOTICED AT WOC 2024

The WOC website houses the official exhibitor directory, floor plan, and show planner attendees use to find new products and services while planning their visit to the show. It is the only complete resource for exhibitor information that is updated in real time before, during, and after the show. Upgrade your listing to make sure attendees can find your company information and booth at the show.

## VISIBILITY + CONTENT = LEAD GENERATION.

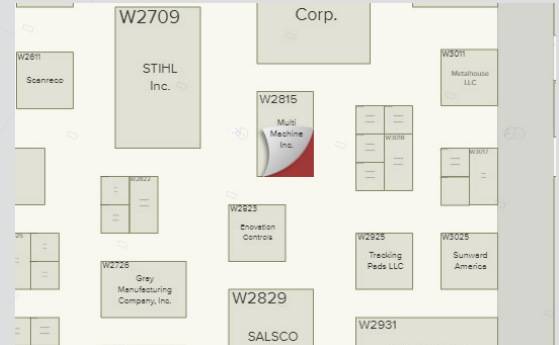
### Upload Content

Choose between the required basic listing and upgraded options for uploading your logo, product images, videos, and more.



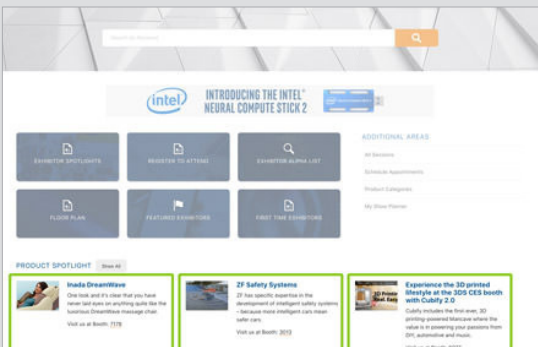
### Make Your Booth Stand Out

Adding a bright red corner peel to your booth will make it easy for visitors to find you at the show.



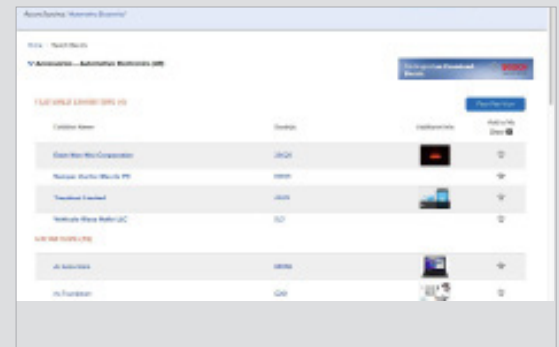
### Get Priority Placement

Like Google Ads, when users search for your company's keywords or categories, your company can show up at the top of search results.



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### More Impressions

Upgrade your company profile today and generate more traffic on the online directory and floor plan.

BASIC

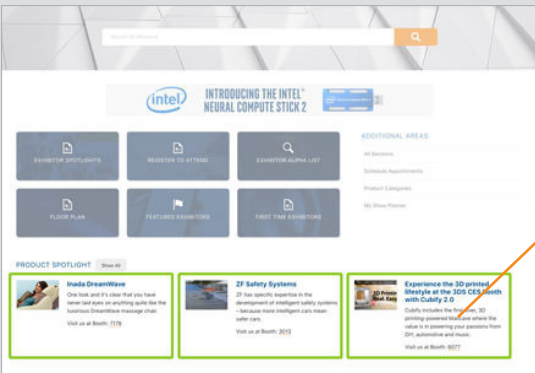
SMART BUSINESS

MAXIMUM EXPOSURE

5X

10X

# ADDITIONAL OPPORTUNITIES

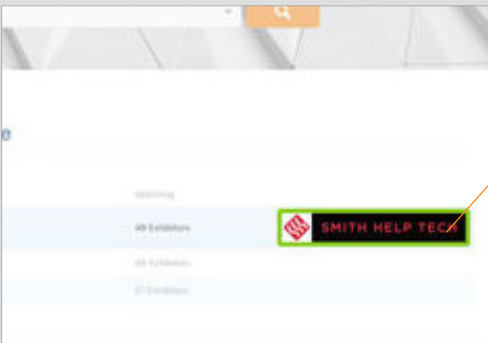


## SHOW HIGHLIGHTS SPONSORSHIP\*

**+\$3,300**

- Showcase your product image or video on the Directory Home Page
- Live link directs attendees to your company's profile
- Limited to the first 21 exhibitors.

## EXCLUSIVE SPONSORSHIPS



## PRODUCT CATEGORY SPONSORSHIP\*

- 320x50 pixel image (640x100 required for upload)
- Guaranteed #1 listing in the category

**+1,925**

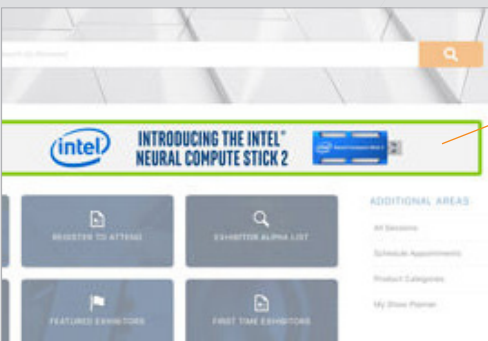
Each additional: \$1,095



## EXCLUSIVE ONLINE EXPO HALL SPONSORSHIP\*

- 728x90 pixel image on the online hall (1456x180 required for upload)

**+\$2,750**



## EXCLUSIVE ONLINE DIRECTORY SPONSORSHIP\*

- 1940x180 pixel image on the online directory home page or 600x500 pixel image for smaller screens (mobile/tablet) (1940x180 & 600x500 pixel image required for upload)

**+\$11,000**

\*ALL SPONSORSHIPS ABOVE REQUIRE THE SMART BUSINESS PACKAGE