

# INNOVATIVE PRODUCT AWARDS



## ABOUT THE PROGRAM

Recognizing the most innovative equipment materials, tools and services in the marketplace.

World of Concrete® (WOC) is excited to present the annual **Innovative Product Awards**. This awards program allows manufacturers and service providers to showcase their most advanced solutions available today in the concrete and masonry industries.

The **Innovative Product Awards** program will be promoted pre-show, during the event, and post-show to the World of Concrete audience. Coverage will include entry list, voting and winners promotions in newsletters, on social media and via the website. Additional benefits include an IPA icon added to your online booth profile listing, direct link to the IPA voting platform to promote to your customers, and company included in a Quick List of participating exhibitors on the WOC Mobile App/WORLD OF CONCRETE website to promote to your customers.

## AWARDS DETAILS

There will be two award categories:

- **People's Choice:** One winner selected per category based on industry votes
- **Experts' Choice:** Winners will be selected by World of Concrete editors and industry experts

Industry professionals will vote in each category on products and services that are entered into the program, including the WOC attendees and our concrete and masonry audience database through digital promotions.

Winners will receive a high-res logo and a press release template for marketing efforts. Winners will also receive signage for their World of Concrete 2026 exhibit booth.

## PRICING

### **New Product Zone & IPA Package: \$2,520**

- Includes one product featured in the digital New Product Zone, one IPA entry in a single category. Includes VOTE HERE floor graphic (2' W x 2' H).

**IPA Entry Fee: \$1,545-** Includes one IPA entry only. Includes VOTE HERE floor graphic (2' W x 2' H).

**Additional VOTE HERE floor graphics: \$300**

**\* IPA is only open to WOC 2025 Exhibitors**



## DEADLINES & IMPORTANT DATES

**Deadline to purchase your entry: 11/29/24**

**Deadline to upload/submit your entry/entries: 12/13/24**

Voting opens online 1/6/25 through 2/7/25

Winners announced 2/24/25

## THE PROGRAM CATEGORIES \* :

- Estimating, Project Management, Timekeeping
- Design / BIM
- Mix Design Software
- Safety Equipment
- Site Prep Equipment
- Work Truck Equipment and Mgmt Software
- Automated Construction Equipment
- Material Handling Equipment
- Placing Tools and Equipment
- Formwork and Shoring
- Reinforcement
- Repair Materials
- Waterproofing
- Coatings
- Concrete Slab Materials
- Sustainable Concrete Materials
- Masonry Equipment
- Masonry Materials
- Hardscape Materials
- Repair/Demolition Tools & Equipment
- Surface Prep
- Decorative Concrete Materials
- Decorative & Polishing Equipment
- Precast and Block Production
- Ready-mixed Concrete Equipment

*\*If a category has less than two entries, the category will not be included in the award program, and the entry may be moved to another category with similar entries.*

*You may enter more than one product in a category. You may not enter the same product in multiple categories.*

### HOW TO ENTER

1. Contact your account executive to learn more about the program and to sign up.
2. Pay the required entry fee.
3. Submit your product or service through the online entry form provided once payment has been received.

### ACCOUNT EXECUTIVE TEAM

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