

## WORLD OF CONCRETE • FEBRUARY 2-5; SEMINARS 1-5, 2010

At World of Concrete, find all the products, resources and valuable information necessary to strengthen your business. The commercial construction industry's first, largest and most important annual international event for concrete and masonry professionals across the globe!

### EXHIBITS:

Original equipment manufacturers from around the world and exclusive U.S. distributors of equipment, tools, products and services for the commercial construction, concrete and masonry industries. WOC attracts approximately 1,700 exhibitors and occupies more than 800,000 square feet of indoor and outdoor exhibit space.

**World of Concrete** is proud to have been selected to participate in the 2010 International Buyer Program (IBP). As a member of the 2010 IBP, World of Concrete Show Management and the U.S. Commercial Service will work closely in the global promotion of the 2010 show to bring international buyers and exhibitors together to expand business both domestically and overseas. Take advantage of the onsite Showtime Matchmaking.

### Marketing Efforts:

- Print Advertising in international and domestic publications
- Email communications to over 250,000 potential attendees throughout the year
- Over 500,000 direct mail pieces throughout the year
- Cutting-edge WorldofConcreteCONNECT communication opportunities offering for pre-, at- and post-show attendee communication
- List rental program
- Access to WOC Media lists
- Valuable Sponsorship opportunities
- VIP Registration

### FUTURE DATES:

January 18-21; Seminars 17-21, 2011  
Las Vegas Convention Center, Las Vegas, Nevada USA

### AUDIENCE:

70,000 industry professionals from more than 100 countries, including people from all segments of the construction industry:  
Commercial Contractors, Concrete Contractors, Concrete Pumpers, Construction Managers, Dealers/Distributors, Decorative Concrete Contractors, Designers and Specifiers, General Contractors, Masonry Contractors, Architects, Engineers, Brick and Block Producers, Ready Mix Producers, Rental Equipment Centers, Repair Contractors, Residential Contractors, Specialty Concrete Contractors, Pipe and Block Producers, and Precast/Prestressed Producers, and more...

### EDUCATION:

WOC offers both 90-minute and 3-hour seminar sessions; more than 100 skill-building seminars with top industry experts. This unsurpassed program provides training, updates and certification.

### COSPONSORING ORGANIZATIONS:

American Concrete Institute  
American Concrete Pavement Association  
American Concrete Pumping Association  
American Shotcrete Association  
American Society of Concrete Contractors  
Associated Construction Distributors International  
Canadian Ready-Mixed Concrete Association  
Concrete Foundations Association  
Concrete Reinforcing Steel Institute  
Concrete Sawing & Drilling Association  
Interlocking Concrete Pavement Institute  
International Concrete Repair Institute  
International Grooving & Grinding Association  
National Association of Waterproofing & Structural Repair Contractors  
Portland Cement Association  
Post-Tensioning Institute  
Precast/Prestressed Concrete Institute  
Tilt-Up Concrete Association  
Wire Reinforcement Institute

### SUPPORTING ORGANIZATIONS:

Expanded Shale, Clay & Slate Institute  
Insulating Concrete Form Association  
Fiber Reinforced Concrete Association

*Learn about these associations online under the Cosponsor link.*

### SPECIALIZED AREAS:

**Material Handling** features the latest trucks, loaders, backhoes, aerial platforms, cranes and other equipment for cost-effective material delivery, distribution, concrete placement and earth moving.

**Repair and Demolition** focuses on products and equipment for repair and demolition of commercial, industrial and residential concrete structures.

**Producer Center** is a dedicated marketplace for concrete producers such as ready mix, precast, prestressed, concrete block and more.

**Technology for Construction** exhibits features the latest project management and accounting software, estimating tools, wireless technology and more.

**World of Masonry** exhibits are dedicated to the latest masonry products, tools, technologies and equipment.

**New Product Showcase** World of Concrete's New Product Showcase brings an exciting array of this year's newest products together in one area for a quick look at what's new for construction and masonry professionals.

**GREENSITE** is dedicated to green build products and sustainable technologies.