



GREENSITE Luncheon

CONCRETE CONSTRUCTION AND CONCRETE PRODUCER magazines will host the Green Luncheon during the 2010 World of Concrete at the Las Vegas Convention Center on Thursday, February 4, 2010 from 12:00 to 2:00 p.m.

The luncheon will recognize all GREENSITE winners and announce the GREENSITE project of the year, in conjunction with the GREENSITE exhibit at World of Concrete 2010. The event honors outstanding eco-friendly projects on the concrete side of sustainability. Last year's inaugural event brought together almost 100 contractors, producers and architects.

Recognizing concrete producers and contractors is an important step in developing new market practices of sustainable and environmentally friendly building projects. With the growing importance for greener techniques, this luncheon will connect the industry to these important issues and products. Use this opportunity to expose your company name to top contractors and producers, while the need for greener products continues to grow.

GREENSITE project categories included: Residential; Multifamily housing; Landscaping; Industrial; High-rise; Institutional; Repair & rehabilitation; Retrofitting; Historic restoration; and transportation. Winners will receive exclusive coverage in THE CONCRETE PRODUCER and CONCRETE CONSTRUCTION magazines.

GREEN LUNCHEON –SPONSOR BENEFITS

The GREENSITE Luncheon Sponsorship includes a coordinated schedule of in person, print and the web components to increase your exposure to this segment. These marketing efforts reinforce your support of and value to this essential customer base.

BENEFIT	VALUE
A 1-hour program including a luncheon:	\$30,000
<ul style="list-style-type: none"> ▪ A dedicated and branded room area conveniently located in convention center. ▪ Event registration listed on official World of Concrete registration Web site. ▪ On-site event logistics and management provided by Hanley Wood LLC. 	
Ability to have two (2) company representatives onsite during	INVALUABLE

Special Event Prospectus



the event:

- Company representatives may wear your company logo.
- Company representatives may engage the crowd in discussion.
- Company representative receives up to 4 minute podium time for introductory remarks to open the event

Editorial coverage in Hanley Wood's Commercial Group **INVALUABLE**

Network of Media including:

- Pre-Show coverage of the event in CONCRETE CONSTRUCTION & CONCRETE PRODUCER
- Pre-Show coverage of the event in the WOC PRE-SHOW PLANNER, January 2010 issue
- Feature article highlighting the event in a Spring 2010 issue of THE CONCRETE PRODUCER AND CONCRETE CONSTRUCTION
- CONCRETE CONSTRUCTION Online and CONCRETE PRODUCER Online
- World of Concrete Web site

Sponsor recognition on all event promotions and materials. **\$5,000**

- Sponsor inclusion on marketing materials provided we receive signed contract and approved logo in eps-vector format by September 15, 2009.
- Sponsor logos will be included in promotion e-mails. These e-mails will direct invitees to a WOC event Web site with links to the registration service.
- Sponsor logos will be featured on HTML ads with links to sponsor-designated URLs.

Sponsor recognition in print advertisements prior to event: **\$31,000**

- Two full-page ads will appear in CONCRETE CONSTRUCTION prior to the event.
- One full page ad will appear in CONCRETE PRODUCER prior to the event. (WOC show issue)

All of the foregoing advertisements in print and online shall be designed, developed and produced by Hanley Wood LLC and cannot be substituted with Sponsor product ads. Sponsor logos will be included provided contract and approved eps-vector formatted logo are received by September 15, 2009.

Special Event Prospectus



- Sponsor recognition on CONCRETE CONSTRUCTION Online and CONCRETE PRODUCER Online **\$5,000**
 - Distribution means for one (1) piece of company literature. **\$750**
 - List of all registered attendees is provided. **\$1,000**
 - Sponsors can use this exclusive event list of for one (1) post-event mail promotion. Pre-registration list will also be provided.
- Webinar **\$13,700**
- Webinar with sponsor logo developed from luncheon materials by Hanley Wood editors.
- Total Sponsorship Value **\$86,450+****

**CONCRETE
CONSTRUCTION**
THE WORLD OF CONCRETE

The
**Concrete
Producer**

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