



2010 Artistry in Decorative Concrete Demonstration

CONCRETE CONSTRUCTION magazine’s annual Artistry in Decorative Concrete Demonstration will take place Tuesday, February 2 through Friday, February 5 at World of Concrete 2010. This event is held over a 3 ½ day period at the Las Vegas Convention Center. The first two days of the demonstration feature artist works-in-progress; the final 1½ days feature completed project displays.

The 2010 event will be held in the outdoor location Silver Lot 3.

*Sponsors who confirm their Artistry sponsorship prior to September 1, 2009 and have an outdoor exhibit will have the option of priority placement of their outdoor booth adjacent to the Artistry in Decorative Concrete Demo.

ARTISTRY IN DECORATIVE CONCRETE – SPONSOR BENEFITS

The Artistry in Decorative Sponsorship includes a coordinated schedule of print and the web components to increase show traffic to this event. These marketing efforts reinforce your support of and value to this essential customer base.

<u>BENEFIT</u>	<u>VALUE</u>
A 3 ½ day decorative concrete demonstration	\$101,500
<ul style="list-style-type: none"> ▪ A dedicated and branded event area. ▪ A hand-selected group of decorative concrete artists demonstrating various techniques of interest in the decorative field. ▪ On-site event logistics and management provided by Hanley Wood Business Media. 	
Premium outdoor booth position (If you choose to take an outdoor booth the minimum size is 200 square feet)	Invaluable
<ul style="list-style-type: none"> ▪ Artistry in Decorative Concrete sponsors who confirm participation prior to September 1, 2009, can position their already purchased outdoor booth space adjacent to the Artistry in Decorative Concrete demo. 	
Editorial coverage in Hanley Wood’s Commercial Group Network of Magazines including:	INVALUABLE

Special Event Prospectus



- Pre-Show coverage of the event in CONCRETE CONSTRUCTION
- Pre-Show coverage of the event in the WOC PRE-SHOW PLANNER, December 2009 issue
- Feature article highlighting the event in spring 2010 issues of CONCRETE CONSTRUCTION

Editorial coverage on Hanley Wood's Commercial Group **INVALUABLE**
 Network of Magazine Web sites including

- CONCRETE CONSTRUCTION Online

Sales leads / Artistry demo attendee list cards swiped and collected at all entry points to event **\$5,000**

Post-show attendee list may be used for one (1) post-show mailing.

Sponsor logo recognition in print advertisements prior to event: **\$46,370**

- Full-page event advertisement in CONCRETE CONSTRUCTION, (December and January WOC show issues).
- Full page event advertisement in CC's Special Decorative Concrete Annual issue – November.
- 7 x 10 Junior-page advertisement will appear in CONCRETE & MASONRY CONSTRUCTION PRODUCTS (December WOC Show issue).
- One full-page advertisement in the WOC PROGRAM & EXHIBITS GUIDE.
- 7 x 10 junior-page advertisement in each of 3 issues of the WOC Daily News.

All of the foregoing advertisements shall be designed, developed and produced by Hanley Wood Marketing and cannot be substituted with Sponsor product ads. Sponsor inclusion on advertisements provided receipt of signed contract and approved logo in eps-vector format by September 15, 2009.

Table top display for company literature distribution **\$5,000**

- On-site event materials and labor provided by HWBM (the "HWBM Materials")

Total Sponsorship Value **\$156,620+**

Artistry in Decorative Concrete Contract

