



2010 Concrete Construction's Excavator Operators Precision Challenge

The 2010 Excavators Operators' Precision Challenge will be a featured event at CONCRETE CONSTRUCTION and CONCRETE & MASONRY CONSTRUCTION PRODUCTS' annual Construction Challenge at World of Concrete. Held in the Las Vegas Convention Center's Gold Lot, the event will take place during show hours over 2 days beginning Tuesday, February 2 through Thursday, February 4, 2010.

In this event, sponsored-qualified participants will show their skill by demonstrating how an excavator can be used to expertly work in a tight area and be used to increase jobsite productivity. Equipment operators, whose work often goes unseen after the job is finished, will have the opportunity to prove their expertise, and compete for the title of Best Precision Excavator Operator.

The contest is open to all compact equipment operators attending the 2010 World of Concrete who complete the entry form. Hanley Wood will provide an editorial consultant to establish guidelines for selecting contestants, test contestant knowledge of safe operation and create a skills challenge.

The event will consist of the following:

- An operators skills course that simulated the challenges of site work for a below grade project. .
- Stations will be designed to test the operator's ability to operate the excavator.
- Sponsor will provide competition management and scoring.
- Total scores compiled by sponsor.
- Sponsor will award contest winner with prize provided by sponsor.



CONCRETE CONSTRUCTION/C&MCP will provide:

BENEFIT	VALUE
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Competition will take place Tuesday, February 2 through Thursday, February 4, during normal show hours.

<ul style="list-style-type: none"> • Competition area of 100' x 170' and on-site event materials provided by CONCRETE CONSTRUCTION 	\$150,000
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<ul style="list-style-type: none"> ▪ Tented registration and pre-qualification area for attendees 	
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*Layout and placement subject to approval by Hanley Wood Exhibitions

On-site general labor	\$3,500
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<ul style="list-style-type: none"> ▪ General clean up of the contest area 	
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On-site event materials	\$9,600
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<ul style="list-style-type: none"> ▪ Bleachers for spectators 	
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<ul style="list-style-type: none"> ▪ Tented Registration Area 	
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<ul style="list-style-type: none"> ▪ Draped tables 	
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<ul style="list-style-type: none"> ▪ Electrical power 	
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<ul style="list-style-type: none"> ▪ PA system 	
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Premier sponsor recognition on one large event banner at World of Concrete	\$5,000
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<ul style="list-style-type: none"> ▪ Approved logo to be provided by Sponsor in EPS-vector format by September 1, 2009. Hanley Wood Business Media will design and produce the banner. 	
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Editorial coverage	INVALUABLE
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<ul style="list-style-type: none"> ▪ Article in WOC Pre-Show Planner 	
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<ul style="list-style-type: none"> ▪ Feature article highlighting the demonstration in selected issues of CONCRETE CONSTRUCTION AND MASONRY CONSTRUCTION. 	
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<ul style="list-style-type: none"> ▪ Article in WOC Daily News 	
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A Concrete Construction Operators Challenge Sponsorship includes a coordinated schedule of print and the web components to increase show traffic to the Operators Challenge outside competition area.

Hanley Wood reserves the right to promote the event as a Concrete Operators Challenge event and include mention of all Concrete Operators Challenge events and sponsors.

Premier sponsor recognition in print advertisements \$71,400

Sponsor logo will appear on advertisements provided signed Sponsor contract and logo in correct eps-vector format are received by magazine materials close date for the issue.

- Full-page event advertisement* in CONCRETE CONSTRUCTION (December, and January issues).
- Junior-page event advertisement* in CONCRETE & MASONRY CONSTRUCTION PRODUCTS (November/December)
- Full-page event advertisement* in the WOC Pre-Show Planner.
- Full-page event advertisement* in the WOC Program & Exhibits Guide.
- Junior-page event advertisement* in each of three issues of WOC Daily News.

*** All of the foregoing advertisements shall be designed, developed and produced by Hanley Wood Business Media Marketing and cannot be substituted with Sponsor product ads.**

The ability to place one competition banner within the competition area at sponsor cost \$2,500

- Banner design and format to include CONCRETE CONSTRUCTION logo in a premier sponsor location. Hanley Wood Marketing will provide the approved logo in EPS-vector format upon request. Banner design, size and material shall be submitted no later by November 1, 2009 to Hanley Wood Business Media and Hanley Wood Exhibitions for their approval, to be given or withheld in Hanley Wood's sole discretion.
- All additional event sponsorship signage must be smaller or less prominent than Hanley Wood signage.

Special Event Prospectus



- Prize sponsorships may be offered to World of Concrete exhibitors only.

Total Sponsorship Value **\$245,000**



Operators' Precision Challenge Contract

