



Women in Concrete Luncheon and Forum

For the fifth year, CONCRETE CONSTRUCTION and THE CONCRETE PRODUCER will host the annual Women in Concrete Luncheon and Forum during the 2010 World of Concrete at the Las Vegas Convention Center on Wednesday, February 3, 2010 from 12:00 to 2:00 p.m.

Promoted to all World of Concrete registered attendees, as well as a select group of women working in concrete construction, this exclusive 2-hour program brings together more than 100 women working in all segments of the concrete construction industry to network and learn about issues important to them. The Women in Concrete Forum offers a unique opportunity to put your company name and brand in front of current and future concrete industry leaders.

This exciting gathering of influential, up-and-coming women in the concrete construction industry is open to **one sole sponsor**.

WOMEN IN CONCRETE – SOLE SPONSOR BENEFITS

The Women in Concrete 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.

<u>BENEFIT</u>	<u>VALUE</u>
A 2-hour program including a luncheon and forum:	\$30,000
<ul style="list-style-type: none"> ▪ A dedicated and branded banquet room area conveniently located in convention center. ▪ Event registration listing on official World of Concrete registration Web site. ▪ Invitations created and mailed first class to a hand-selected group of professional women in concrete. ▪ On-site event logistics and management provided by Hanley Wood LLC. 	
Ability to have five (5) company representatives onsite during the event:	\$1,750

Special Event Prospectus



- Company representatives may wear your company logo.
- Company representatives may engage the crowd in discussion.

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

Network of Magazines and Web sites including:

- Pre-Show coverage of the event in CONCRETE CONSTRUCTION and THE 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 issues of CONCRETE CONSTRUCTION and THE CONCRETE PRODUCER
- CONCRETE CONSTRUCTION Online, THE CONCRETE PRODUCER Online and MASONRY CONSTRUCTION Online
- World of Concrete Web site

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

- Sponsor inclusion on marketing materials provided signed contract and approved logo in eps-vector format are received 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: **\$46,700**

- Two full-page ads will appear in CONCRETE CONSTRUCTION prior to the event.
- Two full-page ads will appear in THE CONCRETE PRODUCER prior to the event.
- One junior-page ad will appear in CONCRETE & MASONRY CONSTRUCTION PRODUCTS prior to the event.

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

Distribution means for one attendee gift. **\$4,125**

Special Event Prospectus



- Access to leads collected at the event. **\$1,000**
- Sponsors can use this exclusive list of women in concrete for one (1) post-event mail promotion. Pre-registration list will also be provided.

Total Sponsorship Value **\$88,575+**

Special Event Prospectus



Sponsor Initials
