

# LEGENDARY PROFITABILITY

World of Concrete has been connecting the concrete and masonry community for 50 years. The industry's first and largest annual event brings together professionals from around the world so they can find partners to help them build solid foundations for their projects and their businesses and get access to the latest developments and technology. Showcase your products and services to an unequalled pool of qualified buyers who are actively looking for solutions like yours.

## Connect with decision-makers from across the global concrete and masonry community, in person.

**63%**

of registered companies reported an annual value of contracts/projects totaling more than half a million dollars

**45%**

of registered companies reported an estimated replacement budget for new equipment, trucks, tools and accessories exceeding \$500K

**44%**

make or approve purchases

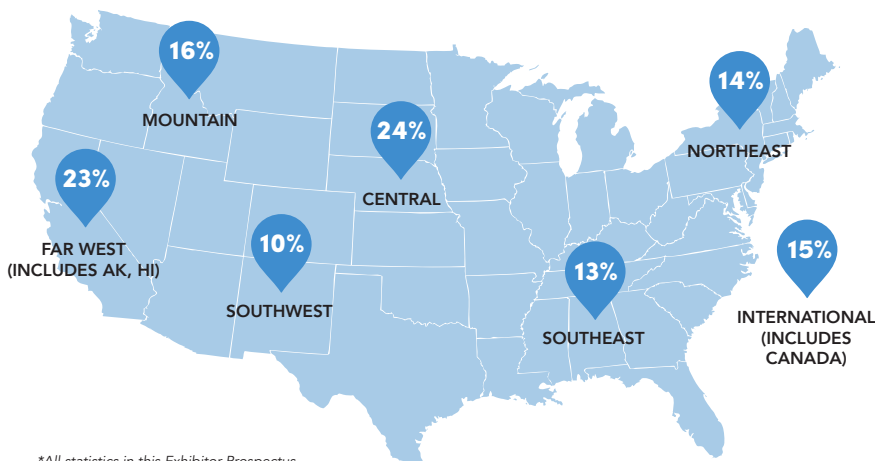
**28%**

recommend/determine products to be purchased

**64%**

approve or recommend purchasing decisions

## Expand your reach by participating in one event.



\*All statistics in this Exhibitor Prospectus are based on 2023 registration numbers.

## WOC attendees come ready to buy what they need. In the next 12 months, they plan to purchase these products:

- |   |   |
|---|---|
| 3D-printing equipment & supplies                    | Forms                                   |
| Accounting & estimating software                    | Logo clothing                           |
| Admixtures  | Masonry products                        |
| Aggregate   | Mixers                                  |
| Branding for companies                              | Molds                                   |
| Cement  | Promotional products                    |
| Cement production equipment & supplies              | Pumping accessories                     |
| Cleaning equipment & supplies                       | Pumps                                   |
| Coatings  | Reinforcement accessories & tools       |
| Color pigments                                      | Safety clothing                         |
| Compressor, pneumatic & hydraulic tools             | Saws                                    |
| Computer hardware, software & peripherals           | Scarifying equipment                    |
| Concrete & mortar construction equipment & supplies | Screeds                                 |
| Construction vehicles                               | Sealers                                 |
| Construction services                               | Stains                                  |
| Crack repair materials                              | Stamping tools                          |
| Curing compounds & equipment                        | Testing equipment, materials & services |
| Estimating & bidding software                       | Tools, formwork & scaffolding           |
| Finishing/texturing                                 | Trucks                                  |
|   | Unmanned aerial vehicles (drones)       |
|   | Waterproofing & damp-proofing materials |
|   | Wireless technology                     |



**Build your legacy. BOOK YOUR BOOTH TODAY.**

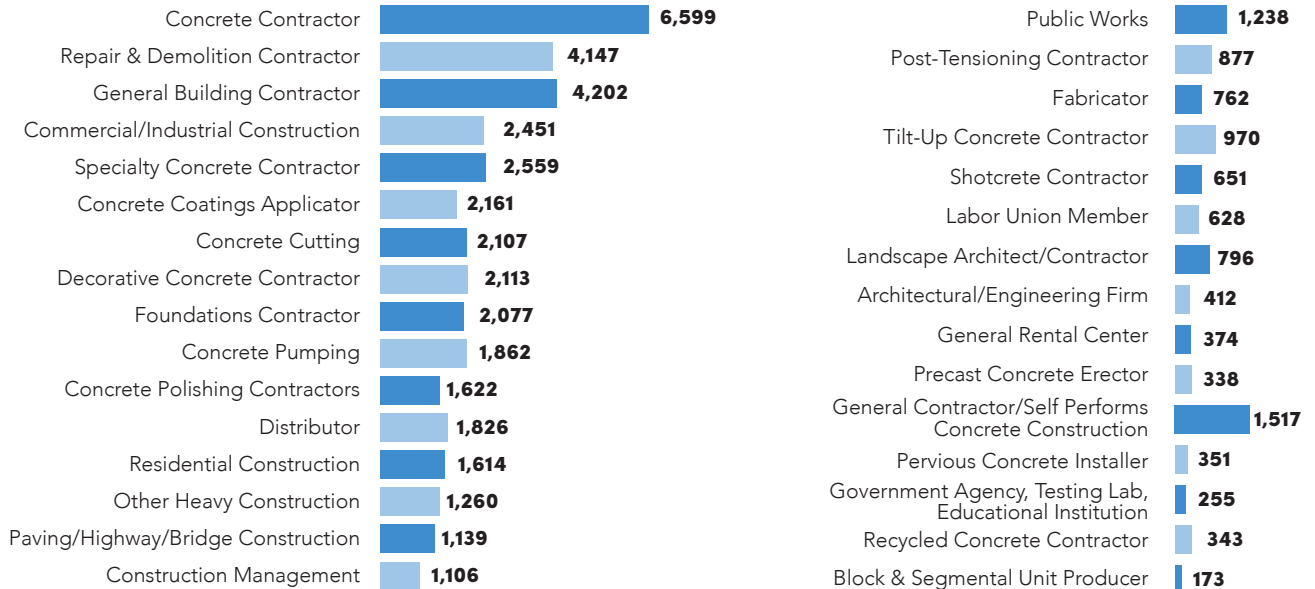
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# LEGENDARY NUMBERS



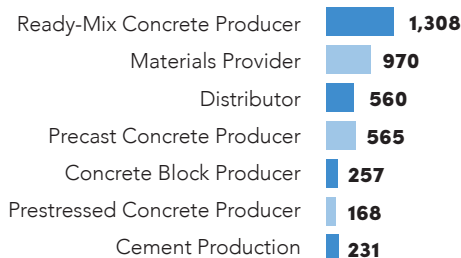
## Job Roles

Meet professionals from every facet of concrete and masonry.



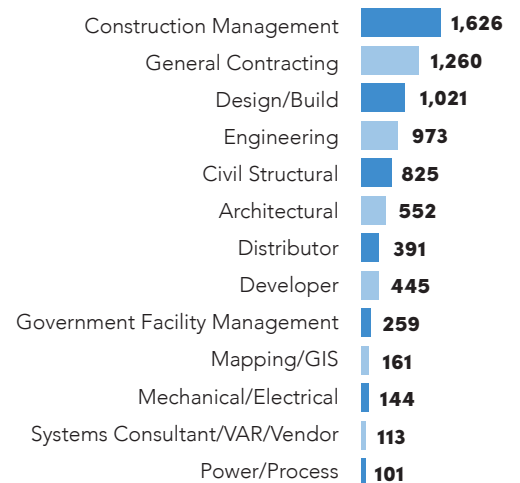
## The Producer Center

If you know your way around ready-mix, precast and prestressed concrete, cement, aggregate, admixtures, batch plants and the like, this is where you belong.



## Construction Technology

Engage with potential buyers in a variety of job functions, who are searching for innovative solutions like yours.



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# LEGENDARY SPECIALTIES



## Material Handling

Meet with heavy equipment retailers and site prep, delivery and logistics professionals looking to secure material handling solutions.

- Backhoes
- Concrete pumps
- Forklifts
- Loaders
- Mini excavators
- Pavers
- Site prep
- Trucks
- Other heavy equipment used for material delivery, distribution, concrete placement or earth moving



## Concrete Surfaces & Decorative

Showcase your products for professionals looking for creative solutions in surface and decorative concrete, like yours, at this section of the show floor.

- Coatings & sealants
- Color hardeners
- Countertops
- Stains
- Stamping
- Molds
- Overlays
- Polishing equipment



## Cement Production Pavilion

Engage with attendees looking for equipment and support services used in cement manufacturing.

- Kilns
- Separators
- Mills
- Dryers
- Silos
- Bagging machines
- Plant Automation & Instrumentation



## Concrete Repair & Demolition

Show what you know about repair and demo — and highlight your preparation equipment, grinding and sawing equipment and other products — in this specialty area.

- Coatings removal equipment
- Dust-collection equipment
- Epoxies
- Hydro-demolition equipment
- Mortar
- Patching materials
- Waterproofing



## Autoclaved Aerated Concrete (AAC)

Find attendees looking to discover this new material. If you know AAC, help professionals unearth new opportunities for use in the U.S. construction industry.

- Production Technology
- Typical Application of AAC in the construction industry
- Blocks, Panels and Claddings
- Beneficial Product Properties



## World Of Masonry

Speak directly with masonry pros — and generate powerful leads — at this popular area of the show floor, featuring the latest products, tools, information and technologies.

- Cast stone
- Gloves
- Hammers
- Levels
- Masonry tools
- Safety Equipment
- Scaffolding
- Trowels
- Wheel-burrows



## Concrete Masonry

Maximize your company's exposure to your target audience by exhibiting in this section, dedicated to top products in the block, segmental retaining wall units, veneer, slabs, pavers and roof tile categories.

- Admixtures
- Block machinery
- Curing systems
- Equipment & supplies
- Finishing machinery
- Molds
- Pigments



## Concrete Reinforcement

Present your reinforcement technologies in this specialty area to get in front of buyers looking for your solutions.

- Reinforced positioners & locators
- Epoxy-coated, steel, glass fiber, galvanized bar
- All types of reinforcement accessories



## Precast

Display your expertise in the precast/prestressed sector when you feature your products in this heavily trafficked hub.

- Dry-cast equipment
- Hollow-core equipment
- Wet-cast equipment



## Work Truck Live!

Experiential initiative designed to showcase the innovations in a contractor's most important asset, trucks.

- Design and configuration of work trucks
- Supply upfitting accessories
- Innovative accessories that will help contractors increase safety and productivity

# LEGENDARY PROFITABILITY

Your products are made of tougher stuff — but does your target audience know that? Show them by participating in the WOC outdoor lots. This attendee-favorite space gives you the chance to demonstrate how your equipment performs in real-world conditions.



**At this show you get a really good feel for the end-customer and how they deal with your products instead of just dealing with buyers at retail locations.**

- NICK PELLIGRINO, JONBOY BRAND

## From Demonstrations To Dotted Lines

When potential buyers can test your products in the outdoor lots, they get a better sense of the true value — and that means you'll make more sales onsite.

3D-printing equipment & supplies

Batch plants

Boom trucks

Buggies

Compactors

Cranes

Decorative concrete

Drilling and demolition tools & equipment

Forklifts

Grinders

Hoists

Mixers

Power saws

Pumps

Ride-on power trowels

Scaffolding platforms

Scarifiers

Scrapers

Screeds

Shot blasters

Skid-steer loaders

Sprayers

Staining

Stamping

Surface preparation equipment

Trucks

Vacuums

Vibrators

Walk-behind power trowels

Wall saws

Waterproofing



**Build your sales. SECURE YOUR SPACE TODAY.**

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# LEGENDARY MASONRY



Held concurrently with the Mason Contractors Association of America (MCAA) annual convention, World of Masonry — the largest annual gathering of masonry professionals — connects you with the people you want to meet. If masonry is your focus, make sure your company is part of this highly anticipated area within the show.

## Attract More Buyers



The international masonry community knows that this is the place to get up close to the materials, resources, equipment and technology they need now. By exhibiting in this 40,000 sq. ft. space, you'll have access to a wide variety of professionals who are ready to purchase.

## Education Sessions & Industry Events

Meet key players in the masonry field when they come together for Masonry Madness, a series of action-packed skills challenges, contests and pro demonstrations.

MCAA's Masonry Skills Challenge



SPEC MIX BRICKLAYER 500® World Championship



SPEC MIX Toughest Tender® Competition



MCAA'S Fastest Trowel on the Block

## Connect with Pros in Every Facet of Masonry

- 1,375** Masonry contractor, specialty masonry contractor
- 528** Masonry craftsman, bricklayer
- 797** Masonry repair contractor
- 731** General building contractor
- 647** Commercial/industrial construction
- 402** Residential construction
- 480** Restoration contractor
- 355** Thin-brick/thin-stone applicator
- 231** Self-retaining wall contractor
- 327** Distributor
- 243** Landscape architect/contractor
- 219** Stucco contractor
- 256** Construction mgmt. doing masonry construction
- 221** Architectural, design, engineering firm
- 157** Concrete block producer
- 80** Brick producer
- 73** General rental center
- 101** Government agency, testing lab, educational institution, trade assoc.

Everyone in the industry should come to World of Concrete, because you meet so many different kinds of contacts and you get to see so many different aspects of the industry.

- CODY UDELHOFFEN, DIGGA NORTH AMERICA



informamarkets

**Build lasting success. BOOK YOUR BOOTH TODAY.**

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# YOUR SUCCESS IS OUR LEGACY



WOC has been serving the global concrete and masonry construction industries for half a century — and our aggressive outreach strategy keeps our loyal following growing year after year. We know what resonates with our community, which means we'll deliver more qualified buyers to you.

**We don't exhibit at other events, because we don't have to. It's all here at World of Concrete.**

- KIM KELLEY, GATES & SON

## Proven Promotional Tools Include:



**Online advertising and social media** with more than 17,900,000 digital ad impressions worldwide and more than 97,000 followers across Facebook, Twitter, LinkedIn, Instagram and YouTube



**Broadcast email campaign** with more than 600,000 impressions



**Collaborative partnerships** with more than 100 media outlets and associations representing hundreds of thousands of end users and industry professionals



**Educational program** known as a leading source of knowledge for the industry and attended by 5,000+ serious buyers



**Direct mail campaign** targeting 100,000 potential registrants



**Event cross-promotion** via [ConstructioNext.com](http://ConstructioNext.com) and bi-weekly e-newsletters



**Virtual forums and events** providing year-round promotion of our annual live tradeshow

## Platforms that help you reach your target market.

**Attendee Email Programs.** You provide the HTML, and we will blast it out to your target audience before or after the show.

**WOC app.** Connected devices allow attendees to navigate the bustling show floor.

**Web listing.** Use the visibility of [worldofconcrete.com](http://worldofconcrete.com) to get in front of your audience.

**Purchase seminars.** Prepay and provide education FREE to your booth staff or most-valued customers.

**Buyer invitations.** Deliver show-specific discounts and promotions directly to your customers with a special discount source code.

**Press relations.** Media lists, press conference space, product publicity, press kit distribution and a staffed onsite press room help you broadcast your message.

**Online exhibitor service manual.** An easy-to-access how-to guide for exhibitors.

**In APP Show Program & Floor Plans.** All exhibitors get a complimentary listing of their company name, address, phone number and URL.

**Show Management.** Our reputation depends on your success.

## Legendary ROI

Maximize your ROI with sponsorships that help you make a bigger, lasting impression.

Visit [worldofconcrete.com](http://worldofconcrete.com) or email [exhibit@worldofconcrete.com](mailto:exhibit@worldofconcrete.com) today.



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