



# Lead the Pack

**World of Concrete 2027** in Las Vegas is where market leaders separate themselves from the rest. As the first and largest annual international event for concrete and masonry professionals, exhibiting puts your brand face-to-face with the industry's top decision-makers actively looking for solutions like yours. This is your chance to showcase cutting-edge tools and technologies, build and strengthen high-value partnerships and position your company at the forefront of the industry.

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

**42%**

of attendees are first-time visitors — delivering fresh new-buyer opportunities

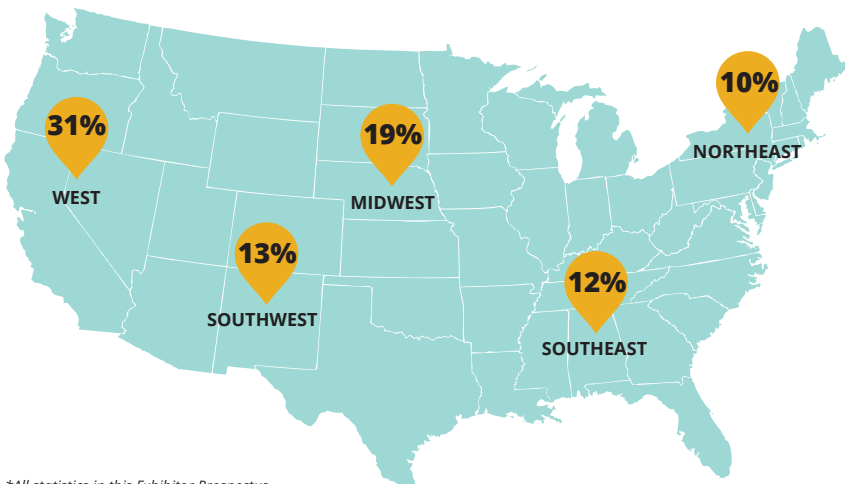
**52%**

of registrants reported an annual sales volume of \$500,000+

**53%**

recommend or approve purchases

Expand your reach by participating in one event.



\*All statistics in this Exhibitor Prospectus are based on 2026 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
- Accounting & estimating software
- ADA products
- Admixtures
- Aggregate
- Autonomous equipment
- Batching equipment
- Branding for companies
- Business management solutions
- Cement
- Cementitious products
- Cement production equipment & supplies
- Cleaning equipment & supplies
- Coatings, masonry
- Coatings/stains/sealers
- Compressor, pneumatic & hydraulic tools
- Computer hardware, software & peripherals
- Concrete anchors
- Concrete products
- Concrete & mortar construction equipment & supplies
- Concrete, mortar & grout
- Construction vehicles
- Construction services
- Construction tools
- Crack repair materials
- Cranes
- Curing compounds & equipment
- Cutting, sawing & drilling
- Decorative concrete supplies
- Estimating & bidding software
- Finishing/texturing tools & equipment
- Forms
- Joints & sealants
- Landscaping products
- Logo clothing
- Masonry products
- Mixers
- Modular construction
- Molds
- Placing equipment
- Promotional products
- Pumping accessories
- Pumps & accessories
- Reinforcement accessories & tools
- Safety clothing
- Saws
- Scarifying equipment
- Screens
- Testing equipment, materials & services
- Tools, formwork & scaffolding
- Trucks
- Uncrewed aerial vehicles (drones)
- Waterproofing & damp-proofing materials
- Wireless technology



READY TO CLAIM YOUR TERRITORY?

**BOOK YOUR BOOTH TODAY.**

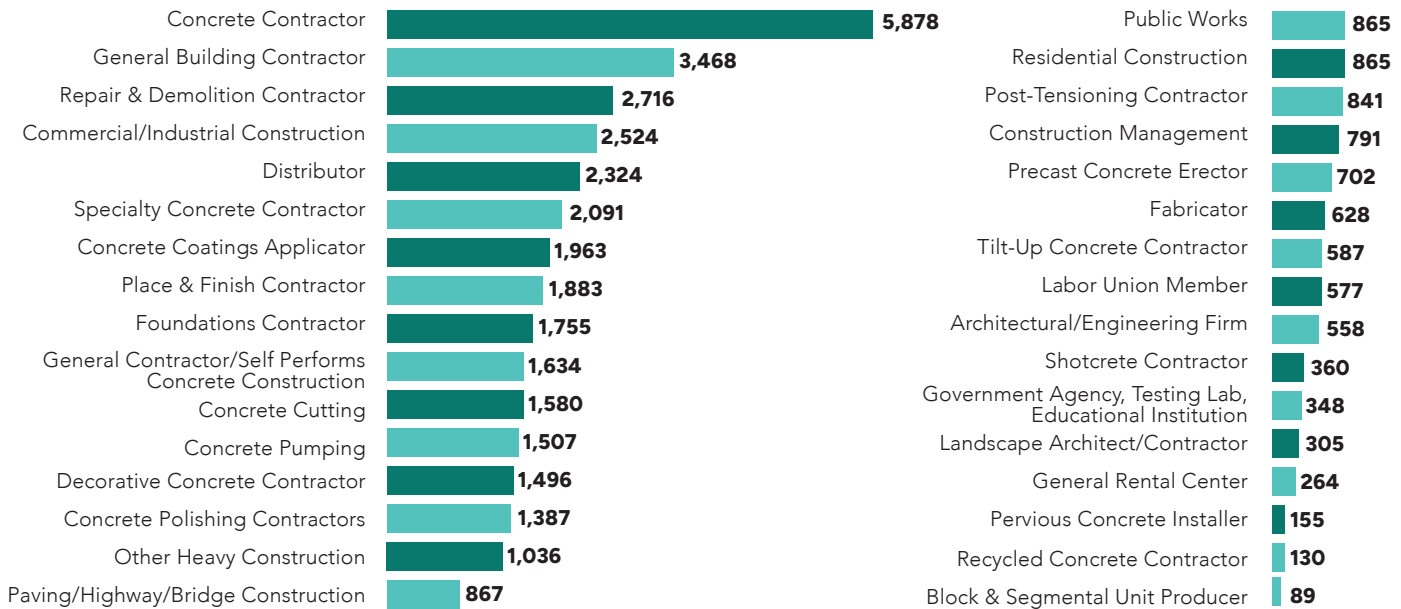
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# Get a Clear View

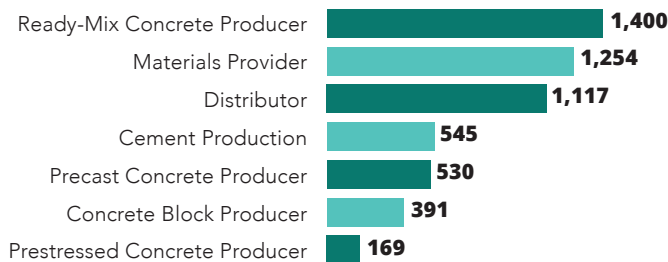
## JOB ROLES

Meet professionals from every facet of concrete and masonry.



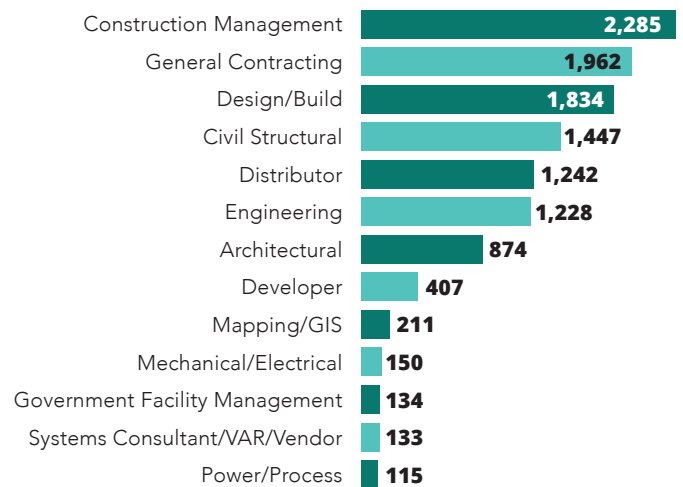
## THE PRODUCER CENTER

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



## CONSTRUCTION TECHNOLOGY

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



GET NOTICED. GET AHEAD.

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# Showcase Your Expertise



## Material Handling

Highlight your material handling solutions for construction professionals, including equipment retailers, site preparation experts, and logistics specialists seeking efficient tools to streamline operations and enhance productivity.

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



## Concrete Surfaces & Decorative

Feature 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



## The Producer Center

Featuring a comprehensive marketplace of batching software materials, equipment and plant equipment specifically designed for the ready-mixed concrete industry.



## Concrete Repair & Demolition

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

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



## 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
- Wheelbarrows



## Technology For Construction

The innovation showcase featuring the newest software, robotics, artificial intelligence products and estimating tools for the commercial construction industry from top information technology and systems providers.



## Concrete Masonry

Maximize your company's exposure to your target audience by exhibiting in this section, dedicated to top plant equipment that produce 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, galvanized bar, composite bars, grids, and fibers
- 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!

Help Contractors transform their Class 2 to Class 7 fleets into efficient job site tools by showcasing the trends in storage, truck beds, hitches, trailers, maintenance software, power sources and accessories that increase safety and productivity.

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



# Prove Your Power

Your products are engineered to withstand the toughest challenges — 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.

## 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 & accessories
- Vacuums
- Vibrators
- Walk-behind power trowels
- Wall saws
- Waterproofing



*Every year world of concrete brings excitement to our company. It is a great opportunity generate leads, meet with customers, and to learn about new things happening in the concrete industry.*

- CURTIS MAUSCHITZ, GIATEC SCIENTIFIC INC.



READY TO BOOST YOUR LEAD QUALITY AND CONVERSIONS?  
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# Reach the Ones Who Build It

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

- 1,285** General building contractor
- 1,237** Masonry contractor, specialty masonry contractor
- 1,088** Commercial/industrial construction
- 1,050** Distributor
- 733** Residential construction
- 664** Masonry repair contractor
- 490** General contractor who self-performs masonry construction
- 475** Masonry craftsman, bricklayer
- 347** Restoration contractor
- 286** Thin-brick/thin-stone applicator
- 270** Architectural, design, engineering firm
- 250** Landscape architect/contractor
- 206** Self-retaining wall contractor
- 205** Construction mgmt. doing masonry construction
- 161** Government agency, testing lab, educational institution, trade association
- 153** Stucco contractor
- 115** Concrete block producer
- 89** General rental center
- 66** Brick producer

*World of Concrete is the place to be if you are in the industry. Our team looks forward to connecting with customers, distributors, peers and new contacts each year during the show. WOC is a staple on our events calendar each year.*

- JULIE DETWILER, STEGO INDUSTRIES



CONNECT WITH THE RIGHT PEOPLE.

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# Generate Buzz

We know concrete and masonry — and what it takes to keep our loyal following growing, year after year. With tried-and-true marketing tactics that resonate with our global community and a track record of delivering qualified buyers, you can count on WOC to set your business up for success.



*World of Concrete sets the gold standard for industry trade shows—exceptionally organized, energizing, and packed with meaningful opportunities to connect, learn, and grow. It's the one event in the construction industry where innovation, education, and business development truly come together.*

- NIKKI CLOUTIER, FERMBLOC SYSTEMS



## Proven Promotional Tools Include:



**Online advertising and social media** with more than 9 million+ digital ad impressions worldwide and more than 134,935 followers across Facebook, X (formerly Twitter), LinkedIn, Instagram and YouTube



**Broadcast email campaign** with more than 931,000 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 6,000+ serious buyers



**Direct mail campaign** targeting 85,000 potential registrants

## 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 and/or after the show.

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

**Purchase Seminars.** Prepay and provide education FREE to your booth staff.

**Buyer Invitations & Exhibits-Only Passes for Purchase.** Deliver to your customers a special discount promo code or you can buy passes (in packs of 10) and provide free to your best customers.

**Public Relations.** Media lists, press conference space, product publicity, online 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 web listing of their company name, address and URL.

**Show Management.** Our success is built on helping you achieve yours.

## Get Noticed Where It Counts!

Invest in 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.



READY TO TURN ATTENTION INTO ACTION?

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