

World of Concrete 2012

Las Vegas Convention Center

Las Vegas, Nevada, USA

Exhibition: January 24-27, 2012; Seminars: January 23-27, 2012

<http://www.worldofconcrete.com>

1. Event Description

A. Exhibition

The World of Concrete is the largest annual international trade show for the commercial concrete and masonry construction industries with more than 55,000 registrants. Displayed over more than half a million net square feet of exhibit space, more than 1,200 exhibiting companies will present the latest commercial concrete and masonry construction related products, technology and equipment. Show segments include the Producer Center: a dedicated marketplace of materials, equipment, demos and seminars for concrete producers; Material Handling: offering trucks, excavators and more for material delivery, distribution, concrete placement and earth moving; Concrete Repair and Demolition: housing a display of surface preparation equipment, scarifying, grinding, sawing equipment and other demolition products; World of Masonry: showcasing a full range of products, tools, information and technology for masonry professionals; and Technology for Construction: a premier feature within World of Concrete for construction software – bid and estimating software, project management and financial software and more.

B. Education and Seminar Program

The World of Concrete Education Program is lauded as one of the industry's finest. Thousands of attendees purchase individual seminars as well as Master Certificate Packages each year. In addition, attendees can obtain a variety of industry certifications and earn continuing education hours. Targeted sessions cover everything from Concrete and Masonry Fundamentals to Decorative Concrete and Best Management Practices. Both 90-minute and three-hour sessions are available. Plus, new this year are hands-on demos.

2. Target Audience

World of Concrete attendees include architects and engineers, brick and block producers, commercial contractors, computer/CAD/CAE/IT managers, concrete contractors, concrete pumpers, construction managers, dealers/distributors, decorative concrete contractors, designers and specifiers, general contractors, GIS managers, information technology executives, masonry craftsmen/contractors, ready mix producers, rental equipment centers, repair contractors, residential contractors, specialty concrete contractors, pipe and block producers, and precast/pre-stressed producers.

3. Product Categories

The leading manufacturers of World of Concrete products will be showcasing admixtures, aggregate processing, aggregates, batching equipment, block/paver/tile production equipment, cement products, cleaning materials and equipment, masonry, coatings/stains/sealers, computer hardware/software, concrete cleaners/removers, mortar and grout, cover mats, cranes, cutting and drilling equipment, decorative concrete, demolition equipment, dispatching & scheduling, dry shakes, earthmoving equipment, environmental controls for production equipment, finishing tools and equipment, fireplace & chimney accessories, forklifts, form types & forming accessories, foundation/slab repair, general construction equipment/materials/tools, general utility, insulation, joints and sealants, green building technologies & products, landscaping products, masonry anchors and fasteners, masonry units, material handling for concrete production, metal connectors & reinforcement, mixing/mixer materials for concrete/mortar, moisture control, mortar materials, movement joints, personnel & materials positioning, pipe production equipment, placing equipment, placing masonry, precast production equipment, precast wall forms, precast/pre-stressed & tilt-up, protecting finished masonry, publications, pumping equipment and accessories, ready mixed concrete, reinforcement tools & materials, repair equipment, repair materials and equipment, safety equipment, sawing and coring, scaffolding and shoring, slip-forming, structural elements, surface preparation, surveying equipment, technology for construction, tools and services for masonry designers & contractors, trailers & attachments, truck mixers, trucks, vehicle components, vehicle maintenance & repair, and water drainage/protection.

4. Exhibition Registration and Hotel Reservations

A. Registration

International delegations are encouraged to visit <http://www.worldofconcrete.com> to view seminars, preview the exhibitor/product offerings, and to obtain more information. International delegates are also strongly encouraged to pre-register online through their delegation leader. Exhibits-only admission is free to all pre-registered international delegation members.

International delegates are also encouraged to pre-register online for seminars at a reduced registration price through December 8, 2011.

Individual registrants wishing to attend World of Concrete and choosing not to be a part of a Commercial Service-led delegation may register online or complete the registration form and follow the submission requirements above. The current pricing for non-IBP-organized delegations is as follows: \$50 for advanced online Exhibits-Only admission, and \$75 for Exhibits-Only registration after December 8, 2011 and onsite.

Badges for all pre-registered international attendees will be available onsite at the World of Concrete in the International Business Center.

B. Reservations

Please visit <http://www.worldofconcrete.com>, click on 'ATTENDEE' button then click on the 'TRAVEL & HOUSING' tab. You may also call: 1-212-532-1660 ext. 1 (Reservation Specialists are available Monday-Friday, 9:00 a.m. – 7:00 p.m. EST), or 1-800-221-3531 ext. 1 (for all of the U.S., Canada, NY Metro Region and the Caribbean), or fax: 1-212-779-6128, or mail: Hanleywoodhousing.com, 381 Park Avenue South, Third Floor, New York, New York 10016. For groups of 10 or more delegates please call 1-212-532-1660, press 1, then choose option 2 or fax your request to 1-212-779-6133, or email Ms. Debbie Guthrie at dguthrie@hanleywood.com.

5. International Business Center and IBP Benefits

Show management and the Department of Commerce will maintain a comprehensive International Business Center (IBC) for international attendees at the Las Vegas Convention Center, Las Vegas, Nevada, USA. The IBC will provide:

- Translation services
- Match making services
- Private meeting rooms
- Lounge area with refreshments
- Daily wine & cheese Tuesday, January 24 - Thursday, January 26, 2012 4:00-5:00 p.m.

The IBC hours will be as follows:

Sunday, January 22, 2012	11:30 a.m. - 5:00 p.m.
Monday- Thursday, January 23-26, 2012	7:00 a.m. - 5:00 p.m.
Friday, January 27, 2012	7:00 a.m. - 1:00 p.m.

In addition, a directory of U.S. exhibitors interested in export opportunities (the U.S. Export Interest Directory) will be available in the IBC along with a bulletin board where international delegates may find U.S. exhibitor posted export interests and where international delegates may post their product interests. To view an exhibitor list prior to the event, please visit <http://www.worldofconcrete.com>.

6. Business-to-Business Matchmaking

There is also the possibility of having a small Business-to-Business matchmaking activity with pre-scheduled appointments between international delegates and U.S. exhibitors. For delegates interested in participating in these appointments, please determine their product or business interests for the matchmaking activity. Further information on this activity will be provided at a later date.

7. Possible Spin-Off Opportunity

As part of the National Export Initiative, USEACs are encouraged to augment the visit of IBP delegations by organizing spin-off or add-on opportunities with IBP event related industry businesses.