

Part 1: World of Concrete 2020 Partner Opportunities

World of Concrete 2020
February 4-7, 2020
Las Vegas Convention Center
Las Vegas, NV, USA

PTI VIP Reception @ World of Concrete 2020
February 5, 2020 | 5:30 p.m.
Westgate Las Vegas Resort & Casino
Las Vegas, NV, USA

World of Concrete is the commercial construction industry's first, largest, and most important annual international event for concrete and masonry professionals across the globe! WOC has all the new equipment, products, training, and technology you need to perform projects safer, more efficiently, and with increased quality.

What does World of Concrete offer?

- 1,500 leading manufacturers and suppliers showcase their latest innovations, technology, and new products and equipment, and more.
- 170+ education sessions provide training and certification in concrete fundamentals, worksite safety, technology updates, project management, and more.
- 60,000+ concrete/masonry pros from every segment of the industry build strong relationships and connect with experts here.



PTI will be participating at World of Concrete as an exhibitor - in a high-traffic location, next to ACI, at the entrance of Central Hall - and will also be hosting its first-ever PTI VIP Reception! This exclusive event will take place right after the show floor closes for the day at the Westgate Las Vegas Resort & Casino (just a 5-minute walk from the Las Vegas Convention Center) and is reserved for those with the highest influence in the concrete industry: PTI Members, their guests, and their customers. A "PTI VIP" or "PTI Guest" badge ribbon is required for entry into this event, where attendees will be treated to hors d'oeuvres, an open bar, and unparalleled access to those industry pros who serve as decision-makers at their companies.

Even if you aren't exhibiting at World of Concrete 2020, you can still reach those who are there - those who are most important in the concrete industry - by becoming a PTI Partner and sponsoring PTI's VIP Reception.

Register for World of Concrete using **PROMO CODE A28** to save \$80 on registration.

Don't delay! The following Partner opportunities are limited in quantity and will fill quickly.

PTI VIP Reception @ World of Concrete 2020 Sponsor Opportunities

Sponsorship	Major Sponsor	Supporting Sponsor	Contributing Sponsor
Cost (PTI Member/Non-Member)	\$8,000 / \$7,500 SOLD	\$2,000 / \$1,500 SOLD	\$600 / \$450 SOLD
# Available	1	5	10
Includes			
Customer entries into VIP Reception	20 Guest badge ribbons to give to customers (ribbons required for entry into reception)	10 Guest badge ribbons to give to customers (ribbons required for entry into reception)	5 Guest badge ribbons to give to customers (ribbons required for entry into reception)
Company recognition at PTI Place Booth in high-traffic Central Hall	Company's large logo displayed on lighted tower at PTI Place Booth (must commit by 1/3/20 for production)	Company's medium logo displayed on lighted tower at PTI Place Booth (must commit by 1/3/20 for production)	Company's name displayed on lighted tower at PTI Place Booth (must commit by 1/3/20 for production)
Company recognition at PTI VIP Reception	Company's large logo displayed at PTI VIP Reception	Company's medium logo displayed at PTI VIP Reception	Company's name displayed at PTI VIP Reception
Advertising	Full-page, color ad on back cover of 2020 PTI Member Directory (\$2,250 value)	Full-page, color ad in 2020 PTI Member Directory (\$1,250 value)	Quarter-page, color ad in 2020 PTI Member Directory (\$725 value)
Display materials	8-foot display table for marketing materials at PTI VIP Reception	6-foot display table for marketing materials at PTI VIP Reception	6-foot display table for marketing materials at PTI VIP Reception