



MUST-SEE EVENTS



"My Skills Are No Bull" Bosch Power Tool Challenge
Contestants are tested on safety knowledge and tool usage that simulate tasks performed by concrete and mason contractors. [LEARN MORE](#)



Concrete Polishing Luncheon & Forum
Today's luncheon and forum will feature experts in concrete polishing discussing what contractors need to know to grow their businesses. The forum will concentrate on the important topic of concrete polishing specifications—something every concrete polishing contractor is talking about. [LEARN MORE](#)



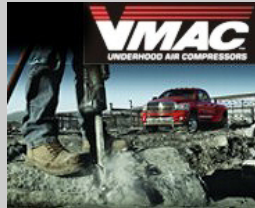
MCAA's International Masonry Skills Challenge

Watch masonry apprentices in first-, second-, and third-year skill levels compete to build projects without ever having seen the drawings. [LEARN MORE](#)

>> [Learn more about these EVENTS](#)

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COMPACT POWER THAT REALLY DELIVERS



The compact, powerful VMAC UNDERHOOD150 air compressor system runs off your truck's engine, delivering up to 150 CFM and 175 PSI of continuous air without taking up any truck workspace. The system's controls and performance allows it to easily operate in extreme conditions, reduce operating costs and address environmental concerns.

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Or visit www.vmacair.com/construction.

HOT OFF THE PRESSES



Concrete Artists Show Off in Vegas
If you find you need to give your feet a rest after visiting the many booths and events at World of Concrete, you can always rest in a lounge chair. And because we're at WOC, it would have to be a concrete lounge chair at that. [LEARN MORE](#)



History in the Building
In 2005 the World of Concrete made Las Vegas its permanent home—at least for another five years—making it possible to offer an exclusive behind-the-scenes tour of the massive Hoover Dam Bypass project, which had just begun. Now, five years later, the project is nearing completion. Attendees of the annual tour no longer need to visualize what the public works landmark will look like—it looms above them as they head toward the Hoover Dam Visitor Center. [LEARN MORE](#)



MCAA Schedule & Events
Mason Contractors Association of America (MCAA) holds its annual convention concurrently with the World of Masonry, which is held each year during the World of Concrete. This event is the masonry industry's premier event. Check out all of the exciting events in the Program & Exhibits Guide, as well as the education seminars offered by MCAA in South Hall. [LEARN MORE](#)

>> [Learn more about these EVENTS](#)

BREAKING NEWS

Help Habitat Help Haiti
Damage from the Jan. 12, 2010 earthquake in Haiti added yet another dimension to the already crushing humanitarian crisis and poverty conditions faced by the country. Because of the great need, Habitat for Humanity is planning an aggressive response to help low-income families get into decent, secure housing as soon as possible. [CONTINUE READING](#)

H. Gordon Gates Passes Away
Gordon Gates, a member of Gates & Sons Inc., Denver, for more than 60 years, passed away Dec. 20, 2009, at the age of 86. Gates spent the early years of his career apprenticing as his father's trained vice his invention. [CONTINUE READING](#)

SCHEDULE AT A GLANCE

Attendee & Exhibitor Registration
7 a.m. -5 p.m.
Central Hall

Seminars, 3-Hour Sessions
8 a.m. -11 a.m.
90-Minute Sessions
8:30 a.m. -10 a.m.,
1:30 p.m. -3 p.m.,
North Hall Rooms,
Level 1 & 2

MCAA International Masonry Skills Challenge
11 a.m. -3:30 p.m.
Booth S13600

Concrete Polishing Luncheon & Forum
12 p.m. -2 p.m.
South Hall, Room S219

OUTDOOR EVENTS & CHALLENGES
9:30 a.m. -5 p.m.

Artistry in Decorative Concrete
Silver Lot, front of South Hall

"My Skills Are No Bull" Bosch Power Tool Challenge
Gold Lot, front of North Hall

John Deere Load America and Skid Steer Competition
Gold Lot, front of North Hall

Mack Truck Safety Skills Competition
Silver Lot 4, next to South Hall

MCAA Masonry Action Stations
Booth S13600

SHOW INFORMATION

Location:
Las Vegas Convention Center, Las Vegas

Registration Hours:
Feb. 1-4, 7 a.m. -5 p.m.
Feb. 5, 7 a.m. -12 p.m.

Exhibit Hall Opens:
Feb. 2-4, 9:30 a.m. -5 p.m.
Feb. 5, 9:30 a.m. -1 p.m.

Restaurant Reservations:
www.alistvegascorporate.com

Show Tickets:
www.showtickets.com

MANAGE YOUR SCHEDULE



Login into [Connection Point](#) to view your personalized WOC schedule. Don't have a schedule? [Create](#) one today.

FOLLOW WOC ON TWITTER



Get breaking news, show updates, contests, and more by following [@World of Concrete!](#)

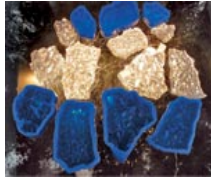
Career concentrating on his father's twisted wire tie invention. [CONTINUE READING](#)

Bosch Tool Giveaway

When you have your Expocard scanned as you enter the Artistry in Decorative Concrete area in Silver Lot on Tuesday and Wednesday, you will have a chance to win either a 12-V or an 18-V "kit" of Bosch lithium-ion battery tools from Bosch Power Tools & Accessories (Booth O31663). [CONTINUE READING](#)

PRODUCTS FROM THE SHOW FLOOR

Something Better Co.



Booth O40641

Cast epoxy crystals with a variety of molds to create unique vertical concrete, rock and water features, art, and more. Choose from nine different molds to create crystal clusters, cryptinite, large crystals, crystal points, and amethyst crystals.

[COMPLETE DETAILS](#)

CS Unitec



MIP

Booth S12227
The PORTAMIX HIPPO PMH 70F mixing station allows for quick mixing and accurate placement of construction compounds, boosts productivity, lowers labor costs, and reduces physical effort.

[COMPLETE DETAILS](#)

The Quikrete Cos. Inc.



Booth S10326

For both indoor and outdoor applications, Wet Look Sealer-High Gloss forms a film coating designed to waterproof, seal, and enhance the color of decorative concrete, masonry, pavers, brick, and natural stone surfaces.

[COMPLETE DETAILS](#)

[>> Read more PRODUCTS FROM THE SHOW FLOOR](#)

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Jonas Software

Jonas Accounting and Construction Management Software is used by over 1,000 General and Concrete Contractors to drive revenue, increase efficiency and to help make better business decisions. Jonas offers a complete package of fully integrated, flexible and industry specific solutions including Accounting, Payroll, Job Cost, Project Management, Inventory and Equipment Management, Service Management, Document Management, Mobile Technology and Web Portal Solutions including e-Timesheets. Visit **Jonas at Booth # C4062 in WOC.** [Click here.](#)



Orion Software

You can now efficiently track rental operations or in-house activities with real-time equipment location, preventive maintenance management, utilization statistics, multi-site management, and much more. Obtain your Show Special Coupon at www.orion-soft.com/eng/WOC-2010-super-special.html and visit us at booth C4763.



Xypex



Kryton

MORE FROM WOC

All of the resources and materials you need to develop your skills and enhance your WOC training are available in the [World of Concrete Bookstore](#). Shop for books, training materials, videos, apparel, and more. The WOC Bookstore is located in the Grand Concourse and in the South Hall, outside of registration.



The [GREENSITE](#) area showcases exhibitors with greenbuild technologies, along with displays, video presentations, and limitless information. Located in the South Hall, Level 2, you'll also find live presentations from some of the industry's leading experts.



The eighth annual [Most Innovative Products Contest](#), sponsored by [Concrete Construction](#), [Masonry Construction](#), and [The Concrete Producer](#) magazines, is a cutting-edge competition that presents the most ingenious items at the show and lets you decide who wins. See and compare product entries at participating exhibitors' booths, and cast your vote at the show or online. Awards include the Expert's Choice and Attendees' Choice.



THE #1 REASON TO ATTEND WORLD OF CONCRETE®

Your No. 1 reason for attending WOC—to see all the newest products to keep your business running strong! World of Concrete's [New Product Showcase](#) brings an exciting array of this year's newest products together in one area for a quick look at what's new for construction and masonry professionals.

Added to the concrete at the time of batching, XYPEX eliminates the need to apply protective coatings either in the field or at the precast plant. www.xypex.com.

Kryton develops, manufactures and markets a wide range of products designed to waterproof, repair and protect concrete structures. Developed in our own dedicated concrete research laboratory, and tested in the field for over 35 years, the Krystol® Concrete Waterproofing System is the world's leading integral crystalline waterproofing technology. [Click here](#) or visit us at WOC booth #S10907.



In its eighth year, [Artistry in Decorative Concrete](#) pushes the envelope of artistic expression. Watch leading artisans demonstrate the most innovative decorative concrete applications and techniques in integral color, stains, color hardeners, stamping, polishing, stenciling, overlays, sculpting, and more!

WEBINARS POWERED BY WORLD OF CONCRETE



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Prepared by the official show magazines



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