



## MUST-SEE EVENTS



### Women in Concrete Breakfast & Forum

At the fifth annual Women in Concrete event, hosted by [Concrete Construction](#) and [The Concrete Producer](#), key industry leaders will provide a woman's perspective on "Breaking Down Barriers." [LEARN MORE](#)



### SPEC MIX BRICKLAYER 500 COMPETITION

When 20 of the country's best bricklayer/tender teams compete for the title of "World's Best Bricklayer," the fans go wild. Watch the teams build a 26-foot double-wythe wall in an hour. [LEARN MORE](#)



### Most Innovative Products Contest

The entries in this year's Most Innovative Products contest at World of Concrete are available for viewing [online](#) or at the MIP display in the Grand Concourse outside the Central Hall at the Las Vegas Convention Center. [LEARN MORE](#)



### Collectors' Corner

Representatives from Ag Farm Toys, one of the largest dealers of die-cast collectibles in the U.S., will be on hand showcasing industry-specific items from the 1300 different products in inventory. [LEARN MORE](#)

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

## HOT OFF THE PRESSES



### PCA: Expect a 10-Year Recovery

"Our outlook is not rosy," Portland Cement Association's (PCA) (Booth C4113) chief economist Ed Sullivan told attendees at PCA's "Cement Outlook: 2010-2014" press conference yesterday. According to Sullivan's economic forecast, even though cement consumption is expected to increase by 5.2% this year, this is merely a small shuffle up from an extremely depressed level. [LEARN MORE](#)



### Polish Up on Your Learning

Education and communication were major themes that were repeated at the Concrete Polishing Luncheon & Forum at World of Concrete on Tuesday, Feb. 2. [LEARN MORE](#)



### Get Your Hands Dirty

There's more than meets the eye in the outdoor exhibits area. These manufacturer booths feature hands-on demos that let you get your hands dirty and try out new tools in jobsite applications. While you're at WOC, walk through the Silver Lot to take advantage of the unique opportunity to find the right tool for you. [LEARN MORE](#)

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

## BREAKING NEWS

### Industrywide Sustainability Collaboration Sports New Look

The former Joint Sustainability Initiative is sporting a new name and logo this week at the World of Concrete: Concrete Joint Sustainability Initiative. [CONTINUE READING](#)

### USGCC Launches Resource Book

U.S. Green Concrete Council unveils its new book, "The Sustainable Concrete Guide-Strategies and Examples," yesterday during its press conference. [CONTINUE READING](#)

### Mapei Supports the Vancouver Games

Mapei Corp. (Booth S10439) supplied 41 different products to aid concrete restoration, surface preparation, waterproofing, and flooring installation in six Vancouver venues in preparation for the Vancouver 2010 Olympics. [CONTINUE READING](#)

## PRODUCTS FROM THE SHOW FLOOR

Briggs & Stratton Corp.

Makita USA Inc.

E-Z Drill

## 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

### Toughest Tender Competition

11:30 a.m.  
Gold Lot, front of North Hall

### Spec Mix Bricklayer 500 Competition

12 p.m.  
Gold Lot, front of North Hall

### 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](http://www.alistvegascorporate.com)

**Show Tickets:**  
[www.showtickets.com](http://www.showtickets.com)

## MANAGE YOUR SCHEDULE



Login into [Connection Point](#) to view



**Booths N2021 and O30539**  
Four Vanguard single-cylinder engines were added to the Commercial Power series.

[COMPLETE DETAILS](#)



**Booth O31836**  
The 12-in. LS1216L Dual Slide Compound Miter Saw with Laser features 6 linear ball bearings and 4 steel rails for adjustment-free accurate cuts.

[COMPLETE DETAILS](#)



**MIP**

**Booth S11339**  
The 240B combo drill is designed for straight-line drilling on a level subgrade.

[COMPLETE DETAILS](#)

>> Read more PRODUCTS FROM THE SHOW FLOOR

Advertisement



#### 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.](#)



#### International Machinery

CONCRETE SHOW SPECIAL \$99,500  
FREE DELIVERY IN NORTH AMERICA

Low Hour, 18,000 Mile, Heavy Spec Premium Peterbilt 357 Strong 14 Yard Mobile Gunite Mixers – ONLY 2 AVAILABLE !!  
Call 604-460-9955 or 1-877-604-9955  
[www.internationalmachinery.com](http://www.internationalmachinery.com).



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.



#### Kryton

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.



#### XYPEX Concrete Waterproofing by Crystallization

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](http://www.xypex.com)



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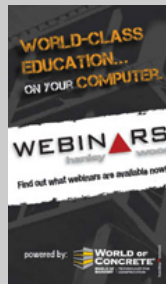
#### MORE FROM WOC

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.



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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