



MUST-SEE EVENTS



Artistry in Decorative Demos Complete
From countertops to molded trees, this year's artists in the Artistry in Decorative Concrete area demonstrated the best of the best in the decorative concrete industry. Hailing from around the country, they presented a variety of projects—including a number of floor concepts, decorative outdoor installations, furniture, and more—that not only inspire but push the boundaries of this field. [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](#)



WOC Bookstore
It's not too late to browse the nation's largest collection of concrete and masonry industry-related books, media, and training materials. [LEARN MORE](#)

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

HOT OFF THE PRESSES



Las Vegas CityCenter
Right here in Las Vegas is a concrete construction marvel. Opening in December 2009, the Las Vegas CityCenter boasts the 4004-room ARIA Resort & Casino, Mandarin Oriental Las Vegas, Crystals retail and entertainment district, Vdara Hotel & Spa, The Harmon Hotel, and Veer Towers. This \$8 million "city-within-a-city" also includes a \$40 million public fine arts center. [LEARN MORE](#)



Most Innovative Products Contest
Have you voted for your favorite innovative product yet? Online and text-based voting will remain open until Feb. 28. Make sure to voice your opinion in this industry contest. [LEARN MORE](#)



New Product Showcase
The World of Concrete's New Product Showcase provides construction and masonry professionals an exciting array of the year's newest products together in one area. [LEARN MORE](#)

>> [Read more from this issue of the World of Concrete DAILY NEWS](#)

BREAKING NEWS

Tilt-Up Concrete Association Announces 2010 Tilt-Up Achievement Winners

The Tilt-Up Concrete Association (TCA) has announced the recipients of the 2010 Tilt-Up Achievement Awards. [CONTINUE READING](#)

An Industrywide Call to Action

In a Wednesday morning press conference, the Concrete Joint Sustainability Initiative laid out plans to lend a voice to the various segments of the concrete construction industry—aggregate, ready-mix, tilt-up, precast, etc.—to educate stakeholders about the role and responsibilities of concrete in sustainable development. [CONTINUE READING](#)

9/11 Memorial Tribute

Concrete Industry Management (CIM) (Booth NL15) students from California State University, Chico, and Middle Tennessee State University created a memorial to the fallen firefighters from Sept. 11, 2001. [CONTINUE READING](#)

PRODUCTS FROM THE SHOW FLOOR

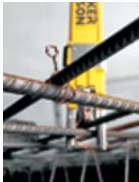
CTS Cement/Rapid Set



Leica Geosystems Inc.



Wacker Neuson



SCHEDULE AT A GLANCE

Attendee Registration

7 a.m.–12 p.m.

Central Hall

Seminars, 3-Hour Sessions

8 a.m.–11 a.m.

90-Minute Sessions

8:30 a.m.–10 a.m.,

North Hall Rooms,

Level 1 & 2

Hoover Dam Bypass Tour

1 p.m.–6 p.m.

Pick up in Central Hall at Door 9

OUTDOOR EVENTS & CHALLENGES

9:30 a.m.–1 p.m.

Artistry in Decorative Concrete

Silver Lot, front of 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!](#)

MORE FROM WOC

All of the resources and materials you need to develop your skills and enhance your WOC training are

Booth S10107

TRU Self-Leveling is a rapid-setting hydraulic cement-based self-leveling topping, resurfacer, and underlayment.

[COMPLETE DETAILS](#)

Booth C6059

Designed to perform positioning, layout, or other daily construction-site tasks, the Builder Series Total Stations 100, 200, 300, 400, and 500 provide simple, intuitive measuring capabilities.

[COMPLETE DETAILS](#)



Booth O30239

The DF rebar tier allows contractors to increase the speed, efficiency, and ease of binding reinforcing steel.

[COMPLETE DETAILS](#)

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

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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.



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!

WERNERS POWERED BY

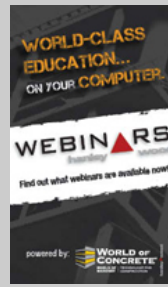
Prepared by the official show magazines



WORLD OF CONCRETE Related Sites: [World of Concrete](#) | [ebuild](#) | [Concrete Construction](#) | [Masonry Construction](#) | [The Concrete Producer](#)

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