



HENRY B GONZALEZ CONVENTION CENTER

2012 CONCRETE DECOR SHOW
**SPONSORSHIP
OPPORTUNITIES**



*Where Decorative Concrete
Means Business.*



STAND OUT

Thank you for your interest in sponsoring the Concrete Decor Show. We have prepared this guide of valuable opportunities to help you get noticed by the most dedicated proponents of decorative concrete.

Lanyard Sponsorship — \$4,500 **SOLD**

Wrap your company name around every attendee with colorful and popular lanyards. Distributed at Registration counters and sponsoring exhibitor locations. 2-color company logo printed on lanyard made from recycled materials. Call for 4-color logo upgrade.

Tote Bag Sponsorship — \$2,500 **SOLD**

Eco-friendly paper tote bag with 1-color company logo. Sponsorship includes a free bag enclosure (a \$350 value).

Custom Room Key Sponsorship — \$2,750

Unlock the power of advertising with an exclusive room key sponsorship. Offered in four-color printing, your custom room-key imprinting will welcome every guest of the Concrete Decor Show who's staying at the San Antonio Marriott Riverwalk. It's a great way to remind guests to see you at the Show. Graphics can include a glossy photo, company logo, web address, contact number, and even your booth information. Quantity: 1,000 room keys. Price for distribution and 4-color printing on one side.

Please hurry! A 4-week turnaround is required.

Water Bottle Sponsor — \$3,500

Quench the thirst of hundreds of attendees involved in the numerous hands-on workshops during the four-day event by having your company's color logo and booth number printed and affixed to labels on 1,000 16 oz. bottled waters. Attendees will love you for it!

iPad Giveaway Sponsorship — \$1,250

In addition to advertising your company's participation in the number one industry magazine, namely *Concrete Decor* (hint, hint), there is another sure-fire way to drive traffic to your booth. It's with an iPad Giveaway Sponsorship.

An iPad is an effective way for contractors to showcase their work to customers, surf the Net for information and ideas, read their virtual edition of *Concrete Decor*, or simply watch a cool training video or sitcom.

To participate, attendees must have their "playing card" (distributed at the Registration Counter to all attendees) rubber-stamped by each participating sponsor (limited to 10). Attendees must return their completed "playing card" to the registration counter prior to the close of the show on Friday to be eligible to win. Drawing will be held at the end of the show. Sponsorship includes preshow publicity in *Concrete Decor*, *Concrete Decor NewsWire*, and online at www.ConcreteDecorShow.com. Also included is a rubber stamp and ink pad. Giveaway is contingent upon multiple sponsor participation.



Questions? Call (877) 935-8906, email meg@protradepub.com or contact your Regional Account Executive.

GIVEAWAYS

SHOW GUIDE ADVERTISING

The Show Guide is the official directory of education, events and exhibitors at the 2012 Concrete Decor Show. Along with a complete schedule of all activities, the Official Show Guide features:

- A comprehensive alphabetical listing of all exhibiting companies. Each listing includes contact information, booth location(s), and a 25-word company description.
- A detailed exhibit hall floor plan.
- A cross-referencing index.
- An alphabetical listing of brand names.

Aside from being an outstanding on-site resource, the Official Show Guide will be used by attendees as an ongoing reference long after the event has ended. Don't wait! Key positions in the Official Show Guide won't last long.

Ad space reservations must be completed by January 13, 2012. Artwork is due by January 20, 2012.

SHOW GUIDE UPGRADES

Upgrade to 50-Word Description — \$100

Say more about the valuable products and services you offer by upgrading to a 50-word company description in the Show Guide. The Show Guide serves as a year-long reference to attendees.

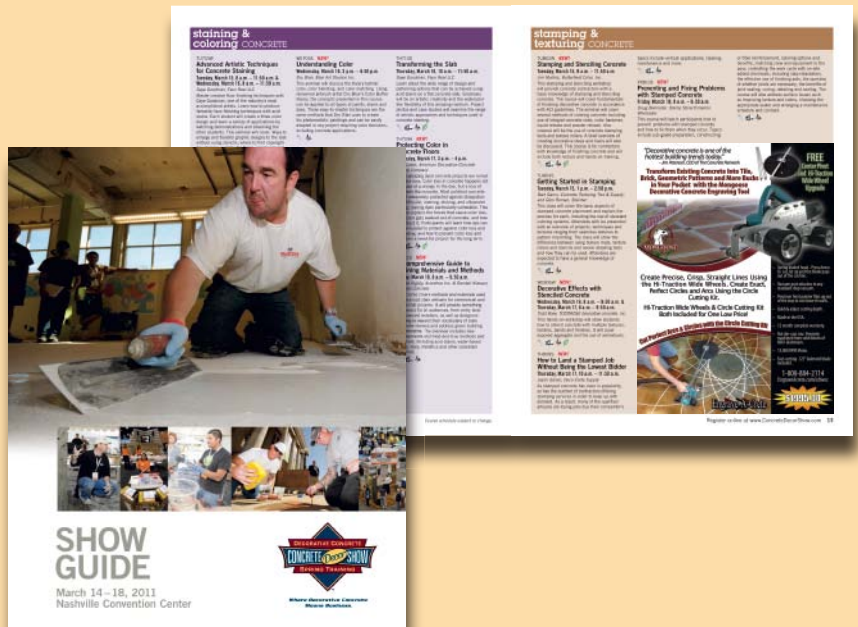
Logo In Show Guide & Online — \$225

Get the attention you deserve by upgrading your company listing with a 4-color logo in the official Show Guide. This upgrade also includes the placement of your color logo to the interactive floor plan that is displayed online when the floor plan goes live January 18, 2012.

Questions? Call (877) 935-8906, email meg@protradpub.com or contact your Regional Account Executive:

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(702) 869-4342 troy@protradpub.com

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SHOW GUIDE ADVERTISING RATES

Full page ad, cover positions & page one	\$3,150
Full page ad	\$2,425
1/2 page island ad	\$1,825
1/2 page horizontal ad	\$1,500
1/3 page placard, vertical or horizontal ad	\$1,250
1/4 page vertical ad	\$985
2/9 page vertical ad	\$750
1/6 page vertical ad	\$550
4-Color logo in Show Directory and online	\$225
Upgrade to 50-word description	\$100

All ads are 4-color. Ad dimensions are the same as *Concrete Decor*. Ask about sponsor package pricing.

WEB ADVERTISING

Leaderboard Ad – \$600

Got a booth? If so, it's time to start publicizing your participation with a rotational banner ad on the Event Website. Ads run through February 2012. Limited to 4 advertisers.

Ad size: 400 pixels wide x 75 pixels high



GranQuartz
Stone & Concrete Systems



Booth 727



3' x 3' Floor Graphic in High-Traffic Area

The popular 3' x 3' floor graphic is an outstanding way to tell prospects right where you are as they walk through the entrance to the show or when they are at an opposing corner end of the show floor. Floor graphic prominently displays your company logo and booth number.

\$900

Bag Enclosures

Items may include one-page print piece, one postcard, a coupon, pen, tablet, calculator, or another imprinted item for each paid attendee. Cost to produce, imprint, and ship items to show to be covered by sponsor in addition to fee.

\$350

Column Wrap Billboards — Four-sided

Advertise your booth or products on graphic billboards that wrap around columns in the Exhibit Hall. Panel dimensions: 39" x 89". Printed full-color from sponsor's artwork. Specifications will be supplied. All costs for production, printing,

mounting and placement are included. A limited number of billboards are available.

\$2,800

Column Wrap Billboards — Two-sides

Advertise your booth or products on graphic billboards that wrap around columns inside the Exhibit Hall. Panel dimensions: 39" x 89". Printed full-color from sponsor's artwork. Specifications will be supplied. All costs for production, printing, mounting and placement are included. A limited number of billboards are available.

\$1,500

Educational Sessions "Attendee" Survey Sponsor

Our attendee surveys gather valuable feedback on each of the more than 60 educational sessions, including seminars, workshops, keynotes and panel discussions. As a sponsor of the surveys, your company logo and booth information are clearly displayed on the face page of more than 3,000 surveys distributed during the event. Company logo

is offered in black/white or two-color only.

\$1,500

Aisle Aerial Signs — One Per Aisle

This exclusive aisle-by-aisle opportunity prominently displays your company logo and booth number in plain view of all attendees up and down each aisle. Company information is displayed below the aisle number that hangs prominently for all to see. Dimensions: 2' x 4' fabric signs will be printed with company logo, booth number and a short tagline or product name. Printed full-color from sponsor's artwork. Specifications will be supplied. All costs for production, printing, mounting and placement are included. Choose 5 aisles for \$1,750 or 10 aisles for \$3,500. An excellent value.

\$375

Indoor Double-Sided Billboard

Attract attention with free-standing billboards placed in high-traffic public areas. Dimensions: 39" width x 72" height, printed full-color from sponsor's artwork. Specifications will be supplied.



ON-SITE PROMOTIONAL OPPORTUNITIES

All costs for production, mounting, floor stand, printing and placement included. Placement near entrance to exhibit hall and breakout rooms. A limited number of billboards are available.

\$1,500

New Product Showcase

The Concrete Decor Show's New Product Showcase brings an exciting array of the year's newest products into one area of the exhibit hall. Don't miss this opportunity to feature your product in this high-profile area of the event. This high-visibility showcase guarantees exposure and increased booth traffic.

Free-Standing Floor Display: Feature a new product in high-traffic New Product Showcase areas located along the main aisle of the Exhibit Hall.

Limit: one product per display.
Free-standing floor display: 4' wide x 4' deep x 8' high – no weight limit.

\$425

Half Table Top Display: Feature a new product in high-traffic Product Showcase areas located along the main aisle of the Exhibit Hall. *Limit: one product per display.*

Free-standing floor display: 3' wide x 2' deep x 3' high – 50 lb. weight limit.

\$325

Online New Product Showcase: Gain valuable exposure before the event with the Concrete Decor Show's online New Product Showcase. *1 product: \$100 add'l., 3 products: \$55 ea.* Includes a product photo, a 25-word description, a company URL w/link, including your booth number.

Seminar Sponsorship

Recognized for world-class training and delivering the most comprehensive education on all aspects of decorative concrete, the Concrete Decor Show utilizes numerous independent trainers who bring knowledge, expertise, and a reputation for quality workmanship to the Concrete Decor Show. Gain valuable exposure at the event with placement

of your company logo beside relevant course descriptions in the official Show Guide and on signage outside a meeting room or workshop. Includes a full-page (B/W) ad on the back page of a course handout, plus display of company brochure inside a classroom as a take-away for participants. Many popular seminars to choose from. Call us for details.

\$500 per seminar

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DEMO PAVILION & PROJECT COMPETITION



The goal of the Demonstration Pavilion & Project Competition is to give exhibitors a highly visible platform in which to demonstrate the professional ways in which their products, tools or equipment can be used for different kinds of decorative concrete applications. There's no better place to showcase your company's latest product innovations than at the 2012 Concrete Decor Show.

Demonstration Pavilion & Project Competition Sponsor:

As the exclusive Demonstration Pavilion & Project Competition sponsor for the 2012 Concrete Decor Show, your company will enjoy premium exposure with print, online and on-site publicity and promotions. Here's what you get:

- Premium online recognition along with placement of a company logo/link at www.ConcreteDecorShow.com.
- Inclusion in print and online advertising in *Concrete Decor* promoting the 2012 Demonstration Pavilion & Project Competition.
- Recognition at the start of the event welcoming guest to the 2012 event.
- Advance publicity in the on-site show guide.
- Placement of your company logo on an overhanging banner that welcomes guests at the entrance to the demonstration arenas (a \$3,000 value).
- Two 3'x3' adhesive back floor banners down main aisle on show floor (a \$1,800 value).
- Enclosure of company insert to show bags (a \$350 value).
- Sponsored announcement of winners in *Concrete Decor* magazine's post-show edition.
- A full-page ad in *Concrete Decor* show issue and a full-page ad in the official on-site Show Guide (a \$7,140 value).

A Demonstration Pavilion & Project Competition sponsor must also be an exhibitor at the event.

\$12,000

Arena Sponsor:

As an Arena Sponsor, your company will see its logo prominently displayed on a suspended rotating banner overhanging an arena of your choice. Includes advance exposure on the event website and official on-site show guide. Additional publicity will be supplied to print and online media services. Arena sponsors are an excellent form of publicity for companies that function as a product or service provider and whose materials are used universally in the craft.

An Arena Sponsor must be an exhibitor at the event.

\$4,500 (one available in each arena)

Contender:

A Contender consists of one of four product manufacturers competing in the arena. In addition to the use of your products, tools or equipment, your company's brand will be prominently recognized as a Contender on a foam board panel that serves as a promotional backdrop for each Contender project. In addition, your company logo will be printed twice on the center portion of a suspended overhead banner. Includes advance exposure on the event website and official on-site show guide. Additional publicity will be supplied to print and online media services. Winners of the contest will enjoy special coverage in *Concrete Decor* following the event.

A contender is well-suited for companies who want to publicly demonstrate the quality of their products, tools or equipment for all to see.

A Contender must be an exhibitor at the event.

\$3,500 (four available in each arena)

Contributor:

A Contributor is a company whose products have been selected for use by one or more Contenders in an arena and wants to be recognized in event publicity. Your company logo will be printed in the lower portion of the Contender's promotional backdrop and will be printed twice on the lower portion of the suspended overhead banner. Includes advance exposure on the event website and official onsite show guide. Additional publicity will be supplied to print and online media services.

A Contributor must be an exhibitor at the event.

\$950 (ten available in each arena)

Call today at (877) 935-8906 and get all the details.



GREEN MATTERS CONFERENCE

IVY SPONSOR \$12,500

As an Ivy Sponsor you are supporting the Green Matters Conference on Feb. 23-24, 2012, at the Concrete Decor Show. In addition to seeing your logo on signage at the CDS event and in the show guide, you will be recognized as an industry leader in the movement for sustainable building practices. Your company will benefit from advance publicity to the building industry, and be listed prominently on the top tier in the show guide and the Green Matters Report published after the event.

You receive:

- Preferential access to a hospitality suite at the Marriott Riverwalk hotel or meeting rooms at the convention center for your private business reception.
- A showcase about your company's contribution to industry sustainability, included in press releases to building industry and business media.
- Your logo placed on our Green Matters Conference website (GreenConcreteMatters.com) with a link to your website.
- Complimentary 10' x 20' booth space in CDS exhibit hall, or credit if already exhibiting.
- Early-bird pricing on additional booth space.
- 10 complimentary passes for Green Matters Conference, including the exhibit hall. Workshops not included.
- List of attendees registering for Green Matters Conference courses.
- Company banner ad on event website blog.
- Full-page ad plus special recognition in CD Show Guide and an enhanced company listing.
- Wall-mount plaque recognizing your company as the top tier Ivy Sponsor of the Green Matters Conference at the 2012 Concrete Decor Show.

OLIVE BRANCH SPONSOR \$8,500

As an Olive Branch Sponsor you are supporting the Green Matters Conference on Feb. 23-24, 2012 at the Concrete Decor Show. In addition to seeing your logo on signage at the CDS event and in the show guide, you will be recognized as an industry leader in the movement for sustainable building practices. Your company will benefit from advance publicity to the building industry and be listed below Ivy sponsors in the show guide and the Green Matters Report published after the event.

You receive:

- Your logo placement on our Green Matters Conference website area (www.GreenConcreteMatters.com) with link to your website.
- A complimentary 10' x 10' booth space in CDS exhibit hall, or credit if already exhibiting.
- Early-bird pricing on additional booth space.
- 6 complimentary passes for Green Matters Conference, including the exhibit hall. Workshops not included.
- List of attendees registering for Green Matters Conference courses.
- Half-page ad plus special recognition in CD Show Guide.
- Wall-mount plaque recognizing your company as an Olive Branch Sponsor of the Green Matters Conference at the 2012 Concrete Decor Show.

MINT LEAF SPONSOR \$4,500

As a Mint Leaf Sponsor you are supporting the Green Matters Conference on Feb. 23-24, 2012 at the Concrete Decor Show. In addition to seeing your logo on signage at the CDS event and in the show guide, you will be recognized as an industry leader in the movement for sustainable building practices. Your company will benefit from advance publicity to the building industry and be listed below Ivy and Olive Branch sponsors in the show guide and the Green Matters Report published after the event.

You receive:

- Sponsor recognition and logo placement on our Green Matters Conference website (www.GreenConcreteMatters.com) with a link to your website.
- Complimentary 10' x 10' exhibit space in CDS exhibit hall, or credit if already exhibiting.
- Early-bird pricing on additional space.
- 3 complimentary passes for Green Matters Conference, including the exhibit hall. Workshops not included.
- List of attendees registering for Green Matters Conference courses.
- Quarter-page ad plus special recognition in CD Show Guide.
- Wall-mount plaque recognizing your company as a Mint Leaf Sponsor of the Green Matters Conference at the 2012 Concrete Decor Show.



green
MATTERS
CONFERENCE



SPECIAL EVENTS

Opening Keynote

Join us for refreshments and the kick-off of the third annual Concrete Decor Show. Enjoy an inspirational keynote from one of the industry's most influential names, followed by the induction of this year's Decorative Concrete Hall of Fame honorees and recognition of Artisans in Concrete, featured in *Concrete Decor* magazine. Find out first-hand about the launch of an exciting new design competition that *Concrete Decor* has developed in collaboration with the American Institute of Building Design, AIBD, to recognize excellence and innovation in architectural and decorative concrete. This event is free to all registered attendees, exhibitors, trainers and speakers.

Gain appreciation and high visibility at this year's Concrete Decor Show as the recognized facilitator of this high-impact presentation. Sponsorship includes company recognition in advance publicity with email and social media, plus on-site signage and special recognition at the start of this keynote presentation. Full sponsorship includes a full-page ad in the official show guide, a 1/2-page ad for co-sponsors.

Sponsor: \$5,000

Co-sponsor: \$2,500 (2 available)

Lunch Sponsorship

Helping to buy lunch gets everyone's attention, especially at an event consisting mostly of perpetually hungry contractors. This sponsorship includes your company logo precast in ice and situated front and center in the main aisle of the Exhibit Hall floor during our complimentary buffet lunch service. Includes special recognition and a full-page ad



in the official show guide along with "Compliments of (your company name/logo)" on 2 posters during lunch service.

\$6,500 (two days available, Wednesday and Thursday)

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