



POWER UP!

**2019 EXHIBITOR
PROSPECTUS**

**concrete 2019
DECOR SHOW**
ARLINGTON
OCT. 28-31 · ARLINGTON, TEXAS

Get Connected

On with the Show

Education & Training Opportunities

Branding Opportunities

Print Promotions

Online Promotions

Accommodations

Exhibitor Info

Contact Us

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ARLINGTON

EXHIBIT

concretedecorshow.com

(877) 935-8906

GET CONNECTED

Decorative and architectural concrete are mainstays in the construction market today. We better understand how concrete works, we know how to make it look good and we know a thing or two about its connection to sustainability. However, what we now need are the tools that better communicate and demonstrate concrete's relationship to an energy-efficient society.

New standards for energy-efficient construction processes are on the rise. Unless we can better connect decorative and architectural concrete to responsible building practices, we may find ourselves losing market share quicker than we found it.

While there's not another building material on earth that performs like concrete, our goal at the Concrete Decor Show is not just about equipping individuals and businesses to improve workmanship, it's aligning concrete and decor with a healthier and more energy-minded world.



At this year's Concrete Decor Show, you'll experience concrete in some amazing new ways. We'll showcase concrete that cleans the environment of CO₂ emissions, concrete that generates electricity, and concrete that's formed, shaped and finished in ways you may not have seen before. But just as important, you'll explore, learn about and find exciting new ways to communicate the value of your concrete services to your most important clients.



It all starts with you. From an electric work truck, a cordless work site, the use of recycled materials and the use of products that add R-value to a building envelope or simply lower a building's maintenance and operating costs, these solutions and other will be a new and growing emphasis at the show.



Make your exhibit space reservation today by calling (877) 935-8906. While you're at it, email us or tell us about ways your company is working to improve its operations, its products and how it answers the call for a more beautiful and sustainable building application. You may just find yourself becoming an integral part of this year's educational program.

We look forward to having you be a part of the 2019 Concrete Decor Show.

Sincerely,

A handwritten signature in blue ink, reading "Bent O. Mikkelsen".

Bent Mikkelsen
President and Publisher

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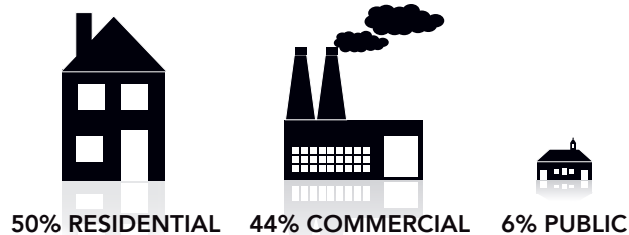
ON WITH THE SHOW

SURGING THE CONCRETE INDUSTRY FORWARD

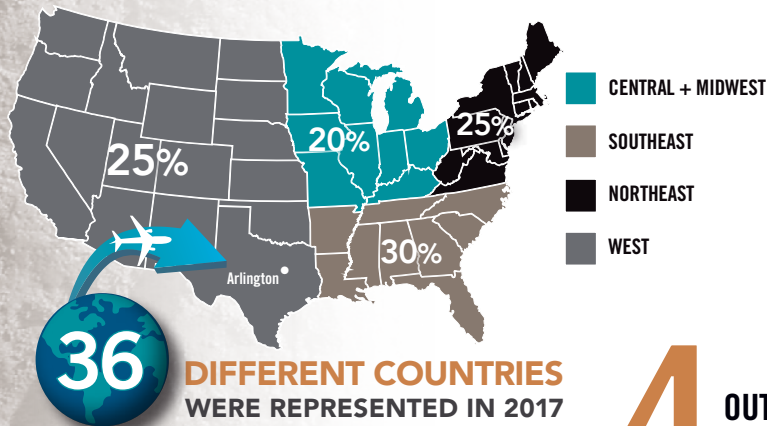
Concentrate your marketing efforts on an influential audience of designers, distributors and applicators from across the U.S. and around the world — all at one time, in one place. More than 3,000 attendees are expected to visit the Concrete Decor Show in Texas this October looking for energy-efficient, sustainable and long-lasting products, tools and equipment that improve quality, productivity and their bottom line.



ATTENDEE BUSINESS FOCUS



PROJECTED OVERALL ATTENDANCE BY REGION



TOP 3 REASONS ATTENDEES COME TO THE SHOW

New Products
Education
Networking



ATTENDEES ARE YOUR POTENTIAL CUSTOMERS

*81% of trade show attendees have buying authority, which means more than 4 out of 5 people walking the aisles are your potential customers.

Source: CEIR: The Spend Decision: Analyzing How Exhibits Fit Into The Overall Marketing Budget

Brought to you by the industry experts.

The Concrete Decor Show is brought to you by the industry's leading architectural and decorative concrete magazine, the only source for information, *Concrete Decor*.



CONCRETE DECOR SHOW EXHIBITORS ARE IN GOOD COMPANY

69% have been in business longer than **14 YEARS**

77% have exhibited before

EXHIBITOR COMPANY SIZE:

1-5 employees = **22%**
6-14 employees = **19%**
15-30 employees = **20%**
31-50 employees = **18%**
51+ employees = **21%**

Source: Concrete Decor Show Exhibitor data

The Concrete Decor Show has **MORE BUYERS** in a highly targeted marketplace.

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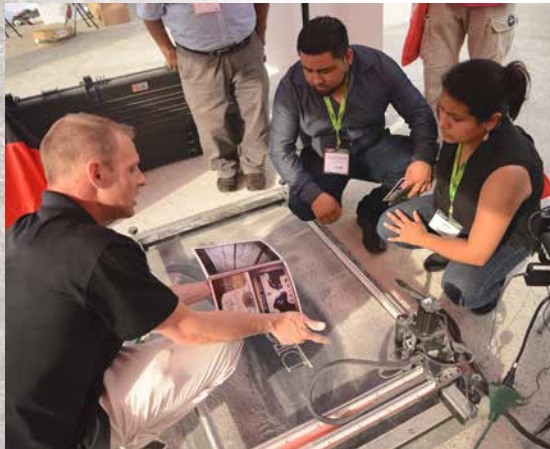
(877) 935-8906

EDUCATION & TRAINING OPPORTUNITIES

KNOWLEDGE IS POWER.

The Concrete Decor Show is all about energizing our industry and connecting people with the right people, tools and products. The show is a place where you can distinguish yourself as an industry front-runner while learning from your peers who want to share their knowledge and expertise for the betterment of the industry as a whole. Because, as the old saying goes, knowledge is power.

The show is your chance to channel the power brewing in the decorative concrete industry through education, training, demonstrations and networking. No other show presents these offerings in the breadth and depth as the biennial Concrete Decor Show.



Don't Just Tell. Show.

If a picture is worth 1,000 words, it's hard to tally the worth of a live demonstration. At the Concrete Decor Show in Texas this fall, you can order a demonstration slab where you can show attendees how your products or equipment will help move them forward in the business.

Educate

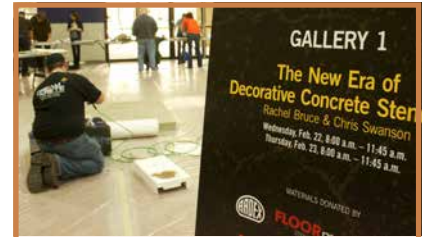
Exhibitors can walk the walk at the Concrete Decor Show by contributing to or leading a hands-on workshop to teach attendees how to wield tools to shape products into decorative concrete they can be proud of. These highly regarded, expert-led workshops attract contractors from around the world who are eager to learn more about how concrete cannot only beautify projects but offer energy-efficient, sustainable solutions to myriad matters associated with building.

Workshop sessions and live product demos are photographed by *Concrete Decor* staff and publicized on social media and in the magazine in print and online. It's a great opportunity to capture your products in action.

Educational sessions are slated for mornings while the exhibit hall and product demonstrations will be the focus of the afternoons. Attendees don't have to choose which event they would rather partake in as educational sessions and exhibit hours won't overlap.

Instructors Wanted

If you are interested in sharing your knowledge about decorative concrete, please send your proposal to ConcreteDecorShow.com. We're looking for instructors who would like to teach seminars, lead hands-on workshops or serve as panel participants.



Sponsor

Sponsor one or more of our professionally led on-site workshops and seminars at the biennial Concrete Decor Show. Focuses this year include topics on:

- Building with Concrete
- Carpentry for Concrete Forming
- Concrete Testing
- Concrete Repair
- Concrete Reinforcement and Mix Designs
- Concrete Stamping & Texturing
- Concrete Polishing
- Concrete Coloring & Staining
- Overlays & Toppings
- Concrete Countertops
- Concrete Coatings
- Concrete Stenciling
- Job Site Safety and more....

Please call (877) 935-8906 for more information and pricing.

Exhibitor Prospectus

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BRANDING OPPORTUNITIES



Branded Meter Board EXHIBIT HALL SIGNAGE

Build your presence
at the Show. 3'x7'.

\$900 each



Hanging Aisle Sign

Stand out above the rest.

\$500 per aisle



Concrete Destinations

Make your company a destination on the Concrete Decor Show's exhibitor milepost. It's a must-see and selfie opportunity for attendees. Let customers and prospects know how far you go to earn their business. Includes company name, booth number and mileage to your headquarters.

\$250



Distributors Wanted

GROW YOUR
NETWORK

Help distributors
find you at the show.
3'x7'.

\$400



Floor Advertising

4' x 4' carpet clings

\$1,200 each



Tote Bags

CREATE
IMPRESSIONS

Get carried away!

\$900

(Sponsor provides
re-useable bags)



Prime Sponsorships

WELCOME RECEPTION

HALL OF FAME DINNER

EDUCATION

DISTRIBUTOR LUNCHEON

WOMEN'S RECEPTION

GOLF TOURNAMENTS

CONCRETE CARES
FUNDRAISER

Show packages
also available!

Call (877) 935-8906
to learn more!



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PRINT PROMOTIONS

CONCRETE DECOR SHOW HELPS BUILD YOUR TARGETED SHOW AUDIENCE.

No other industry event focuses your efforts on so many qualified prospects. Attendees generally arrive at the show with a list of exhibitors that they want to talk to — make their short list and help them find your exhibit with advance and showtime promotions.

BOOST YOUR VISIBILITY AT THE SHOW WITH TARGETED ADVERTISING OPTIONS!



CONCRETE DECOR MAGAZINE OFFICIAL SHOW ISSUE (October edition)

Covering must-see projects in the Arlington area, the show issue promotes our exhibitors, education and special events at the Concrete Decor Show. A must for everyone in the industry.

- Deadline to advertise in the official Show issue is **September 5, 2019**. See 2019 Media Planner for pricing: <http://mp.concretedecor.net/>



OFFICIAL SHOW GUIDE

The Official Show Guide is an easy reference guide for all attendees, even after the Show has ended. New lower ad prices make this guide an excellent value for exhibitors.

- Deadline to advertise in the Show Guide is **October 2, 2019**.

OFFICIAL SHOW GUIDE PRICING

Full Pg. Inside Cover & Page 1	\$2,150
Full Page	\$1,600
1/2 Page island	\$1,200
1/2 Page horizontal	\$900
1/3 Page vert., horiz., or placard	\$700
1/4 Page vertical or placard	\$500

BONUS! FREE bold listing upgrade in Official Show Guide with purchase of advertising. Must be an exhibitor.

Concrete Decor Magazine Media Planner:
mp.ConcreteDecor.net

Show-building promotions generate exceptional exposure:

- **Concrete Decor Magazine** – the industry's leading decorative concrete magazine
- **ConcreteDecorShow.com** – highly trafficked website with comprehensive Show information, including exhibitor listing, product/service listing and registration
- **Concrete Decor Show Attendee Promotions** – social media, Concrete Decor blogs, direct mail and email blasts
- **Advertising & PR** – industry publications, websites, press releases, earned media and editorial coverage
- **Participating Associations** – promote show to association membership

Please call for a quote.

➤ **Contact your sales representative for details (See page 9).**

Exhibitor Prospectus

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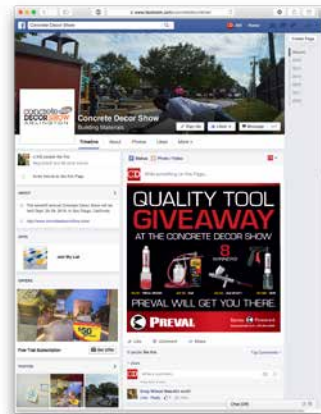
ONLINE PROMOTIONS

THINK OUTSIDE THE BOOTH

Promote your participation online and position your company in front of the best and most targeted audience of concrete professionals anywhere.

FACEBOOK PRODUCT GIVEAWAY

Promote your product on the Concrete Decor Show Facebook page. Connect with customers and create excitement with product giveaways prior to the show! \$500. Ad size: 470 x 470 pixels



EMAIL MARKETING BANNER

Place your banner proudly on official show emails! Capture customers' attention before they arrive. Included in three promotional emails prior to Show. One space per email. \$750. Ad size: 150 x 450 pixels



EXHIBITOR LIST UPGRADE

Upgrade your company name on ConcreteDecorShow.com and in the Official Show Guide.

Bold listing: complimentary with ad in Show Guide. Logo: \$225.



SureCrete Design Products 304
15246 Citrus Country Dr., Dade City, FL 33523
(352) 834-2007 • (800) 544-8488
Fax: (352) 834-2007
www.surecretedesign.com
SureCrete manufactures more than 1,400 decorative and specialty concrete products. We are home to the Xtreme Series, Eco-Stain, and the on-demand tint machine supplying more than 225 UV-stable colors for epoxies, urethanes and acrylic sealers. Check out our epoxy metallics!

E-PASS SPONSORSHIP

Receive maximum exposure by placing your advertisement on registered attendees' Show confirmation emails, Badge Preview and Express Registration in advance of the event. Only 2 available! \$850. Ad size: 300 x 250 pixels



WEBSITE ADVERTISING

Advertise on the Concrete Decor Show website!

Website ad size	3 Months	6 Months
Leaderboard (500 x 67 px)	\$735/mo.	\$662/mo.
Block Banner (250 x 210 px)	\$495/mo.	\$423/mo.
Global Logo (200 x 40 px)	\$245/mo.	\$209/mo.

mp.ConcreteDecor.net/website-advertising/
www.ConcreteDecor.net
www.ConcreteDecorShow.com



Let's exchange
"Likes" on
Facebook



Let's talk to
colleagues on
LinkedIn



Let's tweet about
each other on
Twitter



Let's set a course
for Texas on
Instagram

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CONCRETE DECOR SHOW ACCOMMODATIONS

The Concrete Decor Show has secured exclusive room rates at Sheraton Arlington Hotel in Arlington, Texas



SHERATON ARLINGTON HOTEL

1500 Convention Center Dr.
Arlington, Texas 76011
Phone: (817) 261-8200

*Call the hotel directly to reserve your room.
Don't forget to mention the Concrete Decor Show.*

Dates Available:
Friday, Oct. 25 through Saturday, Nov. 2

Exclusive Room Rates:
Starting at \$145 per night plus tax
(Complimentary in-room WiFi included)

**The Concrete Decor Show has contracted with the Sheraton Arlington Hotel to offer the lowest group rate possible to conference attendees and exhibitors. The only way to book at the conference group rate is through the hotel by phone. This secured room block is open to all speakers, exhibitors and attendees. Please do not book hotel rooms through any other format or search engine. We have not contracted with any third-party housing company to secure any hotel rooms.*



THINGS TO DO IN ARLINGTON

As the entertainment capital of Texas, the city is home to Six Flags Over Texas, Hurricane Harbor, the International Bowling Museum & Hall of Fame, the Texas Rangers' Globe Life Park in Arlington and the Dallas Cowboys' \$1 billion AT&T Stadium Complex.

ABOUT ARLINGTON, TEXAS

Situated beside an emerging new indoor Texas Ranger stadium, the Dallas Cowboys stadium, a new sports district called Texas Live! and Six Flags, this is the hub of Texas and a quick-connect from every major airport in the U.S. and abroad. Arlington, Texas, is everything you didn't know you were missing.

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EXHIBITOR PRICING & INFORMATION



We offer a variety of features to increase traffic flow in the exhibit area such as:

- Concentrated expo-only hours with no overlapping or competing educational sessions
- Free promotion of booth prize giveaways your company is sponsoring
- Networking Welcome Reception on Tuesday in the indoor and outdoor exhibit areas where Attendees and Exhibitors can recap the day's successes.

SHOW SCHEDULE

The show is tailored to create opportunities for exhibitors to meet attendees face-to-face, create sales leads and explore future business opportunities.



EXHIBIT HALL HOURS:*

Tuesday, Oct. 29: 5:30 p.m. – 7:30 p.m.

Wednesday, Oct. 30: Noon – 6 p.m.

Thursday, Oct. 31: Noon – 6 p.m.



MOVE-IN:*

Sunday, Oct. 27: 1 p.m. – 7 p.m.

Monday, Oct. 28: 7 a.m. – 4 p.m.

MOVE-OUT:*

Friday, Nov. 1: 8 a.m. – 6 p.m.

* Times subject to change.

OUTDOOR DEMOS

Take advantage of the mild climate and hold demonstrations in the outdoor exhibit space to make a powerful impression on attendees.

The Concrete Decor RoadShow, a mobile decorative concrete training facility, will be on hand to lend support and attract more attendees to the outdoor area.



WHAT'S INCLUDED AS AN EXHIBITOR:

- Company ID sign
- In-line booth includes 8-foot-high back and 3-foot-high side walls
- 75-word company description in Official Show Guide
- Exhibit Hall badges for booth staff corresponding with booth size
- 20 complimentary VIP customer Exhibit Hall passes in customizable invitation formats – additional passes available upon request
- 24-hour security from set-up to tear-down
- Complimentary classroom presentation times* (upon approval)

*Pre-requisites for education: Education topics must remain educationally focused, unbiased and objective. Product endorsement or sales will not be allowed in the classroom or surrounding areas. All educators must be in the professional concrete industry and will be required to make a booth commitment on the exhibit floor.

INDOOR & OUTDOOR BOOTH RATES

Booth Size and Type	Rate
10' x 10' In-line	\$2,500
10' x 10' Corner	\$2,700
10' x 20' Corner	\$5,200
20' x 20' Island	\$10,800
20' x 30' Island	\$15,800

DEMO SLAB

Outdoor action attracts attention! 8' x 8' concrete demo slab (outdoor booth required):
\$1,150 each

CONTACT INFORMATION

PLUG IN.

Let us work with you to build a promotional campaign that is both compelling and effective for your company. We look forward to serving you.

Bent Mikkelsen

Publisher & Director of Sales

(877) 935-8906 x201

bent@protradepubinc.com

concrete ²⁰¹⁹
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Professional Trade Publications
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info@concretedecorshow.com
www.ConcreteDecorShow.com

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