

**WOC**  
**8-10**  
**JUNE** **2010**

Centro  
**Banamex**  
CIUDAD DE MÉXICO



**WORLD OF  
CONCRETE  
LATIN AMERICA™**

hanley▲wood

  
E.J. KRAUSE DE MÉXICO

  
imcyc™

**Your Connection to the Latin American Marketplace**

[www.worldofconcretelatinamerica.com](http://www.worldofconcretelatinamerica.com)

**BUSINESS**



**CONFERENCES**

**EXHIBITION**

**BUILDING  
INFRASTRUCTURE  
HOUSING**



**→ WOC**  
Latin America  
**2010**

**Play a part in the country's most complete international  
concrete construction event!**



Your Connection to the Latin American Marketplace

Hanley Wood, organizers of the largest, annual international commercial construction exhibition for concrete and masonry professionals, WORLD OF CONCRETE LAS VEGAS, U.S.A., in association with E.J. Krause of Mexico and the Mexican Institute of Cement and Concrete (IMCYC) maintain their commitment to the industry by organizing the region's most important professional event WORLD OF CONCRETE LATIN AMERICA 2010.

IMCYC's mission during this last year has been to facilitate and promote training and the usage of concrete, but above all, has assisted professionals to get together with a diversity of industry players such as: estate, federal and municipal government, engineers, architects, industry professionals, national and international chambers and associations, universities, academics in both Mexico and Latin America. Our goal is to build synergies, alliances and agreements in order to achieve a higher development within the industry, a higher quality in material management, and at the same time, promote projects where concrete is the main protagonist."

Jorge L. Sánchez Laparade, President of IMCYC

Exhibiting Companies (like yours)



Industry professionals in search of solutions



An opportunity to generate prospects and close business deals.



By taking part in

WORLD OF CONCRETE LATIN AMERICA 2010 your company:

• Will exhibit concrete construction machinery, tools, products, materials and equipment

• Maximize potential networking opportunities with regional industry professionals over 3 days

• Promote Projects among the construction market's industry leaders

Will be able to promote and advertise your company/brand with the support of the world's #1 industry event, WORLD OF CONCRETE, in LAS VEGAS

COMMITMENT.

To provide the best international business forum for the concrete construction, building, and infrastructure industries of Latin America.



# 2009 RESULTS

**It's time to promote business!**

**More than 5,000 professional visitors**

More than ever, now is the time to strengthen the industry, by working together. **WORLD OF CONCRETE LATIN AMERICA 2010** aims to provide the industry:

- Opportunities for business growth
- The possibility of guiding your company toward a more positive future
- Provide prospect contacts

## → REAL OPPORTUNITIES

Progress must not be hampered by the economy. By taking part in **WORLD OF CONCRETE LATIN AMERICA 2010**, your company will capitalize on the evolution and strength of the most promising markets of the industry: Commercial Construction; Concrete Production; Material Management; Decorative Concrete; Demolition and Repair, and many others.

## → SERIOUS PROFESSIONALS

The visitors to the **WORLD OF CONCRETE LATIN AMERICA 2010** event are serious professionals in search of business opportunities.

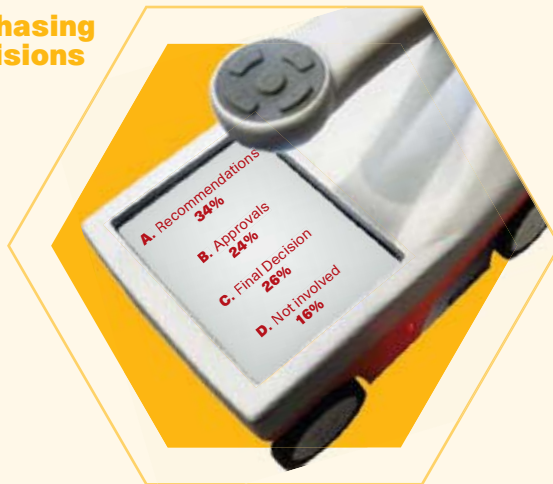
**84%** of the visitors **RECOMMEND, APPROVE** and make **FINAL DECISIONS** in acquiring new products and services for their companies.



## → Purchasing Decisions

### → Area which best describes your job:

- A. Construction 36%**
- B. Engineering, Architecture or Design 15%**
- C. Consultants 8%**
- D. Unitary costs, pricing and budgets 3%**
- E. Administration 10%**
- F. Sales 21%**
- G. Independent Professionals 3%**
- H. Purchasing 4%**



**It's time to create new improved ways to do business!**



→ **Company title:**

**E**  
Department  
Manager,  
or Supervisor  
**28%** →

**D**  
Manager  
**23%**  
↓

**F**  
Superintendent  
← **8%**

**C**  
Area Director  
**12%** →

↑ **B**  
General Director  
**9%** ←

**A**  
President, Owner,  
or Partner  
**20%**



→  
**Products of interest  
to the visitor**

- A. Equipment 15%**
- B. Materials 15%**
- C. Machinery 12%**
- D. Products and additives 11%**
- E. Tools 10%**
- F. Projects 10%**
- G. Technology 10%**
- H. Services 8%**
- I. Software and Hardware 5%**
- J. Material Handling 3%**
- K. Other 1%**



→  
**Annual investment  
in projects and/or  
construction**



- A. Less than one million dollar 59%**
- B. Between 1 and 5 million dollars 23%**
- C. Between 5 and 20 million dollars 12%**
- D. More than 20 million dollars 6%**

**3 days** of the highest level of **INTERNATIONAL** networking opportunities for your company.

## EXHIBITOR PROFILE

*If your company:*

### **Produces:**

Concrete, cement, materials and additives for the production of concrete, accessories and spare parts

### **Supplies:**

Concrete equipment transport, concrete injection equipment, mixing and emptying machinery, levelers construction systems

### **Provides equipment in:**

Module scaffolding, cleaning equipment and sand decoration, cutting equipment, abrasive and emery, finishing machinery and texturization of concrete, scaffoldings, equipment for the repair and demolition of concrete, heavy and light machinery trucks security and safety systems

### **Retails in:**

Insulation and waterproof coverings, steel and structural materials, adhesives and union tools and products

### **Government:**

Federal, State and Municipal government building infrastructure with concrete

## VISITOR PROFILE

Targeted industry professionals who work in infrastructure and building, merchants, distributors, and manufacturers of the concrete construction industry, private initiative, government, scholars and chambers.

Come face to face with:

- Analysts
  - Architects
  - Constructors
  - Consultants
  - Contractors
  - Decorators
  - Housing developers
  - Directors and subdirectors
  - Distributors
  - Entrepreneurs
  - Concrete Manufacturers
  - Project Leaders
  - Concrete piece manufacturers
  - Concrete Prefabrication manufacturers
  - Industrial leaders
  - Engineers
  - Investors
  - Foremen
  - Public sector Professionals
  - Independent Professionals
  - Housing Agents
  - Real Estate Agents
  - Supervisors
- and others...

**Our visitors are seeking your product or service!**

**Make sure you reserve your booth before the competition does!**

**WOC**  
Latin America  
**2010**

**2010** promises significant growth in investment projects, **infrastructure, sustainable housing, tourism developments, large corporations,** among others!

There's no better place to exhibit your products and services!  
**Be a part of WORLD OF CONCRETE LATIN AMERICA 2010!**

[www.worldofconcretelatinamerica.com](http://www.worldofconcretelatinamerica.com)



# International Conference Program

The aim of the **International Conference Program** is to provide national and international professionals in the field of knowledge, tools, and practices to be implemented in their daily working lives.

Professional experts who take part in **WORLD OF CONCRETE LAS VEGAS, U.S.A and other countries**, put their experience and knowledge on display, developing presentations that include topics of global importance for the local and regional market.

## → Indoor and Outdoor Demonstrations

Strengthen your brand by presenting your products in the market's most interactive forum.

**Clients look for real solutions to real problems.**

**Show visitor that your products fit their needs!**

## Professional Visitors:

• **Want to see**  
your company's equipment, machinery, and/or products in use

• **Shall put**  
the characteristics of your products to the test

• **Demo**  
your company's equipment and machinery

**Conferences Attendees** will be visiting your booth during the three days of the event, representing a unique opportunity to show them the solutions they are learning about in the **International Conference Program**.



Furthermore, Each year, **WORLD OF CONCRETE LATIN AMERICA 2010** counts on the support of the Latin America construction industry's chambers, associations, and most representative public and private entities, all of whom believe that in order to build a quality event, it is necessary to work together.

## Organizations that endorse us:



## → PARTICIPATION OPTIONS

### Package Space

Available in 9 square meter units.

**USD \$3,555**  
+ TAX (IVA)

#### Includes:

- Exhibition Space.
- Hard wall on three sides, except on corners.
- ID sign with the company's name (no logo).
- Carpet.
- One table.
- Two chairs.
- One waste basket.
- One electric connection socket (110 volts).
- Stand lighting
- Participation Diploma
- Services



### Raw Space

Available when purchasing 18 square meters or more.

**USD \$330.00**  
+ TAX (IVA)

#### Includes:

- Exhibition Space
- Participation Diploma
- Services
- \* IT DOES NOT INCLUDE ELECTRIC CONNECTION OR CARPET.

### Outdoor Space

Available when contracting of a minimum of 18 square meters of indoor space (contracting or raw space).

**USD \$ 170.00**  
+ TAX (IVA)

#### Includes:

- Exhibition Space
- Diploma
- Exhibitor services

**Reserve your space TODAY!**

### WORLD OF CONCRETE LATIN AMERICA

#### E. J. Krause de México

Av. Insurgentes Sur 664, Piso 4. Col. Del Valle  
03100 México, D.F.  
Tel. 1087-1650 · Fax. 5523-8276

#### Angélica Rodríguez Dufau

angelica@ejkrause.com · Ext. 1159

#### Rosario Garzón Chavez

rgarzon@ejkrause.com · Ext. 1145

#### Lic. Gerardo Álvarez

5322.5740 · Ext. 255  
galvarez@mail.imcyc.com

### INTERNACIONALS OFFICES

#### United States and Canada

##### Hanley-Wood Exhibitions

- Jackie James, Associate Show Director  
jjames@hanleywood.com  
Tel. (001-972) 536-6379 · Fax: (001-972) 536-6402

- Eileen Kornmeyer, Sales Manager

ekornmeyer@hanleywood.com  
Tel. (001-972) 536-6351 · Fax: (001-972) 536-6402

[www.worldofconcrete.com](http://www.worldofconcrete.com)

### USA

#### E.J. Krause & Associates, Inc.

Tel: (301) 493-5500 · Fax: (301) 493-5705  
poblete@ejkrause.com  
Contact: Shane Poblete

### CHINA

#### E.J. Krause & Associates, Inc. Beijing

Tel: (86-10) 8451-1832 · Fax: (86-10) 8451-1829  
ejk@public3.bta.net.cn  
Contact: Xiaohua Chen

### FRANCE/BELGIUM

#### E.J. Krause & Associates, Inc. France

Tel: 33 (0) 1 4274 1258 · Fax: 33 (0) 1 4274 1498  
christian.gentil@ejkrause.fr  
Contact: Christian Gentil

### GERMANY/EUROPE

(except Belgium, France, Italy & Spain)

#### E.J. Krause & Associates, Inc., Germany

Tel: +49 (211) 610 730 · Fax: +49 (211) 610 7337  
blume@ejkgermany.de  
Contact: Monika Blume

### HONG KONG

#### E.J. Krause & Associates (H.K.) Ltd.

Tel: (852) 2577-3343 · Fax: (852) 2577-6426  
lui@ejkrause.com.hk  
Contact: Marco Lui

### ITALY

#### E.J. Krause & Associates, Inc.,

Tel: 33 (0) 1 4274 1258 · Fax: 33 (0) 1 4274 1498  
ileana.bertelli@ejkrause.fr  
Contact: Ileana Bertelli

### JAPAN

#### EJK Japan, Ltd.

Tel: ++81-3-5772-1321 · Fax: ++81-3-5772-1324  
kozuka@ejk-japan.co.jp  
Contact: Nao Kozuka

### KOREA

#### K. Fairs Ltd.

Tel: (82-2) 555-7153 · Fax: (82-2) 556-9474  
eskei@kfairs.com  
Contact: S.K. Hong

### RUSSIA/MOSCOW

Tel: (7 495) 135 1246 · (7 495) 223 2270  
Fax: (7 495) 223 2269  
zhdankin@ejkrause.ru  
Contact: Sergey Zhdankin

### SPAIN

#### E.J. Krause y Asociados, España

Tel: (34-91) 540-1710 · Fax: (34-91) 540-1711  
ereyes@ejkrause.es  
Contact: Elisa Reyes