



World of Concrete 2021 Reignites Commercial Opportunity and Connection in Las Vegas

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June 16, 2021 - Dallas, Texas - World of Concrete 2021 concluded its 47th edition with a very strong event for the concrete & masonry industries. This signature annual event drew tens of thousands of industry professionals, featuring more than 650 exhibiting companies across just under 300,000 net square feet of exhibit space. This postponed edition of WOC from January, was the first large-scale event to take place in Las Vegas and reignite the tradeshow industry in what promises to be a booming Summer and Fall live event season. World of Concrete's arrival comes on the heels of Las Vegas' full reopening to 100 percent capacity on June 1.

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Market's World of Concrete, the first major convention to return to Las Vegas and to the U.S. post-pandemic.

The arrival of World of Concrete signals the return of meetings and conventions to Las Vegas, named the number one trade show destination in North America for 26 consecutive years by the Trade Show News Network (TSNN.) The addition of the West Hall brings the total square feet of meeting space in the destination to 14 million and makes the LVCC the 2nd largest facility in the country. During a normal year, the meeting and convention industry represents \$11.4 billion in economic impact to the area.

"We are thrilled to be returning to the live event format, especially in the home of the exhibitions industry in the U.S., Las Vegas," said Nan Walsh, President, North America at Informa Markets. "There is an unparalleled magic about in-person connection—from sharing laughs with old friends, creating new ones, learning from industry experts, and seeing and feeling the latest products and innovations. We are so happy to be the first large-scale trade show to return to the show floor in the U.S., and the first to use the Las Vegas Convention Center's incredible new West Hall, and through that partnership I believe we are signaling a return to business and connection that is needed now more than ever."

"World of Concrete is grateful for the support of all the participating exhibitors and attendees who braved the heat of a June event and paved the way for an even larger and

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The Concrete Industry Management (CIM) program held its 16th annual unreserved silent and live auctions at World of Concrete 2021 and simultaneously online as a hybrid auction event. The silent and live auctions raised just over \$1.175 million, with a total of over \$13 million to the CIM program in the past 16 years. The CIM program is a business program that has been developed specifically for the concrete industry to provide students with a four-year Bachelor of Science degree in Concrete Industry Management. The program gives students entering the concrete work force industry experience early in their careers.

At the SPEX MIX BRICKLAYER 500®, Mason David Chavez and mason tender Guadalupe Hernandez with Ranch Masonry in Houston, TX teamed up to earn the title, “World’s Best Bricklayer.” This is the second time Chavez has earned the World Champion title, winning it all in 2018. The recognition comes after winning the most exciting contest in masonry, the SPEC MIX BRICKLAYER 500.

20 of the best masons and tenders in the world came together at World of Concrete at the Las Vegas Convention Center to test their skill, speed and stamina by battling to determine who can build the largest and best 26-foot-long brick wall, with the least amount of errors, in one hour. The event headlined the first convention of its size to be held in Las Vegas since efforts to combat the pandemic caused a national shutdown.

It was an action-packed competition featuring some of the

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With over \$125,000 in cash and prizes to be earned, masons from across North America were invited to Las Vegas to compete in the SPEC MIX BRICKLAYER 500 after winning a regional series qualifying event. 16 regional series competitions were held in 2020, shy of the typical 24, due to local restrictions during the Covid-19 pandemic. Along with two returning automatic qualifiers (World Champion and SPEC MIX TOP CRAFTSMAN) and four Wild Card qualifiers, 20 total masons lined the arena in Las Vegas for one of the most exciting and anticipated events in the World of Masonry.

With workforce development being the primary battle cry for the skilled trades, the SPEC MIX BRICKLAYER 500 is a tool designed to create interest from a new generation of masons in the rewards and opportunity possible in masonry and construction.

World of Concrete 2022 will be held January 18-20; Education 17-20, back at the Las Vegas Convention Center.

INQUIRIES

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About World of Concrete

World of Concrete is the industry's ONLY annual international event dedicated to the commercial concrete and masonry construction industries. Featuring indoor and outdoor exhibits

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ABOUT WORLD OF CONCRETE

World of Concrete is the industry's ONLY annual international event dedicated to commercial concrete and masonry construction industries. Featuring indoor and outdoor exhibits with the industry's leading suppliers showcasing innovative products and technologies, exciting demonstrations and competitions

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WORLD-CLASS EDUCATION AT WOC

The 2027 World of Concrete Education Program will offer sessions of solid, in-depth learning options for every concrete/masonry professional including technical applications, business best practices, project management, and safety-relevant topics for every skill level from beginner to experienced, every level of responsibility from office and field personnel to business owners.

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STAY CONNECTED



FUTURE SHOW DATES

WOC 2028: January 25-27;
Education 24-27



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