



Concrete Polishing Luncheon and Forum at “World of Concrete” 2012

For the past two years the Concrete Polishing Luncheon and Forum has been the largest attended luncheon at the World of Concrete. It has sold out both years. This year's luncheon promises to have the same results and is why your company should participate in its promotion.

The “International Concrete Polishing and Staining Conference” will sponsor the luncheon for the third consecutive year in association with Concrete Surfaces and Concrete Construction magazines. It will occur Tuesday, January 24, 2012 from 12:00 to 2:00 p.m.

As it did last year, the ICPSC will work with Concrete Surfaces to formulate the program.

The ICPSC is looking for co-sponsors for the luncheon. Your company **MUST** be a registered exhibitor at the W.O.C. 2012 to participate. This luncheon will be promoted by the ICPSC, World of Concrete, Concrete Surfaces and Concrete Construction magazines to insure the highest degree of exposure and attendance.

Event promotion to include

Editorial coverage in Hanley Wood's Commercial Group Network of Media including:

- Pre-Show coverage of the event in CONCRETE CONSTRUCTION OR CONCRETE SURFACES
- Pre-Show coverage of the event in the WOC PRE-SHOW PLANNER, December digital 2011 issue
- Feature article highlighting the event in a Spring 2012 issue of CONCRETE SURFACES
- Coverage on CONCRETE CONSTRUCTION Online
- World of Concrete Web site
- Event promotion through World of Concrete marketing efforts includes:
 - Inclusion in the WOC attendee on-line registration and WOC Events page
 - Inclusion in the World of Concrete 4-page tabloid brochure

- Two full-page ads promoting editorial luncheons will appear in CONCRETE CONSTRUCTION prior to the event.

WWW.ICPSC365.COM promotions available:

- Co-sponsors can have their banner ads continuously promoted on www.icpsc365.com from now, through 5/31/12
- Co-sponsoring Companies can have a 50 word write-up along with logo on dedicated WOC Luncheon tab on www.icpsc365.com
- Co-sponsors logo will be on all ICPSC newsletters through WOC 2012
- Co-sponsor-supplied paraphernalia to be handed out at luncheon
- Full-page, four-color advertisement and contact information in luncheon program
- Two free passes to luncheon
- Mailing list of luncheon attendees
- Company logo on W.O.C signage and on rotating screen at luncheon

IMPORTANT NOTE: To receive the full benefit from all of the above the ICPSC should receive your company's application and logo in EPS Vector format no later than November 10th 2011.

For those not interested in a sponsorship, ads will be available in a "special edition" program/directory that will be produced and provided to all luncheon attendees. The program/directory will be full color and on high quality print material. All advertisers and sponsors will be listed in a directory in the rear of the program with company contact information. This will be a great take home reference book for all attendees. To advertise you must be a registered WOC exhibitor.

We suggest you respond as soon as possible to assure maximum promotional exposure. Specific information and pricing is attached.



2012 W.O.C. Concrete Polishing Luncheon sponsorship and program ad information

Sponsorship Programs

Platinum: \$3,500.00 (limited availability)

- Company Logo in banner ad on www.icpsc365.com from date of commitment thru 5/31/12 in addition to company logo and 50-word description on www.ICPSC365.com WOC Luncheon site.
- Co-sponsor-supplied paraphernalia to be handed out at luncheon
- Full-page, four-color advertisement and contact information in luncheon program
- Two free passes to luncheon
- Mailing list of luncheon attendees
- 50-word company description in luncheon program
- Company logo on W.O.C signage and in luncheon room slide presentation
- Co-sponsor logos will be included in promotion e-mails. These e-mails will direct invitees to a WOC event Web site with links to the registration service.
- Co-sponsor logos will be featured on HTML ads with links to sponsor-designated URLs.
- Co-sponsor recognition in print advertisements prior to event.
- Follow up Luncheon "thank you" e-blast to all attendees spotlighting Platinum sponsors.

IMPORTANT NOTE: To receive the benefit from all of the above the ICPSC should receive your company's application and logo in EPS Vector format no later than November 10th 2011.



Gold: \$2,200.00 (limited availability)

- Company Logo in banner ad on www.icpsc365.com from date of commitment thru 1/31/12. In addition, company logo on www.ICPSC365.com WOC Luncheon site.
- Co-sponsor-supplied paraphernalia to be handed out at luncheon
- Half page, four-color advertisement and contact information in luncheon program
- Two free passes to luncheon
- Mailing list of luncheon attendees
- 50-word company description in luncheon program
- Company logo on W.O.C signage and in luncheon room slide presentation
- Co-sponsor recognition on all event promotions and materials.
- Co-sponsor logos will be featured on HTML ads with links to sponsor-designated URLs.
- Co-sponsor recognition in print advertisements prior to event:

IMPORTANT NOTE: To receive the benefit from all of the above the ICPSC should receive your company's application and logo in EPS Vector format no later than November 10th 2011.

Silver: \$1,500.00 includes

- Quarter page, four-color advertisement and contact information in luncheon program
- Company logo displayed in luncheon room slide presentation
- Two free passes to luncheon
- Mailing list of luncheon attendees
- 50-word company description in luncheon program



For those not interested in a sponsorship, ads will be available in a “special edition” program/directory that will be produced and provided to all luncheon attendees. The program/directory will be full color and on high quality print material. All advertisers and sponsors will be listed in a directory in the rear of the program with company contact information. This will be a great take home reference book for all attendees. To advertise you must be a registered WOC exhibitor.

Luncheon Program/Directory Advertising Package: (publication specific to the luncheon and those interested in Concrete Polishing)

Color Advertisement

Full page: \$750.00

Half-page: 500.00

Quarter-page: \$350.00

Application on following pages



Concrete Polishing Luncheon at the "World of Concrete" 2012

Sponsorship or Program Ad Agreement

Company Name: _____
Street Address/ PO Box: _____
City: _____ State / Province: _____ Zip/Postal Code: _____ Country: _____

Contact Name: _____
Contact Phone Number: _____
Fax Number: _____
E-Mail Address: _____

Company Website Address: _____

CONTACT INFORMATION: Enter all information above as you would like it to appear on all printed and promotional articles produced by ICPSC

Sponsorship and Advertizing Opportunities as follows:

Please check-off your category or selection.

- Platinum: \$3,500.00
- Gold: \$2,200.00
- Silver: \$1,500.00

Program/Directory Advertising Package:

Color Advertisements:

- Full-page: \$750.00
- Half-page: \$500.00
- Quarter-page: \$350.00



Concrete Polishing Luncheon at the "World of Concrete" 2012

Agreement terms as follows:

The following is a binding agreement between the organizer, "The International Concrete Polishing and Staining Conference L.L.C." Hear to fore referred to as "ICPSC" and the signatory and his or her company as indicated.

01. Right of approval

ICPSC has the right to approve or reject promotional content to be presented in the luncheon program.

02. Discussion Topic

TBD by WOC, Concrete Surfaces and Concrete Construction magazine.

03. Cancellation of Sponsorship

Requests for cancellations and refunds must be in writing. Cancellations received on or before December 15, 2011 will result in ICPSC retaining 50% of fee. No requests for refunds will be granted after December 31, 2011.

04. Signage

No company identification may be placed by participants inside or in the outer surrounding areas of the event.

5. Liability

Participants agree to protect, save, and hold ICPSC and the World of Concrete and all agents and employees thereof (collectively called Indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the participants or holding under the participants. Furthermore, participants shall at all times protect, indemnify, save and hold harmless the Indemnities against and from any and all losses, costs (including attorneys' fees), damages, liabilities and/or expenses arising from or out of any accident or bodily injury or other occurrence to any person or persons, including the participants, its agents, employees, business agents, and business guests which arise from, out of, or by reason of said participants occupancy and use of all or part of the exhibition premises.

6. Participation requirements. Company must be a registered exhibitor at the W.O.C. 2012

Signature required for agreement to be accepted by ICPSC L.L.C.

I have read items 1-5, understand and will abide by every listed item above.

Printed name: _____

Signature: _____

Title: _____ Date: _____



Concrete Polishing Luncheon at the “World of Concrete” 2012

Sponsorship Agreement

Please be sure to review and sign the Terms and Conditions and complete the payment terms section below. All applications MUST be accompanied by full payment in order to be accepted

Cancellation Policy

Requests for cancellations and refunds must be in writing. Cancellations received on or before December 15, 2011 will result in ICPSC retaining 50% of fee. No requests for refunds will be granted after December 31, 2011.

I, the below signed, having read and agreed to the terms and conditions and the entire sponsor prospectus, execute this official contract for sponsor opportunities and services at the International Concrete Polishing and Staining Conference Luncheon to be held at the World of Concrete Thursday, January 24th, 12:00 p.m.-2 p.m.

Printed Name _____

Signature: _____

Title: _____ Date: _____



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Terms of Payment

Sponsorship will be allocated first-come, first-served. To secure placement fax, e-mail or mail a signed application with full payment to The International Concrete Polishing and Staining Conference. Full payment must be made upon submission of contract. If payment is not received, ICPSC has the right to reject this agreement. The following means of payment will be accepted: Check, Money Order, Visa, American Express and Master Card.

Sponsorship fee \$ _____

Program Advertisement \$ _____

Total due with Agreement \$ _____

Check or Money order payable to:

"International Concrete Polishing and Staining Conference L.L.C."

CHECKS WILL NOT BE ACCEPTED AFTER DECEMBER 31, 2011

Check or Money order payment mail application and funds to:

ICPSC 889 Erie Ave, North Tonawanda, N.Y. 14120

Contact Information

Charlie Griffasi 716.706.1229 Fax and Phone cgriffasi@icpsc365.com

Credit Card Payments:

Fax application with credit card application to Charlie Griffasi @ 716-706-1229

Master Card Visa American Express

Card Number _____ Expiration Date _____ CV V Code _____

Card Holder Signature _____ Name that appears on card _____



Concrete Polishing Luncheon at

2012 W.O.C.

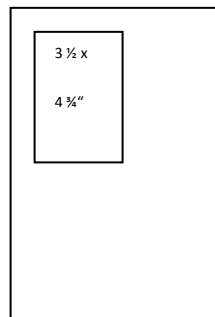
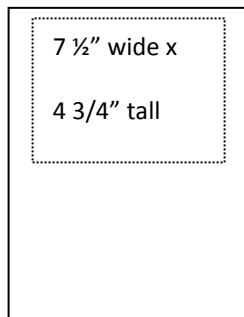
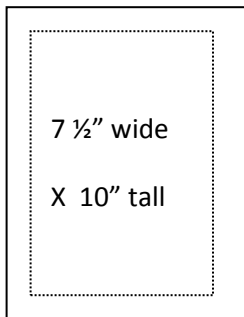
Ad Specifications

Artwork Deadline: December 15, 2011 (no exceptions)

Conference book size 8 ½" wide and 11" tall

Full Page Ad Size 7 ½" wide x 10" tall Half Page Ad Size 7 ½" Wide 4 ¾" tall

Quarter Page Ad Size 3 ½" wide x 4 ¾" tall



Artwork Specifications: Mac format InDesign, Quark or Illustrator files preferred. Include all fonts and embedded files. EPS files and Windows based Quark and Illustrator files also acceptable. Microsoft Word and Publisher files should be converted to high resolution print ready PDF format for best results. Adobe Acrobat PDF files are acceptable only if they contain Hi Res images with all fonts embedded.

Artwork Deadline: December 15, 2011 (no exceptions)

E-mail electronic files to: rsalerno@kbmprinting.com and copy cgriffasi@icpsc365.com

NOTE: E-mailed files must be under 7Mb in size. If larger, please mail a disk. All emailed files must be clearly marked as ICPSC Ads along with advertiser name. Please include "Attn: Conference Binder Coordinator" in subject line.

Or mail disks to:

Keller Bros & Miller, Inc

401 Franklin Street

Buffalo, NY 14202

For further ad or submission information contact Ralph Salerno at 716-854-2374 or contact Charlie Griffasi at 716-228-0265 for sponsorship or event information.