



Concrete Polishing Luncheon and Forum at “World of Concrete” 2011

The “International Concrete Polishing and Staining Conference” will once again sponsor the luncheon for concrete polishing at this year’s World of Concrete, in association with Concrete Surfaces and Concrete Construction magazines. It will occur Tuesday, January 18, 2011 from 12:00 to 2:00 p.m. In 2010, the event was a huge success capturing over 225 WOC attendees.

Initial program topics:

Slip/Fall Liability: A growing concern as the industry expands, be sure you have all of your bases covered..

Polished Concrete Floor Maintenance: Polished concrete can be low maintenance, not no-maintenance, inform your clients with the proper expectations and maintenance procedures. .

The ICPSC is looking for co-sponsors for the luncheon. Your company MUST be a registered exhibitor at the WOC. 2011 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 2010 issue
- Feature article highlighting the event in a Spring 2011 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 (deadline November 15, 2010.)
- 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 5/31/11
- 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 2011
- 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 WOC signage and on rotating screen at luncheon

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.



2011 WOC Concrete Polishing Luncheon sponsorship and program ad information

Sponsorship Programs

Platinum: \$3,500.00 includes

- Company Logo in banner ad on www.icpsc365.com from date of commitment thru 5/31/11. 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 WOC signage and on rotating screen at luncheon
- Co-sponsor recognition on all event promotions and materials.
- Co-sponsor inclusion on marketing materials provided we receive signed contract and approved logo in eps-vector format from date of commitment thru WOC.
- 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.



Gold: \$2,200.00 includes

- Company Logo in banner ad on www.icpsc365.com from date of commitment thru 1/31/11. 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 WOC signage.
- Co-sponsor recognition on all event promotions and materials.
- Co-sponsor inclusion on marketing materials provided we receive signed contract and approved logo in eps-vector format from date of commitment thru WOC.
- 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:

Silver: \$1,500.00 includes

- Quarter 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 WOC Luncheon signage.



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

CONCRETE POLISHING LUNCHEON & FORUM

**Tuesday, January 18
12:00 P.M. - 2:00 P.M.
ROOM - TBD**

SPONSORED BY :

Co-Sponsored By

YOUR COMPANY LOGO HERE

**BLOCK STAINS
With A One-Two Punch:**

LIQU-HARD, + BELLATRIX.

W. R. MEADOWS delivers a winning combination for protecting and keeping concrete from looking worn. Single LIQU-HARD Concrete Densifier and Hardener + BELLATRIX Premium Concrete Enhancer LIQU-HARD penetrates concrete surfaces to produce an ultra-tough homogeneous surface while proprietary BELLATRIX technology produces a clear, high-gloss finish with superior resistance to stains. And for even more protection, check out new LIQU-HARD ULTRA for fast hardening and dust proofing at a molecular level!

For more information, visit www.wrmeadows.com or call 1-800-342-9376.

W. R. MEADOWS
SINCE 1926
QUALITY. INTEGRITY. SERVICE.

Visit us at WOC 2010! • Indoor Booth 510407 / Outdoor Booth 030735

AMERIPOLISH

American Decorative Concrete
Alex Durnieder
1-479-725-8035
120 Commercial Ave.
Lynchburg, VA 27505
1-479-725-8031
alex@amc.com
www.amc.com

CDCLarue
INDUSTRIES, INC.

CDCLarue
Chris McCullough
9384 Redview St
Tulsa, OK 74133
918-216-6100
918-216-6199 (fax)
chris@cdclarue.com
www.cdclarue.com

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Ermator**

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Three Phase

The Broadest Range Of
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Single Phase and Three Phase, 120V to 480V
HEPA Dust Extractors. To Fit Any Grinder Situation!

For more information call 800-232-2635
or visit www.Pullman-Ermator.com!

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.

Color Advertisement

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

Application on following pages

The International Concrete Staining and Polishing Conference is not affiliated with any industry manufactures or providers. It has been established by an independent group of concrete polishing contractors. Our sole purpose is to offer our industry a venue in which to learn techniques and procedures as well as show the latest industry technology. We also wish to encourage discussion of issues and ideas.



Concrete Polishing Luncheon at the "World of Concrete" 2011

Sponsorship/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" 2011

Agreement terms as follows:

The following is a binding agreement between the organizer, "The International Concrete Polishing and Staining Conference L.L.C." Here 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, 2010 will result in ICPSC retaining 50% of fee. No requests for refunds will be granted after December 31, 2009.

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 WOC. 2011

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" 2011

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, 2010 will result in ICPSC retaining 50% of fee. No requests for refunds will be granted after December 31, 2009.

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 20th, 12:00 p.m.-2 p.m.

Printed Name _____

Signature: _____

Title: _____ Date: _____



Concrete Polishing Luncheon at the "World of Concrete" 2011

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, 2010

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

2011 WOC

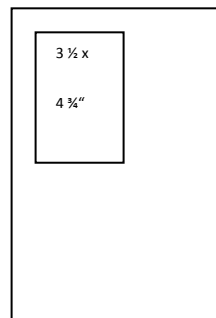
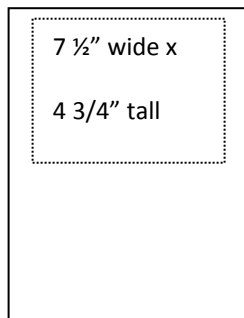
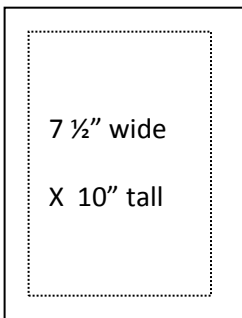
Ad Specifications

Artwork Deadline: December 15, 2010 (no exceptions)

Conference book size 8 1/2" wide and 11" tall

Full Page Ad Size 7 1/2" wide x 10" tall Half Page Ad Size 7 1/2" Wide 4 3/4" tall

Quarter Page Ad Size 3 1/2" wide x 4 3/4" 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, 2010 (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.