



**THE  
PRECAST  
SHOW®**

# 2024

## Exhibitor & Sponsorship Prospectus

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**FEB. 8-10, 2024**

COLORADO CONVENTION CENTER  
DENVER, COLORADO

[theprecastshow.com](http://theprecastshow.com)

**THE EVENT FOR THE PRECAST CONCRETE INDUSTRY**

Image © Colorado Convention Center





**FEB. 8-10, 2024**

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COLORADO CONVENTION CENTER

## WHERE THE PRECAST INDUSTRY DOES BUSINESS

Join us in Denver, as we bring together more than 5,000 industry professionals for The Precast Show. This is where the manufactured concrete industry comes to get business done and discover the latest products, solutions and technologies. Make sure your company is there!

The Precast Show attracts industry leaders from a wide range of manufactured concrete disciplines – from precast and prestressed concrete to masonry and hardscapes. This is a must-attend event where you can build relationships, find new ways to grow your business, attend classes on the latest innovations and help shape the future of your respective industry segment.

“We attend The Precast Show every year to meet suppliers face-to-face, develop new relationships and learn about industry innovations. There’s always so much new technology here – technology you would probably never know about if you weren’t here.”

– **ASHER KAZMANN** *Owner and President, Locke Solutions – Texas*

## PARTICIPATING ORGANIZATIONS



Annual Meeting  
Feb. 5-9, 2024



Committee and  
Board Meetings  
Feb. 7 & 10, 2024



PCI Convention  
Feb. 6-9, 2024

## THE PRECAST SHOW STATS\*

5,200+

PEOPLE IN ATTENDANCE

380

EXHIBITORS

2

LOCAL PLANT TOURS

24

ONSITE CLASSES

totaling 99 hours of  
education

50+

COMMITTEE/  
BOARD MEETINGS

4

LIVE PRODUCT  
PRESENTATIONS

**PLUS:**

STUDENT  
DESIGN  
COMPETITION

\* BASED ON 2023 PRECAST SHOW



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## EXHIBIT AT THE PRECAST SHOW

Showcase your company's products and services through an exhibit in Denver. Maximize your company's investment and extend your reach to an engaged audience with a customized sponsorship package. Industry leaders are eager to learn about your products and services, share their plans and meet with their peers. Secure your booth space and sponsorship today!

### RESERVE TODAY

Contact: **Brenda Ibitz**, VP of Development –  
bibitz@precast.org, (317) 571-9500 or **Chris Frederick**,  
NPCA Senior Director of Membership and Regulatory  
Services – cfrederick@precast.org, (317) 582-2316

## EXHIBITOR PACKAGE BENEFITS

- ▶ Pre- and post-show attendee registration lists
- ▶ 10 exhibit hall passes per 100 square feet of exhibit space for customers and prospects
- ▶ 2 full-package exhibitor registrations per 100 square feet of exhibit space
- ▶ Your company listing in:
  - The Precast Show mobile app, where you can upload additional product and video content
  - ThePrecastShow.org
  - Printed and digital show guides
  - Online floor plan
- ▶ Add up to 3 press releases in The Precast Show Digital Press Room
- ▶ Exhibitor-only lounge area
- ▶ Access to exhibitor marketing resources
- ▶ Passes to the Exhibitor Forum Breakfast



## SHOW FLOOR HOSPITALITY

We understand the importance of keeping show attendees engaged and active on the show floor. To help ensure maximum floor time, we provide the following:

- ▶ **THURSDAY:** The last three hours of opening day feature food stations and open bars throughout the show floor for everyone (attendees and exhibitors).
- ▶ **FRIDAY:** Lunch provided to everyone with open bars the last two hours.
- ▶ **SATURDAY:** Brunch and open bar for everyone all day at stations throughout the show floor.
- ▶ **Daily Prize Drawings** for attendees totaling more than \$10,000 (*attendee must be present to win.*)
- ▶ **Daily live product presentations and/or a student design contest** in a designated area on the show floor.



**FLOORPLAN**



**CONFIRMED EXHIBITORS**

### EXHIBIT SPACE RATES

**Member Rate:** \$39/square ft

**Non-Member Rate:** \$48/square ft

**Corner Premium:** +15%

*Note: Member rate applies to NPCA, PCI and CMHA members.*

"2022 was our first time exhibiting at The Precast Show, and the whole experience exceeded our expectations. We were able to connect with a high volume of producers during show hours and drive brand awareness through product demonstration sponsorship. The networking on the trade show floor was some of the best I've seen at an event."

– **JILLIAN LEONG**

*CarbonCure – Canada*







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## SPONSORSHIP OPPORTUNITIES

Maximize your exposure by selecting the perfect combination of opportunities to optimize your presence and visibility at The Precast Show.

- ▶ Enhance your brand awareness.
- ▶ Position your brand as an industry leader.
- ▶ Increase your exhibit traffic.
- ▶ Promote your new products and services.

Contact us to help tailor sponsorship options to fit your overall show strategy or create custom sponsorship programs for your brand.



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"The Precast Show is one of the best executed shows I have exhibited at. The attendees are decision-makers from precast companies throughout the country, who are ready to talk about new products and processes."

– **PAIGE ROERING**

*Polytek Development Corp. – Pennsylvania*





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Image © Colorado Convention Center

## TIERED SPONSORSHIPS

PREMIER	DIAMOND	PLATINUM	GOLD	SILVER
<b>\$23,320</b> (LIMIT 1)	<b>\$17,450</b> (LIMIT 2)	<b>\$7,350</b> (LIMIT 5)	<b>\$5,100</b> (LIMIT 12)	<b>\$1,550</b> (LIMIT 25)
Company name on The Precast Show lanyards.	Company logo on The Precast Show attendee bags.	Company logo on hotel keycards.		
The Precast Show Final Event: Company logo on signage.	The Precast Show Prize Cart: Logo on prize cart, prizes given away at your exhibit, company included in show floor in announcements.	Plant Tour: Company logo on signage, recognized in announcements.	Show Floor Welcome Reception: Company logo on signage, recognized in announcements.	
The Precast Show App: Logo on splash screen, banner ad, highlighted listing in exhibitor directory and map.	The Precast Show App: Banner ad, highlighted listing in exhibitor directory and map.	The Precast Show App: highlighted listing in exhibitor directory and map.		
Company logo on signage at show entrance.	Company logo on signage at show entrance.	Company logo on signage at show entrance.	Company logo on food and beverage station signage.	Company name on food and beverage station signage.
The Precast Show Website: Company logo and link to website.	The Precast Show Website: Company logo and link to website.	The Precast Show Website: Company logo and link to website.	The Precast Show Website: Company logo and link to website.	The Precast Show Website: Company listing and link to website.
Show Guide: Logo in sponsor ad.	Show Guide: Logo in sponsor ad.	Show Guide: Logo in sponsor ad.	Show Guide: Logo in sponsor ad.	Show Guide: Listing in sponsor ad.
Show Pocket Guide: Logo.	Show Pocket Guide: Logo.	Show Pocket Guide: Logo.	Show Pocket Guide: Logo.	Show Pocket Guide: Listing.

## ADDITIONAL SPONSORSHIP OPTIONS

*Note: Additional opportunities are available only to sponsors.*

<b>FLOOR CLINGS</b> <b>\$3,300</b> <p>Increase brand awareness by having your logo imprinted on a set of 3 large floor clings (3 x 3 feet) placed throughout the Convention Center.</p>	<b>THE PRECAST SHOW DAILY EMAIL</b> <b>\$1,600</b> (LIMIT 3) <p>Reach show attendees as they prepare for the day. Daily emails are sent each morning before show open to provide attendees with a list of the day's events and highlights.</p>	<b>PRODUCT PRESENTATIONS</b> <b>\$4,100</b> (LIMIT 4) <p>Showcase the advantages of your equipment, products or services by conducting a presentation in the designated area on the show floor.</p> <ul style="list-style-type: none"> <li>45-minute session scheduled during show hours</li> <li>Listing in the Show Guide</li> <li>Listing in onsite Pocket Guide</li> <li>Link to website on theprecastshow.org sponsor page</li> <li>Additional items (e.g. food, beverage, a/v, etc.) are at your own expense</li> </ul>	<b>SHOW FLOOR WIRELESS INTERNET</b> <b>\$10,100</b> (LIMIT 1) <p>Sponsor the official Precast Show wireless internet access. Attendees will be directed to a landing page featuring your company logo upon connecting to the network.</p>
<b>STAIR/ESCALATOR CLINGS</b> <b>\$1,600</b> (LIMIT 4) <p>Increase brand awareness by displaying your logo on designated escalators and stairways throughout the Convention Center. Set of 2 clings.</p>	<b>MOBILE APP PUSH NOTIFICATIONS</b> <b>\$1,300</b> (LIMIT 3) <p>Reach show attendees by delivering a sponsored message. Headline limited to six words; text to 25 words.</p>		





# READY TO BOOK?

## RESERVE YOUR SPACE TODAY!

If you're ready to grow your business and be part of the largest show in the precast industry, contact Brenda Ibitz, NPCA Vice President of Development.

Brenda has managed The Precast Show for more than 25 years. She's passionate about our exhibitors' success and will work with you to develop the best program for your marketing goals.



### **BRENDA IBITZ**

*NPCA Vice President of  
Development*

Phone: 317-571-9500

Email: [bibitz@precast.org](mailto:bibitz@precast.org)



### **CHRIS FREDERICK**

*NPCA Senior Director of  
Membership and Regulatory  
Services*

Phone: 317-582-2316

Email: [cfrederick@precast.org](mailto:cfrederick@precast.org)



**CONTRACT**



**FLOORPLAN**



**CONFIRMED EXHIBITORS**

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# The Business of Concrete **STARTS HERE**

PRECAST • PRESTRESSED • MASONRY/HARDSCAPES

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**Denver**

Opportunity is waiting for you. Visit [ThePrecastShow.org](https://ThePrecastShow.org) today.