



THE PRECAST SHOW®

Precast People. Concrete Connections.

2026
Feb. 4-6

KANSAS
CITY

EXHIBITOR & SPONSORSHIP PROSPECTUS



PRECAST



PRESTRESSED



MASONRY & HARDSCAPES

ThePrecastShow.org

ABOUT THE SHOW

WHERE THE PRECAST INDUSTRY DOES BUSINESS

The Precast Show® is the largest gathering of precast, prestressed, masonry and hardscape professionals in North America. Each year, more than 5,000 industry leaders come together to explore cutting-edge products, see new technologies in action and connect with peers shaping the future of the manufactured concrete industry.

5,400+
PROFESSIONALS IN
ATTENDANCE

380+
EXHIBITING
COMPANIES

94%
OVERALL
SATISFACTION RATING

31 **85+**
ON-SITE EDUCATION
CLASSES HOURS
TAUGHT BY NPCA

50+
COMMITTEE/
BOARD MEETINGS

4
LIVE PRODUCT
PRESENTATIONS

3 **TOURED BY**
LOCAL PLANTS **550+**
VISITORS

PLUS: NPCA FOUNDATION STUDENT COMPETITION & SILENT AUCTION

PARTICIPATING ORGANIZATIONS



CONCRETE
MASONRY &
HARDSCAPES
ASSOCIATION



*Data and attendance figures based on The Precast Show 2025.

EXHIBIT AT THE SHOW

WHERE PRECAST PEOPLE
FORM CONCRETE CONNECTIONS

Reserving your exhibit space at The Precast Show® ensures your company is at the center of the industry's most important event. Exhibitors gain direct access to thousands of decision-makers actively seeking solutions, equipment and services for their businesses.

EXHIBITOR PACKAGE BENEFITS

- Expanded reach:** Receive pre- and post-event attendee registration lists.
- Complimentary invites:** 10 exhibit hall passes and 2 full-package badges for every 100 square feet of booth space.
- Exhibitor-only perks:** Exclusive lounge access, Exhibitors Forum Breakfast and exhibitor marketing resources.
- Enhanced digital presence:** Upload documents, product images, videos and press releases to the show's online platforms.
- High visibility:** Company listing in the mobile app, show guide and floor plans.
- Built-in buyer networking:** Meals, receptions, contests, live demos and other activities that keep attendees engaged on the show floor.



RESERVE TODAY

Contact Chris Frederick | (317) 582-2316
VP of Development & Membership | cfraser@precast.org

EXHIBIT SPACE RATES

Members	\$40 /square ft
Non-members	\$50 /square ft
Corner Premium	+15%

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

SHOW FLOOR HOSPITALITY

We know how important it is to keep attendees engaged on the show floor. To maximize floor time, we provide:

- Meals and refreshments:** Appetizers, brunch or lunch served daily for all attendees and exhibitors.
- Open bar stations:** Conveniently located throughout the show floor.
- Prize drawings:** Daily giveaways totaling more than \$10,000.
- Concrete Café:** A central place for attendees to enjoy refreshments, shop, relax, recharge devices and browse industry publications.
- Live activities:** Product presentations, student competition and other happenings held on the show floor.

(Floor food and beverage schedules to be announced. Attendees must be present to win prize giveaways.)

SHOWCASE YOUR BRAND

WHERE INDUSTRY DECISION-MAKERS GATHER

A sponsorship at The Precast Show® is your opportunity to amplify your presence and align your brand with the industry's premier event. From high-profile signage to exclusive branded experiences, sponsorship ensures that attendees see your company as a market leader. Drive more traffic to your booth, elevate your visibility and build lasting recognition.



ENHANCE YOUR INVESTMENT

Maximize your exposure by selecting the right mix of opportunities to strengthen your presence and visibility at The Precast Show.

Contact us today to build a sponsorship program that works for your brand.

- **Position your company as a leader:** Align your brand with the industry's premier event.
- **Drive booth traffic:** Turn sponsorship visibility into face-to-face conversations.
- **Promote new products and services:** Showcase your latest innovations in front of thousands of decision-makers.
- **Stand out across channels:** Gain recognition through signage, digital platforms, emails and the official show app.
- **Customize your impact:** Choose from tiered packages, à la carte add-ons or tailored sponsorships built to fit your strategy.

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VP of Development & Membership | cfrederick@precast.org





**THE
PRECAST
SHOW®**

TIERED SPONSORSHIPS

	PREMIER	DIAMOND	PLATINUM	GOLD	SILVER
BENEFITS	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	\$1,550
FEATURED TIER BENEFIT	OFFICIAL TPS LANYARDS featuring company name/logo	OFFICIAL TPS ATTENDEE BAGS featuring company name/logo	PRIMARY TPS HOTEL KEYCARDS featuring company name/logo	KEYNOTE LUNCHEON branding/signage featuring company name/logo	CONCRETE CAFÉ REFRESHMENTS branding/signage featuring company name/logo
BONUS TIER BENEFIT	TPS FINAL EVENT branding/signage featuring company name/logo, recognition in app event announcement(s)	TPS PRIZE CART featuring company name/logo, prizes given away at your exhibit, recognition in app event and show floor announcement(s)	TPS PLANT TOUR(S) branding/signage featuring company name/logo, recognition in social media and app event announcement(s)	EDUCATION BREAKFAST & REFRESHMENT BREAK STATIONS branding/signage featuring company name/logo	
BONUS TIER BENEFIT	PROMO PLACE SHELF featuring company name/logo to provide handouts or giveaways to attendees				
TPS SHOW FLOOR	SHOW ENTRANCE FLOOR CLING (+ appreciation signage)	TPS SHOW FLOOR SPONSOR APPRECIATION SIGNAGE featuring all sponsor company names/logos at entrance/exit	WELCOME RECEPTION + FOOD & BEVERAGE branding/signage featuring company name/logo (+ appreciation signage)	TPS SHOW FLOOR SPONSOR APPRECIATION SIGNAGE	
TPS SHOW GUIDE	SPONSOR LOGO included on show guide sponsor page				SPONSOR NAME listed on show guide sponsor page
TPS MOBILE APP	ELITE BANNER PLACEMENT featuring company name/logo on app homepage, agenda and profile pages	PLATINUM BANNER PLACEMENT featuring company name/logo on app homepage and agenda	SPONSOR BANNER PLACEMENT featuring company name/logo on app homepage		
TPS WEBSITE	All receive COMPANY NAME/LOGO and web link on ThePrecastShow.org sponsor banner.				
	Limit 1	Limit 2	Limit 8	Limit 10	Limit 25

*As of 9/19/25. Subject to change and availability.
Designs may be required to fit within show branded templates.



THE PRECAST SHOW® ADDITIONAL OPPORTUNITIES

SHOW FLOOR WIFI



Power the connections that drive the show. As the exclusive show floor wireless internet sponsor, your logo will appear on the network access page when attendees connect, keeping your brand top of mind all show long.

Limit 1

PRODUCT PRESENTATION



SOLD OUT

Showcase the advantages of your equipment, products or services by conducting a presentation in the designated show floor presentation area.

- 45-min. session during show hours
- Show floor & in-app announcements
- Event listing in the Show Guide

(Note: Additional items, such as food, beverage and advanced A/V, are at your own expense.)

Limit 4

REGISTRATION LOUNGE

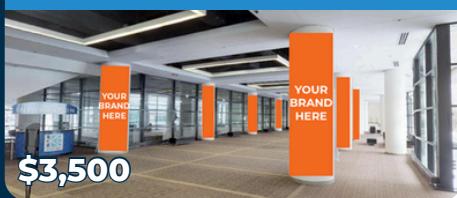


SOLD OUT

Welcome attendees as soon as they arrive with your brand at the center of a high-traffic hub near registration. Your logo will be featured on window and column signage in a comfortable lounge area with seating, charging stations, and mobile snack and refreshment markets.

Limit 1

COLUMN WRAP



Make a bold first impression with towering 8-foot column wraps placed along the main walkway to registration and the show entrance. These high-visibility displays put your brand in front of every attendee as they enter, exit and move through the busiest corridor of the event.

Limit 12

FLOOR CLINGS



Catch attention underfoot with a set of three large 3-by-3-foot floor clings placed in high-traffic areas of the convention center. It's a bold, can't-miss way to keep your brand in front of attendees as they move through the event space.

ESCALATOR BANNERS



Your company will be in front of every attendee as they enter and leave the show floor. This package includes two double-sided railing banners, one at the entry escalators and one at the exit, ensuring maximum visibility at the show's busiest spots.

Limit 6

ESCALATOR RUNNERS



Give your logo a sleek, high-visibility placement that attendees can't miss. This escalator runner package includes four logo placements, two at the entry and two at the exit.

(Note: Logos will be spaced evenly between show branding and other runner sponsors.)

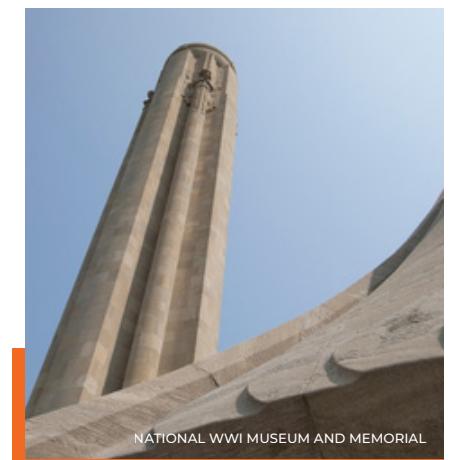
Limit 12

PROMO PLACE SHELF



Put your brand directly in attendees' hands. As a Promo Place sponsor, you'll receive a dedicated shelf in this high-visibility display unit near registration. Stock it with brochures, flyers, giveaways or product samples, and let attendees pick up your message as they explore the show.

Limit 12



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SHOW APP TRIVIA GAME

YOUR QUESTION HERE

\$3,200

Bring some fun to the show floor by sponsoring the official in-app trivia game, where attendees compete for bragging rights and prizes. As the exclusive sponsor, you'll get to submit the last question asked and your brand will be featured on the prize screen.

Limit 1

DAILY SHOW EMAIL AD



\$1,600

Reach attendees each morning with your ad in the official daily show email. Sent before the show opens, these emails highlight the day's events and put your brand in front of attendees as they plan their schedule.

Limit 3

APP PUSH NOTIFICATIONS

\$1,300/3 notifications

Send three messages straight to attendees' mobile devices with sponsored push notifications. Provide a headline and short text ensuring your brand stands out during the show.

Limit 3 (Note: One per day. Headline limited to six words, text limited to 25 words.)

EXPRESS SPOTLIGHT

Precast EXPRESS

A publication of the National Precast Concrete Association.

\$750 latest News from NPCA

Showcase your company in NPCA's Precast Express, a weekly e-newsletter reaching more than 6,400 members. Your 150-word feature includes a logo and web link, putting your brand directly in front of industry professionals.

Limit 14 (2/week)

PRECAST PASSPORT STOP

Stamps Collected

0/13



Drive exhibit traffic by being a must-visit destination for attendees eager to win the Precast Passport contest. Attendees who visit participating exhibitors during show hours earn chances to win daily prizes, and those who complete the full passport are entered into the grand prize drawing on the final day.

(Must be present on show floor to win!)

Limit 14

SOCIAL WALL AD



Feature your ad on The Precast Show® Social Wall, displayed on convention center monitors and select session screens. Your brand appears alongside live updates and key event information, keeping you visible as attendees stay engaged with the show.

Limit 3

SHOW SURVEYS

SPONSORED BY:



Post-event feedback survey

\$500 One is anonymous unless a question requests your name or email.

Mobile push notifications and email reminders will drive survey participation, giving your company visibility as attendees share feedback on show satisfaction, event ratings and other topics.

Limit 10



KAUFFMAN STADIUM - KANSAS CITY ROYALS

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KANSAS
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READY TO BOOK?

CONTACT CHRIS FREDERICK

Vice President of Development & Membership



(317) 582-2316 | (800) 366-7731



cfrederick@precast.org



ThePrecastShow.org



@ThePrecastShow

Are you ready to grow your business and be part of the largest show in precast?

Chris and his team at NPCA are passionate about exhibitor success and will work with you to develop the best program to meet your marketing goals.

