



THE ONLY CONFERENCE AND EXPO EXCLUSIVE TO CONCRETE POLISHING

INTERNATIONAL

CPS & S[®]

**CONCRETE POLISHING & STAINING
CONFERENCE AND EXPO**

OCTOBER 20-22, 2016

WISCONSIN CENTER | MILWAUKEE, WI
ALL-DAY LEADERSHIP BOOT CAMP / OCTOBER 19



BROUGHT TO YOU BY

**CONCRETE
CONTRACTOR.**

**POLISHING
CONTRACTOR**

**FOR
Construction
PROS.com***

AC BUSINESS MEDIA

**EXHIBITOR
PROSPECTUS**

AN AC BUSINESS MEDIA EXPO
FORMERLY KNOWN AS ICPS

WHY EXHIBIT?

**2016
SCHEDULE**

**EXHIBIT
HALL HOURS**
Thursday, Oct. 20
12:30 p.m. – 5:00 p.m.

Friday, Oct. 21
12:30 – 5:00 p.m.

CP&S OFFERS A HIGH-QUALITY INVESTMENT FOR YOUR MARKETING DOLLARS, YIELDING EXCEPTIONAL VALUE AND RETURN ON INVESTMENT.

ENGAGE face-to-face with your customers, decision-makers, prospects and competitors.

INCREASE exposure and build brand awareness among professionals eager to learn how your products and services can help their organization succeed.



GENERATE high-quality leads from a targeted audience.

SHOW attendees your equipment in action during live demonstrations on site. **LIMITED AVAILABILITY – RESERVE YOUR SPACE EARLY!**

LEARN how to improve your business skills during conference management sessions or take in a session or two to hear what your customers are learning.

ENJOY this one-of-a-kind exhibit experience.

EXHIBIT SPACE PRICING

Early-Bird Pricing: \$18.00/sq ft by May 31, 2016

Standard Pricing: \$22.00/sq ft after May 31, 2016

RESERVE YOUR SPACE TODAY!



CAUTION: BE PREPARED TO SHOW YOUR POTENTIAL

NEW NAME. MORE ROOM TO SHINE.

Since 2008, the International Concrete Polishing & Staining Conference (ICPSC) brought together professionals from all over the world to learn about products, techniques and challenges related to the polished concrete industry. Now known



as CP&S, the International Concrete Polishing & Staining Conference and Expo is the industry's only event of its kind, focused exclusively on polished concrete.

We hope you'll join us as CP&S brings together vendors, contractors and related professionals engaged in polished concrete. We're equal parts education, networking, and buying ... offering something for all industry manufacturers and polishing professionals at every stage of their careers and for businesses of every size.

THE CP&S CONFERENCE AND EXPO SERVES:

- Polishing contractors
- Flooring, resurfacing and coatings contractors
- Designers
- Specification writers
- Architects & engineers



ALL-DAY LEADERSHIP BOOT CAMP
with Brad Humphrey
Wednesday, October 19

CONFERENCE PROGRAM
Thursday, Oct. 20
8:00 a.m. – 1:30 p.m.

Friday, Oct. 21
8:00 a.m. – 1:30 p.m.

Saturday, Oct. 22
8:00 a.m. – 11:30 a.m.



PROMOTIONAL OPPORTUNITIES.

➔ **FREE PROMOTIONS**

Take advantage of our extensive marketing opportunities to encourage your clients and prospects to attend CP&S 2016. The following are available at NO CHARGE!

Online Exhibitor Directory

Multiply your results by completing your online exhibitor profile. Attendees and prospects can check out your company as they make their show plans.

CP&S logo use

Download the CP&S logo from the exhibitor section of CPSconference.com and include it on your print advertisements, website, invoices, emails, correspondence and other materials you send to clients and prospects.

VIP Invitations

Request our customized VIP invitations, available to you at no charge, and distribute them to your clients and prospects for free access to the Exhibit Hall. Just provide us with your current logo.

Official Show Guide Listing

Lead attendees to your booth with an updated company description, phone and web address in the printed Show Guide distributed at the show. An ad in the Show Guide will give you even bigger exposure.

➔ **SHOW GUIDE ADVERTISING**

Increase your visibility and drive attendees to your booth with an ad in the official, on-site CP&S Show Guide distributed to attendees and exhibitors. Advertisement commitment by Sept. 1; materials due Sept. 7. Get best placement by reserving your ad space early!

CENTER SPREAD: \$1,900, **BACK COVER:** \$1,900, **INSIDE FRONT OR INSIDE BACK COVER:** \$1,600, **FULL PAGE:** \$1,150, **½ PAGE:** \$800, **¼ PAGE:** \$600

➔ **DEMO SLAB SPONSORSHIP: \$4,000 LIMITED AVAILABILITY – RESERVE EARLY!**

Take advantage of this premium opportunity to demonstrate your products in front of decision-makers with purchasing power! Slabs are first come, first serve, so reserve now. Includes 10' x 10' slab, electrical, 30-minute scheduled demonstration, promotion of your company's demonstration in the official Show Guide, and video of your demonstration (includes videotaping, editing and final production for your company's use after the show).

➔ **EQUIPMENT GIVEAWAY PACKAGE – CUSTOM SPONSORSHIP**

Grab attention before and during the show with a prize giveaway sponsorship. Receive a comprehensive print and digital package based on value of product giveaway – may include banner ads, dedicated e-blasts, and other promotions to prospects and attendees. Call one of our sales reps about this valuable sponsorship today!

ING OPPORTUNITIES AHEAD!



SHOW STOPPERS!



BEER & POPCORN SPONSOR: \$4,000

Draw customers and prospects to your booth by sponsoring popcorn and beer distributed in or near your booth on Thursday or Friday afternoon. Includes popcorn in snack-size bags, bartender and beer.



HOTEL KEY CARD SPONSOR: \$3,500

Reach attendees at hotel check-in with your message on their hotel key cards.



BADGE SPONSOR: \$1,000

Have your company logo conveniently displayed on all attendee badges. Sponsor to provide logo.



SHOW BAG SPONSOR: \$1,000

Spread your message to every corner of the show floor as the show bag sponsor. Your bags will be distributed to all attendees. Production and delivery of bags are the sponsor's responsibility.



WATER COOLER SPONSOR: \$1,000

Get exclusive brand exposure during conference session breaks throughout the morning and afternoon at all water cooler stations.



PEN SPONSOR: \$750

Provide the right tool for the job by sponsoring pens/mechanical pencils used by attendees during and after the show. Always a hot item! Sponsor is responsible for providing pens/pencils. Pens/pencils will be distributed at the registration desk and in conference sessions. Minimum 1,200 pens.



NOTEBOOK/BINDER SPONSOR: \$750

Sponsor a notebook or binder for attendees to jot down notes or store handouts from conference sessions and booth visits. Sponsor to provide notebooks/ binders.



COFFEE BREAK SPONSOR: \$500

Boost your exposure by sponsoring a coffee break for conference attendees. Your company logo displayed on thank-you sign.



URINAL SCREEN SPONSOR: \$500

You provide the screens; we'll get them placed in Exhibit Hall bathrooms.



LANYARD SPONSOR: \$500

Get visibility with your lanyards distributed by show management at the registration area.

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MILWAUKEE.

THERE'S A LOT ON TAP!

- Greater Milwaukee area is within an 8-hour drive of 1/3 of the U.S. population
- Named one of the "10 Coolest Cities in the Midwest" by MSN.com
- One-of-a-kind attractions including the world's only Harley-Davidson Museum and the nation's largest Native American casino, Potawatomi Hotel & Casino
- There's nothing like fall in Wisconsin, with comfortable October highs averaging 60 degrees
- Home of Lakefront Brewery – ranked 4th best brewery tour in America by Trip Advisor
- Over 150 restaurants in downtown Milwaukee
- Popular family friendly activities include the Milwaukee Art Museum, Discovery World and Milwaukee County Zoo



PHOTO CREDIT: VISIT MILWAUKEE



RESERVE YOUR SPACE TODAY!

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