



NEWS ALERT

Time to Ramp Up for World of Concrete!



As the construction season slows down for some of us, the social season is about to ramp up for everyone attending the annual World of Concrete (WOC) convention in Las Vegas, Nevada! We hope you are right there with us to enjoy the excitement, make new connections, and get inspired for the new year ahead! If you're still deciding whether to attend, here are four compelling reasons to head to Vegas in January:

1. Network.

Mingle with tens of thousands of attendees from different segments of the industry, build new relationships, strengthen existing ones, and exchange ideas that can propel your business forward. Stop by our booth to brainstorm with our knowledgeable sales and technical staff and meet James Masterfield, our newest MCI® Regional Sales Rep. Be sure to ask him about his exciting background in historical restoration!

2. Learn.

Expand your knowledge and stay ahead of the industry. Our annual distributors and reps meeting is a great time to catch up on MCI® updates and case histories, learn about our newest product offerings, and draw inspiration for the coming year. There are also plenty of great demos and seminars at WOC where you can find out more than you ever wanted to know about concrete!

3. Gain Exposure.

Attending WOC is a great stage to boost your visibility and recognition in the concrete industry. It's a fantastic way to showcase your expertise, highlight your business, and position yourself as a key player in the field.

4. Have Fun!

WOC isn't all work—it's also a great opportunity to unwind and enjoy the experience. Join us at the [ICRI kickoff party](#), and don't miss Cortec's exclusive invitation-only event for MCI® reps and distributors!

We look forward to seeing you at WOC. Get details and register today. Let's make 2025 the best year yet as we continue to go From Grey to Green™!

World of Concrete 2025

January 21st–23rd, 2025

Las Vegas Convention Center

Las Vegas, NV

Booth #S11711

www.worldofconcrete.com/

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