

Get in the Game!



Where Decorative Concrete Means Business.

The Concrete Decor Show & Decorative Concrete Spring Training is your chance to get yourself and your decorative concrete crew into "game shape." Learn from an all-star roster of trainers offering hands-on workshops and proven techniques.



On Tuesday, the Keynote by Fu-Tung Cheng and master architect Will Bruder kicks off a full day of informative panels and seminars. Workshops and more seminars are offered Wednesday through Friday.

The Concrete Decor Show features the world's top providers of decorative concrete products.



COMPANIES EXHIBITING AT THE CONCRETE DECOR SHOW:

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| Alpha Professional Tools | Flex-C-Ment | Skimstone, a division of Rudd Company |
| Ambient Glow Technology | Franmar Chemical | Slip Industries |
| American Decorative Concrete Supply Company | GG Innovative Products Inc. | Smith Paint Products |
| American Specialty Glass | Goldenlook Int'l. | Smooth-On Inc. |
| AQUAFIN Inc | Gran Quartz / Diarex | Solomon Colors |
| Architectural Enhancements LLC | Granicrete International | SP Systems LLC |
| Arizona Polymer Flooring | GST International LLC | Stardek Decorative Concrete Products |
| ArmorThane USA Inc. | H & C Concrete Coatings | StoneEdge Surfaces |
| Ball Consulting | Heritage Glass | Stonemakers |
| Bayer Materials Science | Hotwire Direct | Super Stone Inc. |
| Benner-Nawman, Inc. | Increte Systems | SureCrete Design |
| Benron Equipment & Supply Inc. | Inter-Tool / Leitch Co. | Surface519 |
| Buddy Rhodes Concrete Products | ISFA - International Surface Fabricators Association | Surface Gel Tek |
| Butterfield Color | Jelight Company Inc. | TopXCrete |
| Chapin Manufacturing Inc | Journal of Architectural Coatings | Tuscan StoneWorx / Envision Concrete Countertop Kits |
| Chem-Coat Industries Inc. | Kemiko Decorative & Industrial Coatings | Universal Templates |
| CHENG Concrete LLC | Key Resin Co. | Val-Test / Open Decor |
| Cohills Building Specialties | Kraft Tool Co. | Veron Coating Systems, Inc. |
| Concrete Coatings Inc. | Levetec | W.R. Meadows, Inc. |
| The Concrete Countertop Institute | Lura Enterprises | Walt Tools/The Contractor Source |
| Concrete Countertop Specialties | Lythic Solutions, Inc. | Water Shapes Magazine |
| Concrete Earth / Specco Industries Inc. | Marion Brush Mfg. Co. | Werkmaster |
| Concrete Homes/Concrete Monthly | Metzger/McGuire | Z-Counterform, a division of Concrete Countertop Solutions Inc. |
| The Concrete Network | Midwest Rake | |
| Concrete Solutions Inc. | Miracote, Div. Of Crossfield Products | |
| A. W. Cook Cement Products | Modello Designs | |
| Crown Polymers LLC | Multicolor Specialties, Inc. | |
| CS Unitec | Operative Plasterers' & Cement Masons' International Association of the United States & Canada | |
| CTS Cement Manufacturing Corp./ Rapid Set® | Padco Inc. | |
| Decovent | Plastiform Company | |
| Delta Performance Products LLC | Polytek Development Corp. | |
| Diamatic Management Services | Proline Concrete Tools | |
| Diamond Solutions | Pullman Ermator | |
| Diamond Tec Inc. | Rhino Linings | |
| Eco Safety Products | Riviera Brush Company | |
| Elite Crete Systems Inc. | SafetyStepTD Inc. | |
| enCounter | L.M. Scofield Co. | |
| Excellent Coatings | Shave Away, Europe | |
| Fishstone, Concrete Countertop Supply | Silpak Inc. | |

Note: Exhibitor list updated on February 17, 2010. For an up-to-date list of exhibitors and booth assignments, visit www.ConcreteDecorShow.com.

Concrete Decor Show Exhibits
The trade show will take place on the 300 Level in the North Building of the Phoenix Convention Center.

Wednesday, March 17:
10:00am - 5:30pm
Gala Reception from 5:30pm - 7:30pm

Thursday, March 18:
10:00am - 5:00pm

Friday, March 19:
9:00am - 2:00pm

March 16-19, 2010 · Phoenix Convention Center
Register Today! Call (877) 935-8906 or go to www.ConcreteDecorShow.com

Grand Slam Special Events

Keynote:

Making a [Design] Difference: Creativity + Sustainability Matter

Will Bruder, AIA, Will Bruder + Partners, LTD.
& Fu-Tung Cheng, CHENG Design, Inc.

Tuesday, March 16 — 8:30am – 10:00am



Join in this unprecedented meeting of two friends. Gain new ideas and surprising insights to incorporate into your own creative path and materials palette.

Renowned architect Will Bruder and award-winning designer Fu-Tung Cheng will provide a thought-provoking presentation of their design work, past, present and future — giving the artist's perspective on light, space, mixed materials and composition, as well as their quest for sustainability. In a unique twist to this dialogue, Will and Fu-Tung will select and critique a residential project from the other designer's body of work.



For 40 years, Will Bruder has explored inventive and contextually exciting architectural solutions in response to site opportunities and user needs. Self-trained as an architect, Will has a Bachelor of Fine Arts degree in sculpture from the University of Wisconsin-Milwaukee. He opened his own award-winning studio in 1974.

Fu-Tung Cheng is the principal designer of CHENG Design in Berkeley, Calif., and is also a licensed general contractor. His custom home projects have earned him numerous awards and recognition, including a 2009 Builder's Choice Merit Award and a notable induction into the National Kitchen and Bath Hall of Fame. He is the author of three books and the founder of CHENG Concrete Products and CHENG Concrete Training.

Sponsored by *Concrete Decor* and *Concrete Homes* magazine.



Kick-off Address: Step Into the Clarity of Sensory Concrete

Mike Miller, *the concretist*

Tuesday, March 16 — 4:15pm – 5:30pm



The new genre of "sensory concrete" acknowledges concrete for what it really is and what the essential nature of the material says to us. In a visually exciting presentation followed by a panel discussion, Michael Miller and his associates will explore sensory concrete. Miller will identify the differences between the traditional genres of structural, architectural and decorative concrete and new sensory concrete, plus how to discover which category any specific client/project falls into, in order to develop realistic and

coordinated expectations between the designer and the artisan.



Festive Awards & Recognition Evening

Thursday, March 18 — 6:00pm
Sheraton Hotel Ballroom

Join Us For An Evening to Remember!



The highlight of the Festive Awards & Recognition Evening will be the first annual Decorative Concrete Hall of Fame presentations. We will honor companies and individuals who have helped shape the art and the business of decorative concrete through their commitment to excellence and innovation.

Also, Professional Trade Publications, owner of the Concrete Decor Show & Decorative Concrete Spring Training, will honor 55 recipients of *Concrete Decor's* Artisan in Concrete designation. The Artisan in Concrete feature in *Concrete Decor* magazine showcases the nation's top decorative concrete professionals, who are the driving force behind the growth of this industry.

Following a silent auction to raise funds to rebuild in Haiti, special awards will be presented throughout the evening.

The evening will take place March 18 at the Sheraton Phoenix Downtown Hotel, the headquarters hotel for the Concrete Decor Show. Tickets may be purchased at www.ConcreteDecorShow.com or by calling (877) 935-8906.

Silent Auction Benefit for Haiti: Donations Needed!

A Silent Auction to raise funds to rebuild in Haiti will take place during the Festive Awards reception starting at 6:00 p.m. Items on auction will range from sports memorabilia to training classes, tools, equipment and materials donated by show exhibitors.

To make a donation for the Silent Auction to benefit Haiti, please download the Rebuild Haiti Submission Form at www.ConcreteDecorShow.com.

Opportunities for Women in Decorative Concrete

Friday, March 19 — 12:30pm – 2:00pm

Moderator: Sherry Boyd, *Professional Trade Publications, Inc.*

Panelists: Shellie Rigsby, *Acanthus Concrete Stain Designs*;
Tamryn Doolan, *Surface Gel Tek*; Gaye Goodman, *Faux Real LLC*
Luncheon and Panel Discussion



Join Sherry Boyd and our distinguished panelists as they discuss the contributions of women in decorative concrete. Learn about the unique challenges women face in this industry and how they can be overcome, as well as the many opportunities to excel. Sign up using the registration form at www.ConcreteDecorShow.com.



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March 16-19, 2010
Phoenix Convention Center

Register online today!
www.ConcreteDecorShow.com