

INNOVATIVE PRODUCT AWARDS

powered by



ABOUT THE PROGRAM

Recognizing the most innovative equipment materials, tools and services in the marketplace.

World of Concrete® (WOC) is excited to present the **2026 Innovative Product Awards**. This awards program allows manufacturers and service providers to showcase their most advanced solutions available today in the concrete and masonry industries.

PROGRAM COVERAGE

- **Voting promoted via pre-show planner, pre-show and post show e-blasts, mobile app, social media and on-site show signage.**

AWARDS DETAILS

There will be two award categories:

- **Industry Choice:** One winner selected per category based on the popular vote.
- **Experts' Choice:** One winner will be selected by a panel of World of Concrete experts.

The public will vote in each category on products and services that are entered into the program, including WOC attendees and our concrete and masonry audience database through digital promotions.

Winners will receive a high-res IPA logo and icon to use online/social, along with a digital certificate (to post online or print), official press release for marketing efforts.

*** IPA is only open to WOC 2026 Exhibitors**

PARTICIPANT BENEFITS

- **Exposure on voting platform.**
- **IPA icon added to your online booth profile visible on exhibitor directory and WOC mobile app.**
- **Direct link to the IPA voting platform to promote to your customers**
- **Company name and booth number in list of participating exhibitors on exhibitor directory on World of Concrete website and the WOC Mobile App.**

PRICING

New Product Zone & IPA Package: \$2,620

- Includes one product featured in the digital New Product Zone, one IPA entry in a single category. Includes VOTE HERE floor graphic (2' W x 2' H).

IPA Entry Fee: \$1,595- Includes one IPA entry only. Includes VOTE HERE floor graphic (2' W x 2' H).

Additional VOTE HERE floor graphics: \$350



DEADLINES & IMPORTANT DATES

Deadline to purchase your entry: 11/28/25

Deadline to upload/submit your entry/entries: 12/12/25

Voting opens online 1/7/26 through 2/9/26

Winners announced 2/26/26

THE PROGRAM CATEGORIES * :

- Estimating, Project Management, Timekeeping
- Design / BIM
- Mix Design Software
- Safety Equipment
- Site Prep Equipment
- Work Truck Equipment and Mgmt Software
- Automated Construction Equipment
- Material Handling Equipment
- Placing Tools and Equipment
- Formwork and Shoring
- Reinforcement
- Repair Materials
- Waterproofing
- Coatings
- Concrete Slab Materials
- Sustainable Concrete Materials
- Masonry Equipment
- Masonry Materials
- Hardscape Materials
- Repair/Demolition Tools & Equipment
- Surface Prep
- Decorative Concrete Materials
- Decorative & Polishing Equipment
- Precast and Block Production
- Ready-mixed Concrete Equipment

**If a category has less than two entries, the category will not be included in the award program, and the entry may be moved to another category with similar entries.*

*You may enter more than one product in a category. **You may not enter the same product in multiple categories.***

HOW TO ENTER

1. Contact your account executive to learn more about the program and to sign up.
2. Pay the required entry fee.
3. Submit your product or service through the online entry form provided once payment has been received.

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