STRONGER THAN EVER

The place where business gets done.

PRODUCED BY:
NCMA Annual Convention
February 6-8, 2018

ENDORSED BY:
ICPI Annual Meeting
February 11-13, 2018

703.713.1900 www.iconexpo.org #iconexpo2018
The National Concrete Masonry Association (NCMA) presents ICON EXPO 2018: Machinery & Equipment Show, February 9-10, 2018, in the Indiana Convention Center, Indianapolis, Indiana. ICON EXPO 2018 gives producers and suppliers the opportunity to touch and feel some of the recent innovations in the manufactured concrete masonry and hardscape industry.

2018 Highlights Include:

- More than 15 hours of show time
- Hands-on Demonstrations on the show floor
- Learn about the latest industry trends
- Interlocking Concrete Pavement Institute participation
- Masonry Systems Selling (MaSS) Conference
- Networking opportunities
- Featured Plants and Virtual Tour with refreshments and prize drawings
- Social events
- Product Development and Creative Concepts Forum
- Boot Camp for Production Personnel
- SRW—Sales Professional and Installer Certification program
- ICON EXPO Brunch with featured speaker ESPN Analyst Herm Edwards

ICON EXPO is sure to have something for everyone. Visit the ICON EXPO website at www.iconexpo.org to see all the details.

Centrally located, Indianapolis offers easy access into the city and has been a popular destination for previous equipment trade shows. ICON EXPO 2018 will be held in conjunction with the NCMA Annual Convention, February 6–8, and the Interlocking Concrete Pavement Institute’s Annual Meeting, February 11–14.

I look forward to seeing you in Indianapolis!

Steve Berry
NCMA Chairman of the Board
**ICON EXPO 2018: Machinery & Equipment Show Participants** *(as of 11/19/17)*

<table>
<thead>
<tr>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACM Chemistries, Inc.</td>
</tr>
<tr>
<td>Active Minerals International, LLC</td>
</tr>
<tr>
<td>Advanced Concrete Technologies</td>
</tr>
<tr>
<td>Alabama Pallets</td>
</tr>
<tr>
<td>Allan Block Corporation</td>
</tr>
<tr>
<td>BASF Corporation</td>
</tr>
<tr>
<td>Besser Company</td>
</tr>
<tr>
<td>CAD BLOX LLC</td>
</tr>
<tr>
<td>Columbia Machine, Inc.</td>
</tr>
<tr>
<td>D &amp; M Welding Company</td>
</tr>
<tr>
<td>Eagle Engineering</td>
</tr>
<tr>
<td>Earth Wall Products, LLC</td>
</tr>
<tr>
<td>Egan Company</td>
</tr>
<tr>
<td>Everloc Retaining Walls</td>
</tr>
<tr>
<td>Force Control Industries, Inc.</td>
</tr>
<tr>
<td>FRIMA GmbH &amp; Co. KG</td>
</tr>
<tr>
<td>GCP Applied Technologies</td>
</tr>
<tr>
<td>Haarup North America</td>
</tr>
<tr>
<td>Hydrunix, Ltd</td>
</tr>
<tr>
<td>Interlocking Concrete Pavement Institute</td>
</tr>
<tr>
<td>ISI, LLC</td>
</tr>
<tr>
<td>iwi Concrete Equipment Group/ A Division of iwi group, LLC</td>
</tr>
<tr>
<td>Johnson Gas Appliance Company</td>
</tr>
<tr>
<td>KBH Maschinenbau</td>
</tr>
<tr>
<td>KOBRA Molds L.L.C.</td>
</tr>
<tr>
<td>Kraft Curing System</td>
</tr>
<tr>
<td>Krete Industries</td>
</tr>
<tr>
<td>KVM International A/S</td>
</tr>
<tr>
<td>LANXESS Corporation</td>
</tr>
<tr>
<td>MASA</td>
</tr>
<tr>
<td>National Concrete Masonry Association</td>
</tr>
<tr>
<td>Pathfinder Systems</td>
</tr>
<tr>
<td>PERI Formwork Systems, Inc.</td>
</tr>
<tr>
<td>Plastic Components Inc.</td>
</tr>
<tr>
<td>QUADRA USA INC</td>
</tr>
<tr>
<td>R &amp; G Steel</td>
</tr>
<tr>
<td>RAMPF Molds</td>
</tr>
<tr>
<td>REKERS (NA), Inc.</td>
</tr>
<tr>
<td>Rosetta Hardscapes</td>
</tr>
<tr>
<td>Samjung Carryworld Co., Ltd</td>
</tr>
<tr>
<td>SIKA Corporation</td>
</tr>
<tr>
<td>Solomon Colors</td>
</tr>
<tr>
<td>STAMPI BRUNELLO s.r.l. di Marcantonio</td>
</tr>
<tr>
<td>Standley Batch</td>
</tr>
<tr>
<td>SWM International</td>
</tr>
<tr>
<td>TEKA</td>
</tr>
<tr>
<td>The Euclid Chemical Company</td>
</tr>
<tr>
<td>TOPWERK AMERICA, Ltd.</td>
</tr>
<tr>
<td>Trinity Lightweight</td>
</tr>
<tr>
<td>Universal Door Carrier</td>
</tr>
<tr>
<td>Venator</td>
</tr>
<tr>
<td>Wuerschum North America, Inc.</td>
</tr>
<tr>
<td>Zenith Maschinenfabrik GmbH</td>
</tr>
</tbody>
</table>

ICON EXPO will feature products, technology and services for the manufactured concrete masonry and hardscape industry. Don’t miss the chance to participate….reserve your space today!

Call NCMA at *(703) 713-1900.*

Visit [www.iconexpo.org](http://www.iconexpo.org) for the most up-to-day list of exhibiting companies.

Thank you to our ICON EXPO 2018 Media Sponsors

---

[Images of logos from the media sponsors of ICON EXPO 2018]
NCMA Annual Convention and ICON EXPO 2018 Highlights

The NCMA Annual Convention and ICON EXPO provide attendees with an opportunity to network and learn from each other about industry trends, technologies and products. In addition, committee meetings provide attendees with the chance to strategize the industry’s future. In the following pages, you will understand why this event will be THE PLACE WHERE BUSINESS GETS DONE for the manufactured concrete masonry and hardscape industry. You won’t want to miss out! Register today at www.iconexpo.org.

These are some of the highlights for the convention and trade show:

- **More than 15 hours of show hours** at the inaugural ICON EXPO 2018
- **ICON EXPO Featured Speaker Brunch** with motivational speaker and ESPN Analyst Herm Edwards
- **ICON EXPO Networking Reception** — where the networking and fun continue on the show floor
- **NCMA PAC Reception** — your Capitol Hill connection — JOIN THE CLUB!
- **NCMA Family Business/Small Business Forum** — an important information exchange among NCMA members and featuring discussions on the issues affecting family-owned and small businesses
- **NCMA Business Luncheon** — featuring business strategist Mark Mitchell as well as industry awards and important updates
- **ICON EXPO 2018 offers a variety of educational opportunities for you and your employees, all targeting the manufactured concrete masonry and hardscape industry.**
- **ICON EXPO Featured Plants and Virtual Tour** showcases five concrete masonry and paver production facilities around the world.
- **Boot Camp for Production Personnel** is an all-day education program for production personnel to increase their knowledge of producing high quality products. *(Additional registration fees apply.)*
- **Masonry Systems Selling (MaSS) Conference** provides industry sales personnel with the tools they need to sell concrete masonry wall systems. *(Additional registration fees apply.)*
- **SRW—Sales Professional and Installer Certification program** increases SRW sales people and installers’ industry knowledge of SRW design, construction and safety practices. *(Additional registration fees apply.)*
- **NCMA Product Development & Creative Concepts Forum** Discover new and existing concrete masonry products, methods of production, innovations in block and brick designs and systems integration within markets at this forum.

See pages 8–10 for the schedule and more information about the educational programs taking place during ICON EXPO 2018. Bring your whole team!
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TUESDAY, FEBRUARY 6, 2018</strong></td>
<td></td>
</tr>
<tr>
<td>ICON EXPO &amp; NCMA Convention Registration</td>
<td></td>
</tr>
<tr>
<td>MVMA Meetings</td>
<td></td>
</tr>
<tr>
<td>NCMA Executive Committee (Board Members Invited)</td>
<td></td>
</tr>
<tr>
<td>NCMA Board of Directors Meeting</td>
<td></td>
</tr>
<tr>
<td>NCMA Board Dinner</td>
<td></td>
</tr>
<tr>
<td><strong>WEDNESDAY, FEBRUARY 7, 2018</strong></td>
<td></td>
</tr>
<tr>
<td>ICON EXPO &amp; NCMA Convention Registration</td>
<td></td>
</tr>
<tr>
<td>NCMA Town Hall Meeting</td>
<td></td>
</tr>
<tr>
<td>NCMA Spouse/Companion Breakfast &amp; Book Talk</td>
<td></td>
</tr>
<tr>
<td>NCMA Regional Town Hall Breakouts</td>
<td></td>
</tr>
<tr>
<td>NCMA Committee Meetings</td>
<td></td>
</tr>
<tr>
<td>NCMA Family/Small Business Forum</td>
<td></td>
</tr>
<tr>
<td>NCMA Spouse/Companion Glass-Blowing Session</td>
<td></td>
</tr>
<tr>
<td>NCMA Member Networking Reception</td>
<td></td>
</tr>
<tr>
<td><strong>THURSDAY, FEBRUARY 8, 2018</strong></td>
<td></td>
</tr>
<tr>
<td>ICON EXPO &amp; NCMA Convention Registration</td>
<td></td>
</tr>
<tr>
<td>NCMA Committee Meetings</td>
<td></td>
</tr>
<tr>
<td>NCMA Business Luncheon</td>
<td></td>
</tr>
<tr>
<td>MaSS Conference</td>
<td></td>
</tr>
<tr>
<td>NCMA PAC Reception</td>
<td></td>
</tr>
<tr>
<td><strong>FRIDAY, FEBRUARY 9, 2018</strong></td>
<td></td>
</tr>
<tr>
<td>ICON EXPO Registration</td>
<td></td>
</tr>
<tr>
<td>ICPI Registration (starts at 6:30 am)</td>
<td></td>
</tr>
<tr>
<td>ICPI Executive Committee</td>
<td></td>
</tr>
<tr>
<td>ICON EXPO Boot Camp for Production Personnel</td>
<td></td>
</tr>
<tr>
<td>ICPI Executive Committee</td>
<td>demonstrations</td>
</tr>
<tr>
<td>ICPI Featured Speaker Brunch</td>
<td></td>
</tr>
<tr>
<td>ICPI Machinery &amp; Equipment Show</td>
<td>Education &amp; Demonstrations during show hours</td>
</tr>
<tr>
<td>ICPI Networking Reception on show floor</td>
<td></td>
</tr>
<tr>
<td>MaSS Conference</td>
<td></td>
</tr>
<tr>
<td>NCMA PAC Reception</td>
<td></td>
</tr>
<tr>
<td><strong>SATURDAY, FEBRUARY 10, 2018</strong></td>
<td></td>
</tr>
<tr>
<td>ICON EXPO Registration</td>
<td></td>
</tr>
<tr>
<td>ICPI Registration</td>
<td></td>
</tr>
<tr>
<td>ICPI Featured Plant &amp; Virtual Tour</td>
<td></td>
</tr>
<tr>
<td>ICPI Machinery &amp; Equipment Show</td>
<td>Education &amp; Demonstrations during show hours</td>
</tr>
<tr>
<td>ICPI Product Development &amp; Creative Concepts Forum</td>
<td></td>
</tr>
<tr>
<td>ICPI Leadership Development Forum</td>
<td></td>
</tr>
<tr>
<td>SRW—Sales Professional &amp; Installer Cert Prgm</td>
<td></td>
</tr>
<tr>
<td>ICPI Member Reception</td>
<td></td>
</tr>
<tr>
<td><strong>SUNDAY, FEBRUARY 11, 2018</strong></td>
<td></td>
</tr>
<tr>
<td>ICPI Past Chair Breakfast</td>
<td></td>
</tr>
<tr>
<td>ICPI Registration</td>
<td></td>
</tr>
<tr>
<td>ICPI Committee Meetings</td>
<td></td>
</tr>
<tr>
<td>ICPI Social Event</td>
<td></td>
</tr>
<tr>
<td><strong>MONDAY, FEBRUARY 12, 2018</strong></td>
<td></td>
</tr>
<tr>
<td>ICPI Registration</td>
<td></td>
</tr>
<tr>
<td>ICPI Committee Meetings</td>
<td></td>
</tr>
<tr>
<td>ICPI Paver PAC Reception</td>
<td></td>
</tr>
<tr>
<td><strong>TUESDAY</strong></td>
<td></td>
</tr>
<tr>
<td>ICPI Board of Directors Meeting</td>
<td></td>
</tr>
</tbody>
</table>
ICON EXPO Featured Speaker Brunch
Friday, February 9, 2018 | 9:00 am – 11:00 am
Join participants for a welcome brunch to kick off ICON EXPO 2018. Come hear the inspiring words of ESPN analyst, former NFL coach and motivational speaker Herman “Herm” Edwards. Edwards’ experience in building relationships and striving for his goals will energize the audience before the show floor opens.

Fee: $65 (before January 12, 2018)
$85 (after January 12, 2018)

NCMA Business Luncheon
Thursday, February 8 | 12:00 pm – 2:00 pm
Don’t miss the NCMA Business Luncheon with featured speaker business strategist Mark Mitchell. Mitchell will show the audience the critical ways to grow relationships with customers and the questions companies need to ask themselves to expand their building material sales. Join members for several award presentations to well-deserving colleagues and hear NCMA Chairman Steve Berry deliver the association update.

ICON EXPO Networking Reception
Friday, February 9, 2018 | 5:00 pm – 6:00 pm
Join participants for the ICON EXPO Networking Reception, where the networking and fun continue on the show floor.
Featured Plants and Virtual Tour

Saturday, February 10 | 7:30 am – 9:30 am

All registered attendees welcome to attend.

This year’s Virtual Tour features five concrete masonry and paver production facilities including:

- **Basalite Surrey**, British Columbia, presented by **Pathfinder Systems**
  Basalite installed a new TG-6 plant with finger car, CC Cuber and Robotic Pallet Accumulation. The tour will show the plant’s new generation controls and reporting, plant-wide preventative downtime sensors and Wi-Fi broadcasting GOT screens and inline processor for pavers.

- **CPM Frederickson an Oldcastle Company**, Tacoma, Washington, presented by **MASA**
  CPM Frederickson will feature a state-of-the-art MASA machine 2017 for the production of SRWs, pavers and slabs.

- **Dagostino Building Blocks, Inc.**, Schenectady, New York, presented by **Besser Company**
  In the summer of 2017, Dagostino updated their plant with a state-of-the-art Servopac Select® to increase their productivity and production flexibility.

- **Firth Industries**, Auckland, New Zealand, presented by **Columbia Machine**
  Firth Industries houses a **Duel CPM+50 production plant**. The tour will display the production of high quality CMU, paver and SRW products.

- **Persimmon PLC**, in Doncaster, UK, presented by **Rekers (NA) Inc.**
  The biggest home builder in the UK, Persimmon will highlight their new, big-board KRS4 with specialty package for making cored-facing bricks and specialty cyber and handling line for voided packs.

NCMA Product Development & Creative Concepts Forum

Saturday, February 10 | 4:00 pm - 5:30 pm

Concrete masonry and hardscape producers always enjoy this annual event where they have the opportunity to discover great new products! This forum promotes the development of new and existing concrete masonry products, method of production, innovation in block and brick designs and systems integration within markets through the continuous search for new products and uses for concrete masonry.

**ICON EXPO 2018 Demonstrations** *(during select show hours)*

Additional Demonstrations will take place on the show floor in the Demonstration Area sponsored by exhibiting companies. Exhibiting companies interested in demonstrating in the Demonstration/Education Area on the show floor should contact NCMA at (703) 713-1900.

Refreshments will be served before and during the tours and there will also be prize drawings for producers in attendance. Must be present to win.

**Prizes**

- $500 gift card to Allen Bros., America’s Purveyors of the Finest Meats, sponsored by **Besser Company**
- DJ 1 Spark Drone sponsored by **Columbia Machine**
- $500 cash prize sponsored by **MASA**
- Tundra 45 cooler and four 30-oz. stainless steel Rambler Tumblers from **Pathfinder Systems**
- Gold Medal Wine Club gift certificate sponsored by **Rekers (NA) Inc.**
Educational Opportunities

ICON EXPO 2018 Knowledge Garden on the Show Floor

The Knowledge Garden located on the ICON EXPO 2018 show floor will offer 30-minute lightening talks about industry trends and hot topics. Don’t miss this opportunity to learn from some of the industry’s leading authorities on these very timely topics.

Friday, February 9 | 1:00 pm – 4:00 pm

3:30 pm – 4:00 pm | 2015 International Building Code & Making Masonry More Competitive
Changes to the 2015 IBC can increase efficiency and cost-effectiveness of using concrete masonry. Jason Thompson, NCMA vice president of industry advancement, will review the changes and provide ways for concrete masonry to be more competitive.

Saturday, February 10

10:00 am – 11:00 am and 1:00 pm – 3:30 pm

10:00 am – 10:30 am | Building Information Modeling – MasonryIQ
Building Information Modeling (BIM) is changing the way the construction industry does business. President of 3DiQ Inc. Tom Cuneio will introduce a new tool for modeling masonry in BIM with his product MasonryIQ.

2:00 pm – 2:30 pm | Improving Freeze-Thaw Durability of Dry-Cast Concrete Products
Vice President of Technical Development for ACM Chemistries, Inc. Craig Walloch will review the guidelines in the recently released white paper, Improving Freeze-Thaw Durability of Dry-Cast Concrete Products, which provides recommendations to producers on how to improve durability of SRW units through material choices, optimizing production variables and quality control.

2:30 pm – 3:00 pm | Concrete Masonry Plant Certification Success
Ryan Greenhagen, manufacturing engineer at Basalite Building Products, LLC, will present the steps Basalite took to become a Certified Block Plant and how it has changed the company.

3:00 pm – 3:30 pm | NCMA Freeze-Thaw Durability Research: Wet-Cast vs Dry-Cast
Through an NCMA Foundation grant, NCMA has researched wet-cast vs. dry-cast concrete relative to freeze-thaw durability. NCMA Vice President of Business Development Nick Lang will review the research project and conclusions when comparing these products relative to freeze-thaw durability.

Friday, February 9, 1:00 pm – 4:00 pm

1:00 pm – 1:30 pm | Crystalline Silica Regulation & Compliance
Companies are required to follow the new rules for respirable crystalline silica. Come hear what they are and how block plants can comply. Speaker: David Ayers, Approved Safety and Environmental Management

1:30 pm – 2:00 pm | OSHA Safety Regulations
Understand the new OSHA Safety Regulations and how they are going to affect your company. Speaker: David Ayers, Approved Safety and Environmental Management

2:00 pm – 2:30 pm | Segmental Retaining Wall Best Practices – Unit Requirements
The SRW Best Practices Guide provides recommendations for successful SRW projects. NCMA Director of Geotechnical Systems Gabriela Mariscal will review the recommendations for properties of SRW units.

2:30 pm – 3:00 pm | ICPI Foundation Research
Just 10 years old and having granted a million dollars — find out what the ICPI Foundation for Education & Research is doing to advance the segmental concrete pavement industry and help support your business. Speaker: David R. Smith, ICPI Technical Director

3:00 pm – 3:30 pm | Concrete Masonry Plant Certification Success
Ryan Greenhagen, manufacturing engineer at Basalite Building Products, LLC, will present the steps Basalite took to become a Certified Block Plant and how it has changed the company.

Saturday, February 10

10:00 am – 11:00 am

10:00 am – 10:30 am | Building Information Modeling – MasonryIQ

10:30 am – 11:00 am | Direct Design for Masonry Structures
Learn the benefits of using the third version of the Direct Design program for masonry construction, including interaction between Direct Design and BIM programs.

1:00 pm – 1:30 pm | Construction Cost Comparison Study
Understand the results of the construction cost study completed in 2017 demonstrating the cost-effectiveness of concrete masonry construction.

1:30 pm – 2:00 pm | Job Hazard Analysis
Conrad James, director of manufacturing services at Basalite Building Products, LLC, will provide the steps Basalite took to develop a Job Hazard Analysis and what changes the company made from the results of the analysis.
Educational Opportunities

**Masonry Systems Selling Conference | February 8 – 10, 2018**

**February 8, 2018 | 12:00 pm – 2:00 pm**  
NCMA Business Luncheon with Speaker Mark Mitchell

**2:15 pm – 5:00 pm**  
Education Session with Mark Mitchell

**February 9, 2018 | 7:00 am – 9:00 am**  
Competing System Session

**9:00 am – 11:00 am**  
ICON EXPO Brunch featuring ESPN Analyst Herm Edwards (additional fee required)

**11:00 am – 1:00 pm**  
ICON EXPO and Demonstrations on the show floor

**1:00 pm – 4:00 pm**  
System Selling Education Tracks

**February 10, 2018 | 7:30 am – 3:30 pm**  
Segmental Retaining Wall—Sales Professional and Installer Certification Program

**Optional Exam**

**3:30 pm – 4:30 pm**

**Optional Exam**

**3:30 pm – 5:30 pm**

ICON EXPO and Demonstrations on the show floor

*If adding the MaSS Conference to the NCMA Registration packages, the fee is as follows for the conference: Member Rate: $325; Non-member Rate: $525

---

**Boot Camp for Production Personnel**

Friday, February 9, 2018 | 7:00 am – 3:00 pm  
Boot Camp for Production Personnel

3:00 pm – 5:00 pm  
ICON EXPO & Demonstrations on the show floor

The Boot Camp for Production Personnel will present information to increase their production and sales knowledge. The camp will consist of three sessions beginning with an overview of the industry. Next, the production overview will provide attendees with information to produce a high quality product. Some of the topics will include density; unit dimensions; batching and proper mix sequence. The last part of the program will be three safety related training sessions covering Alternative Methods to Lock Out Tag Out, Confined Space Rules and an update on the OSHA Walking-Working Surfaces and Fall Protection Standards that will take place in the Demonstration Area on the ICON EXPO show floor.

Member Rate: $325 (Early Bird) / $425
Non-member Rate: $525

*See page 13-14 for complete Registration Packages.

Early bird deadline is January 12, 2018

---

**Segmental Retaining Wall—Sales Professional and Installer Certification Program**

Saturday, February 10, 2018 | 8:00 am – 3:30 pm  
SRW sales people and installers can increase their knowledge by participating in this one-day program to become a certified SRW Sales Professional or SRW Installer. The program will consist of the essential concepts related to SRW design, construction and safety practices. All customers want and expect quality-installed segmental retaining walls. Program attendees will review the tools and best practices to guide customers to take necessary steps for high quality wall performance. For those interested in completing an exam in class, a hard copy exam will be offered from 3:30 – 4:30 pm (all other can take the exam online).

Member Rate: $325 (Early Bird) / $425
Non-member Rate: $525
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am - 9:00 am</td>
<td>Masonry Systems Selling Conference Education Sessions</td>
</tr>
<tr>
<td>11:00 am - 1:00 pm</td>
<td>Knowledge Garden on the show floor</td>
</tr>
<tr>
<td>1:00 pm - 4:00 pm</td>
<td>Masonry Systems Selling Conference Education Sessions</td>
</tr>
<tr>
<td>7:00 am - 3:00 pm</td>
<td>Boot Camp for Production Personnel</td>
</tr>
<tr>
<td>8:00 am - 4:00 pm</td>
<td>Knowledge Garden and Demonstrations on the show floor</td>
</tr>
<tr>
<td>4:00 pm - 5:30 pm</td>
<td>Segmental Retaining Wall—Sales Professional and Installer Certification Program</td>
</tr>
</tbody>
</table>

Please see pages 8 & 10 for complete education program schedules.

(as of 11/22/17 calendar subject to change)
# ICON EXPO 2018 and NCMA Annual Convention Schedule at a Glance

## TUESDAY, FEBRUARY 6, 2018
- 8:00 am – 12:00 pm  MVMA Meeting Track
- 9:00 am – 6:00 pm  ICON EXPO & NCMA Annual Convention Registration
- 2:00 pm – 3:30 pm  Executive Committee
- 3:30 pm – 5:00 pm  Board of Directors Meeting
- 6:00 pm – 8:30 pm  NCMA Board Dinner

## WEDNESDAY, FEBRUARY 7, 2018
- 7:00 am – 6:00 pm  ICON EXPO & NCMA Annual Convention Registration
- 8:00 am – 9:00 am  NCMA Town Hall Meeting
- 9:00 am – 11:00 am  NCMA Spouse/Companion Breakfast & Book Talk
- 9:15 am – 10:30 am  Regional Town Hall Breakouts
- 10:45 am – 11:45 am  Convention Education Subcommittee
- 10:45 am – 12:00 pm  NCMA Foundation Program Review Committee
- 10:45 am – 11:15 am  SRW and Hardscape Products Committee - OVERVIEW MEETING
- 11:15 am – 12:15 pm  Production Technology & Operations Committee
- 11:15 am – 12:15 pm  SRW and Hardscapes Education Subcommittee
- 1:15 pm – 2:15 pm  NCMA Foundation National Endowment Council
- 1:15 pm – 2:45 pm  NCMA Family Business/Small Business Forum
- 1:15 pm – 2:45 pm  Education & Training Committee
- 1:30 pm – 3:00 pm  Hardscape Products Subcommittee
- 2:00 pm – 4:00 pm  NCMA Spouse/Companion Glass Blowing Session – Indianapolis Art Center
- 2:15 pm – 3:30 pm  NCMA Foundation Investment/Finance Committee
- 2:45 pm – 4:00 pm  Membership Recruitment Committee
- 3:00 pm – 3:30 pm  Masonry Committee – OVERVIEW MEETING
- 3:30 pm – 4:30 pm  Future Plant Tour Task Group
- 3:30 pm – 5:30 pm  Masonry Technical Subcommittee
- 6:00 pm – 7:00 pm  NCMA Member Networking Reception

## THURSDAY, FEBRUARY 8, 2018 (continued)
- 9:30 am – 10:30 am  Masonry Committee
- 10:15 am – 11:45 am  SRW Technical Subcommittee
- 10:30 am – 11:30 am  100 Year Anniversary Task Group
- 12:00 pm – 2:00 pm  NCMA Business Luncheon
- 2:15 pm – 3:15 pm  SRW Strategic Market Communications Subcommittee
- 2:15 pm – 3:30 pm  Membership Dues & Bylaws Committee
- 2:15 pm – 5:00 pm  ICON EXPO MaSS Conference (Part 1)
- 3:15 pm – 4:15 pm  SRW and Hardscape Products Committee
- 3:30 pm – 5:00 pm  NCMA Associate Member Division Board
  (All associate members invited)
- 4:15 pm – 5:00 pm  Young Professionals Group (YPG)
- 6:30 pm – 8:00 pm  NCMA PAC Reception
- 8:00 pm – 10:00 pm  NCMA Dessert Party

## FRIDAY, FEBRUARY 9, 2018
- 7:00 am – 6:00 pm  ICON EXPO Registration
- 7:00 am – 3:00 pm  ICON EXPO Production Boot Camp (includes boxed lunch)
- 7:00 am – 9:00 am  ICON EXPO MaSS Conference (Part 2)
- 7:00 am – 9:00 am  State/Regional Association Executives
- 9:00 am – 11:00 am  ICON EXPO Featured Speaker Brunch
- 11:00 am – 6:00 pm  ICON EXPO Machinery & Equipment Tradeshow
  Includes Education & Demonstrations on the Show Floor
- 1:00 pm – 4:00 pm  ICON EXPO MaSS Conference (Part 3)
- 5:00 pm – 6:00 pm  ICON EXPO Networking Reception on Show Floor

## SATURDAY, FEBRUARY 10, 2018
- 7:00 am – 5:30 pm  ICON EXPO Registration
- 7:00 am – 9:30 am  ICON EXPO Virtual Plant Tour
- 8:00 am – 5:30 pm  ICON EXPO Machinery & Equipment Tradeshow
  Includes Education & Demonstrations on the Show Floor
- 8:00 am – 2:00 pm  ICON EXPO Segmental Retaining Wall—Sales Professional Certification Program
- 4:00 pm – 5:30 pm  Product Development & Creative Concepts Forum

## SUNDAY, FEBRUARY 11, 2018
- 7:00 am – 11:00 am  NCMA Board of Directors

*(as of 11/22/17)*
Welcome to Indianapolis Breakfast and Book Talk

Wednesday, February 7 | 9:00 am – 11:00 am

Start your day by joining other registered spouses/companions for breakfast and a book talk about Amor Towles’ *A Gentleman in Moscow*. *A Gentleman in Moscow* offers a chance to sink back into a lost attitude of aristocracy—equal parts urbane and humane—just what readers might expect from the author of the 2011 bestseller *Rules of Civility*. But, if Towles’ story is an escape to some, it is also, ironically, a story of imprisonment. The book opens a few years after the Russian Revolution in a period of violent upheaval. A handsome count named Alexander Rostov has been summoned before the Emergency Committee of the People’s Commissariat for Internal Affairs and accused of writing a counter-revolutionary poem. The trial transcript offers an indication of the count’s blithe resistance to the spirit of the times. Imagine a younger, Slavic version of Alexander McCall Smith facing the Bolsheviks. Asked to state his occupation, he replies, “It is not the business of a gentleman to have occupations.” Only high-ranking friends keep him from being thrown against a wall and shot. Instead, he is declared a “Former Person” and sentenced to life imprisonment in Moscow’s Hotel Metropol.

Indianapolis Arts Center Glass-Blowing Session

Wednesday, February 7 | 2:00 pm – 4:00 pm

The Indianapolis Art Center was founded in 1934 as a Works Progress Administration program during the Great Depression to serve artists. Today, the Art Center inhabits a beautiful Michael Graves-designed building, which sits on a 9.5-acre stretch along the banks of the White River in the Broad Ripple neighborhood of Indianapolis. Join spouses and companions in a glass-blowing hands-on demonstration. You will create your very own work of art. Departs from the Westin Hotel Lobby.

Things to do in Indianapolis

- Children’s Museum of Indianapolis | www.childrensmuseum.org
- Rhythm! Discovery Center | www.rhythmdiscoverycenter.org
- Conner Prairie Museum | www.connerprairie.org
- White River State Park | www.whiteriverstatepark.org
- Indiana State Park | www.indianastatepark.org
- Eiteljorg Museum of American Indians and Western Art | www.eiteljorg.org
- Downtown Canal Walk | www.canalwalkindy.com
- Indianapolis Zoo | www.indianapoliszoo.com
- Benjamin Harrison Presidential Site | www.benjaminharrison.org
- Indiana Museum of Art | www.imamuseum.org
- Indianapolis Motor Speedway | www.indianapolismotorspeedway.com
NCMA Member and Non-member Package
- NCMA Committee Meetings
- NCMA Town Hall Meeting
- NCMA Regional Town Hall Breakouts
- Family Business/Small Business Forum
- NCMA Member Networking Reception
- NCMA Business Luncheon
- ICON EXPO Featured Plants and Virtual Tour
- Two-day Admission to the ICON EXPO Machinery & Equipment Tradeshow
- ICON EXPO Tradeshow Reception
- ICON EXPO Knowledge Garden Education on the Show Floor
- ICON EXPO Demonstrations on the Show Floor Education/Demonstration Area
- NCMA Product Development & Creative Concepts Forum on the Show Floor
- Discount for NCMA MaSS Conference Registration

Member Rate: $595 (Early Bird) / $695
Non-member Rate: $795

Tradeshow Only Registration
- Two-day Admission to the ICON EXPO Machinery & Equipment Tradeshow
- ICON EXPO Tradeshow Reception
- ICON EXPO Featured Plants and Virtual Tour
- ICON EXPO Knowledge Garden Education on the Show Floor
- ICON EXPO Demonstrations on the Show Floor Education/Demonstration Area
- NCMA Product Development & Creative Concepts Forum on the Show Floor

Attendee Rate: $75 for two-day pass

Masonry System Selling (MaSS) Conference Registration Package*
- NCMA Business Luncheon
- MaSS Conference Education Sessions
- ICON EXPO Featured Plants and Virtual Tour
- Two-day Admission to the ICON EXPO Machinery & Equipment Tradeshow
- ICON EXPO Tradeshow Reception
- ICON EXPO Knowledge Garden Education on the Show Floor
- ICON EXPO Demonstrations on the Show Floor Education/Demonstration Area
- NCMA Product Development & Creative Concepts Forum on the Show Floor

Member Rate: $450 (Early Bird) / $550
Non-member Rate: $650

*If adding the MaSS Conference to the NCMA Registration packages, the fee is as follows for the conference:
Member Rate: $325
Non-member Rate: $525

Boot Camp for Production Personnel Package
- Production Boot Camp Education Session with Breakfast and Lunch
- ICON EXPO Featured Plants and Virtual Tour
- Two-day Admission to the ICON EXPO Machinery & Equipment Tradeshow
- ICON EXPO Tradeshow Reception
- ICON EXPO Knowledge Garden Education on the Show Floor
- ICON EXPO Demonstrations on the Show Floor Education/Demonstration Area
- NCMA Product Development & Creative Concepts Forum on the Show Floor

Member Rate: $325 (Early Bird) / $425
Non-member Rate: $525

SRW Sales Professional and Installer Certification Program Package
- SRW Certification Course with Breakfast, Lunch and Exam
- ICON EXPO Featured Plants and Virtual Tour
- Two-day Admission to the ICON EXPO Machinery & Equipment Tradeshow
- ICON EXPO Tradeshow Reception
- ICON EXPO Knowledge Garden Education on the Show Floor
- ICON EXPO Demonstrations on the Show Floor Education/Demonstration Area
- NCMA Product Development & Creative Concepts Forum on the Show Floor

Member Rate: $325 (Early Bird) / $425
Non-member Rate: $525

(continued on page 14)

Early bird deadline is January 12, 2018

Additional Exhibitor Badges
Exhibitors will receive two complimentary badges for each 10’ x 10’ of contracted exhibit space. Additional badges are available for $25/person.
ICON EXPO 2018 Machinery & Equipment Show Registration Packages

(continued from page 13)

Spouse/Companion Registration Package
- Welcome to Indianapolis Breakfast and Book Talk
- Indianapolis Arts Center Glass-Blowing Session
- NCMA Business Luncheon
- Two-day Admission to the ICON EXPO Machinery & Equipment Tradeshows
- ICON EXPO Tradeshows Reception
- ICON EXPO Featured Plants and Virtual Tour
- ICON EXPO Knowledge Garden Education on the Show Floor
- ICON EXPO Demonstrations on the Show Floor Education/Demonstration Area
- NCMA Product Development & Creative Concepts Forum on the Show Floor
- NCMA Town Hall Meeting

Spouse/Companion Rate: $450 (Early Bird) / $550

Child Registration Package
(age 14 to 18)
- NCMA Member Reception
- NCMA Business Luncheon
- ICON EXPO (two days of tradeshows)
- ICON EXPO Featured Plants and Virtual Tour
- ICON EXPO Tradeshows Reception
- Education and Demonstrations on the Show Floor
- NCMA Product Development & Creative Concepts Forum on the Show Floor

Child Rate: $85

Note: Cancellations must be received by February 2, 2018. All refund requests must be made in writing. An administrative fee of $75 per registrant will be deducted from all refunds. Due to financial obligations incurred by NCMA, no refunds will be issued on cancellations received after February 2, 2018. Substitutions from the same company will be permitted at any time prior to the meeting start date without penalty.

Consent for Use of Photographic Images: Registration and attendance at NCMA programs and events constitutes an agreement by the registrant to NCMA for its use and distribution (both now and in the future) of the registrant or attendee’s image or voice in photographs, videotapes, electronic reproductions and audiocassettes of such events and activities.

NCMA is ADA-compliant and will gladly assist with any needs. Please contact us at (703) 713-1900.

Early bird deadline is January 12, 2018

OPTIONAL EVENT

ICON EXPO Featured Speaker Brunch
Friday, February 9, 2018
9:00 am – 11:00 am

Join participants for a welcome brunch to kick off ICON EXPO 2018. Come hear the inspiring words of ESPN analyst, former NFL coach and motivational speaker Herman “Herm” Edwards. Edwards’ experience in building relationships and striving for his goals will energize the audience before the show floor opens.

Rate: $65 (Early Bird) / $85

NCMA PAC Reception
Thursday, February 8, 2018
6:30 pm – 8:00 pm

This is the place to be on Thursday, February 8, 6:30 – 8:00 pm! It promises to be a fun evening with wonderful food and prizes generously donated by NCMA members to be awarded throughout the evening. This very popular event supports the fundraising efforts for the NCMA PAC. And don’t leave the kids behind; this continues to be a family-friendly event and fun for everyone! Contact NCMA at (703) 713-1900 to join!
The Westin Indianapolis is centrally located in the heart of the city, directly connected via skywalk to the Indiana Convention Center and Circle Centre Mall. The hotel's downtown location puts you in the middle of the action with countless restaurants, shops and clubs just outside the hotel’s doors.

When exploring the city, you’ll find you can access many attractions on foot. Walk to Lucas Oil Stadium, or head to Banker’s Life Fieldhouse for a concert. Art aficionados and history buffs alike will find one of the best Native American and Western art collections in the world at the Eiteljorg Museum of American Indians and Western art.

Westin Indianapolis Hotel
241 W. Washington St.
Indianapolis, Indiana 46204
Phone: (317) 262-8100

NCMA Rate: $169.00

Reservation Deadline: January 9, 2018

NOTICE: NCMA is not affiliated with any third-party independent housing companies. Please note that in order to receive the group rate and be counted in the official group block; attendees must make reservations directly with the hotel.

Traveling to Indianapolis
The Westin Indianapolis is located just 20 minutes or 13 miles from the Indianapolis International Airport (IND), making travel from the airport incredibly easy. Transportation options from the airport include taxis, share-a-ride services and shuttle buses. Amtrak provides rail service from Chicago to Indianapolis' Union Station. Union Station is located four blocks from the hotel and is accessible via taxi.

Indianapolis is an extremely walkable city. A rental car is not necessary unless you are planning to travel outside of the downtown area. The majority of Indianapolis’ downtown restaurants and nightlife can be reached on foot from the hotel’s front doors.
Register now and save

Early bird discount ends January 12, 2018