**ICON-Xchange** is THE event for the manufactured concrete masonry and hardscape industry and in 2020 it will be comprised of the ICON-Xchange Innovation Center, B2B Exchange, NCMA Annual Convention and the ICPI Annual Meeting.

ICON-Xchange directly meets the needs of our industry...Invest in your company by professionally and personally developing your employees.

**NEW**

**INNOVATION CENTER | February 20–22**

**What is the Innovation Center?**
The ICON-Xchange Innovation Center is a new and exciting hub of ICON-Xchange where networking, learning and collaborating will take place between suppliers and producers.

- Area specifically dedicated to tabletop displays where industry suppliers can highlight their company’s products and services, formerly the Marketplace
- Virtual Plant Tour shows the latest changes being made in other operations in real time
- Engage with industry peers from all market types

- CMU Showcase and Forum will highlight producer’s **best block projects**

**Innovation Center Packages:**
$2,000 NCMA Member / $2,500 NCMA Non-member

- One Tabletop Space
- 2 Company Representative NCMA Annual Convention registrations

- Don’t miss this opportunity to meet with the best and the brightest in our industry who are changing the way companies operate and do business.
- Be exposed to the same **industry technologies** that the most successful companies in our industry know about.
- Learn what other companies, similar to yours, DO to turn their **investments into real moneymakers**.
- **Come network and connect** with multiple suppliers, producers and innovators in one location.

Meet with the best and brightest in our industry.

Learn how to turn your investments into profits.

Connect with peers from all market types.

More info at ncma.org/events/iconxchange | 703-713-1900 | events@ncma.org
What is the B2B Exchange?

B2B Exchange offers producers 25-minute, prescheduled presentations tailored to YOUR company and YOUR market from innovators in the industry.

- With one-on-one B2B meetings, there is no better place to have your up-and-coming leaders gain valuable knowledge in real time. (We have even made it affordable to bring additional producer company employees.)
- A setting where you and your people can learn what is currently available to help move your business revenues and earnings forward.
- New, this year….Longer transition times between meetings allows for more flexibility with your meetings.

This format gives all participants the best return on their investment.

“A valuable exchange of knowledge for a very modest investment. No student loan required!”

Why should I participate?

For B2B Hosts:

- Meet directly with motivated industry producers looking for innovative products, services and equipment for concrete block, manufactured stone veneer, hardscape and retaining walls.
- Network with other suppliers, top producers and leading industry representatives to grow your business.
- Learn what innovations producers need to grow their businesses.
- Benefit by being an industry leader in the only event completely dedicated to the manufactured concrete masonry and hardscape industry.

B2B Exchange offers a variety of B2B Host packages: Platinum, Gold, Silver, Bronze
Check the website or contact NCMA for specific package details.

For Producers:

- Learn about the latest innovations in manufacturing processes and techniques.
- Network with suppliers, industry innovators and fellow producers.
- Find new opportunities to grow your business.
- Meet privately with suppliers to discuss efficient ways of doing business.
- Benefit from this exclusive event that keeps you and your employees completely connected to the manufactured concrete masonry and hardscape industry.

Producers who choose to participate in the B2B Exchange will have the opportunity to select and rank those B2B Hosts they wish to meet. With an improved ranking system, the earlier you register, the chance of receiving a higher priority meeting will increase.

Producers can bring a team to the B2B Exchange, which gives employees the opportunity to meet with industry suppliers, learn about new products and technologies, solve problems and build relationships.

The cost to participate in the B2B as a Producer attendee is $425 per registered team member until July 31, 2019. This is a $200 savings off the regular member registration fee. It includes participating in the B2B meetings, the exclusive B2B receptions, all social networking events, NCMA committee meetings, the ICON-Xchange Innovation Center and the NCMA Annual Convention. This cost is an excellent value — how much would it cost to travel to 25 meetings? (multiple airfares, hotels rooms, car rentals, meals, etc.)

In order to participate in B2B meetings, producers must register by September 30, 2019.
During NCMA’s Annual Convention, more than 30 committees convene. As a committee-driven organization, it is at these meetings where the direction and strategies for the association and industry are discussed and implemented. Along with the business of the association, there are many opportunities for networking, learning and exploring the host city Salt Lake City, Utah.

Participating in ICON-Xchange 2020 also registers you for the NCMA Annual Convention which includes these highlights:

- Highly important strategic planning in NCMA committee meetings
- **Regional Sessions** covering the latest information vital to the industry, including CMU Checkoff
- ICON-Xchange **Virtual Plant Tour** featuring concrete masonry, hardscape and paver production facilities with refreshments and prize drawings
- **NCMA/ICPI Member Networking Event** provides attendees with a great industry networking opportunity
- **NCMA Business Lunch** featuring awards and important industry updates
- **Family Business/Small Business Forum** – important information exchange among NCMA members
- Vital industry and association updates during the **NCMA Town Hall Meeting**
- **NCMA Spouse/Companion Program** and **Optional Events** to explore Salt Lake City
- Network with other women at **Concrete Women Connect**
- **Young Professional Group** is working to bridge the new generation of employees into the workforce
- Learn about innovative, new or emerging products at the **Product Development and Creative Concepts Forum**

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Producer/Attendee Discount until July 31</th>
<th>Early Bird August 1 – January 20</th>
<th>Regular Registration January 21-February 20</th>
<th>On-Site Registration Begins February 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCMA B2B and Annual Convention Registrations</td>
<td>$425</td>
<td>$525</td>
<td>$625</td>
<td>$725</td>
</tr>
</tbody>
</table>

**ICPI ANNUAL MEETING** Visit www.icpi.org for more information on ICPI’s Annual Meeting.

**HOTEL** A block of rooms have been reserved for attendees at the iconic Grand America Hotel, centrally located within walking distance of downtown Salt Lake City with a breathtaking mountain backdrop. The Grand creates a refined European atmosphere with soaring ceilings and 17th century tapestries.

**Room Rate:** $239 for Single or Double | **Hotel cutoff:** January 10, 2020

**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 housing group block; attendees must make reservations directly with the hotel.

NCMA must approve groups of six or more rooms. Visit www.ncma.org/events/iconxchange for hotel and housing information.

Register now for ICON-Xchange and save. Early bird discount ends July 31, 2019.

www.ncma.org/events/iconxchange  |  703-713-1900  |  events@ncma.org