



CALIFORNIA 2025 SUMMIT & EXPO MASONRY



SAVE THE DATE! MAY 9, 2025

The first Masonry Summit & Expo
in California uniting our trade with
the AEC Community

Sustainability
& Low Carbon

Design
& Architecture

Energy Efficiency
& Net Zero

Technology
& Innovation



Produced by California Masonry Council, a division of MIA
Event Production by Verdical Group
Contact: info@CaliforniaMasonryCouncil.org

WHAT TO EXPECT

The California Masonry Summit & Expo convenes AEC leaders to collaborate, network, learn, and bridge information gaps about masonry.

A full-day conference and expo taking place in Los Angeles, CA at the Luskin Conference Center in the heart of UCLA.

An opportunity for AEC professionals to network and connect with producers, contractors, and masonry experts, and to learn about sustainability, decarbonization, energy efficiency, innovation, and technology in the masonry industry.



**20+ World-Class Speakers,
60+ Exhibitors & AEC Orgs**



**Learning & Continued
Education**



**Networking with Key
Masonry and AEC
Stakeholders**

**Sustainability
& Low Carbon**

**Design
& Architecture**

**Energy Efficiency
& Net Zero**

**Technology
& Innovation**



WHO SHOULD ATTEND?

Are you a professional in the AEC community working with CMU block, brick, or stone?

Are you interested in learning and connecting with other professionals and masonry stakeholders?

Do you want to stay informed about new trends, products, building materials, sustainability, energy efficiency, software, innovation and technology?

This event is for you!



Architects & Designers

Construction Contractors

AEC Professionals & Students

Structural Engineers



OUR CONTENT

Featured content for this event includes, but is not limited to the following topics of interest:



Sustainability + LCAs + EPDs

Architecture & Design Trends

Low Carbon + Decarbonization

Net Zero + Energy Efficiency

Building + Energy Code

Resilience + Fire Resistance

Technology + Robotics

BIM + VDC + AEC Software

Building Materials + Products



OUR OFFERINGS

EXHIBITOR SPACES

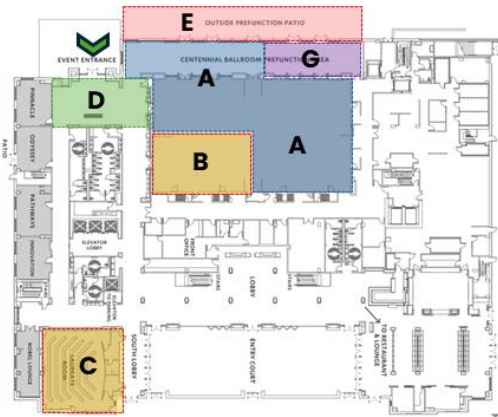
EXHIBITOR SPACE	PRICE	Logo on event material.	Linked Banner on CMC Newsletter.	Exhibitor Passes	All Access Passes	Dedicated Social Posts	Dedicated Email Blast, 30K contacts.	Dedicated Speaking Session 45	30% Off in All Access Passes (3 limit)
Interior Booth 10 x 10 ft (A)	\$ 3,850	✓		2		1			✓
Interior Large Booth (B-2, B-3)	\$ 6,500	✓	1	3	1	1			✓
Interior XL Custom Booth (B-1, B-4)	\$ 8,500	✓	1	3	2	1			✓
Exterior XL Custom Booth (B-6)	\$ 8,500	✓	1	3	2	1			✓
Interior Small Booth 10 x 6 ft (C)	\$ 3,000	✓	1	1					✓

EXHIBITOR PREMIUM PACKAGES (ADD TO EXHIBITOR PRICE)

EXHIBITOR PREMIUM PACKAGES (add to Exhibitor Space Price)	PRICE	Prominent Logo on event material.	Linked Banner on CMC Newsletter.	Exhibitor Passes	All Access Passes	Dedicated Social Posts	Dedicated Email Blast, 30K contacts.	Dedicated Speaking Session 45	Logo on Ribbons and Badges
Gold	\$ 1,500		+1			+1			
Platinum	\$ 2,500	✓	+1	+1	+1	+1			
Diamond	\$ 5,000	✓	+1	+1	+2	+2	✓	✓	✓

Luskin Conference Center & Hotel @ UCLA.

- A- Exhibition Area
- B- Conference Room
- C- Laureate Room
- D- Registration
- E- Industry Partners & Networking Lounge
- F- Terrace (Level 3, not in map)
- G- Coffee Break Area



SPECIAL OFFERINGS

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITY	PRICE	Logo on event material.	Linked Banner on CMC Newsletter.	Exhibitor Passes	All Access Passes	Dedicated Social Posts	Dedicated Email Blast, 30K contacts.	Dedicated Speaking Session 45	Logo on Ribbons and Badges
Sponsored Speaker/Presenter - Slot - 45 Min	\$ 2,500	✓		+2		+2		✓	
Coffee Stations Sponsor	\$ 5,000	✓ Logo @ Coffee Stations	+1	+1	+1	+1			
Cocktail Event Sponsor - CA Masonry Design Awards (Block + Brick + Sustainability)	\$ 7,500	✓ Prominent Logo	+2	+2	+2	+2	✓	✓ 15 min Speaker @ Cocktail	
AEC Students Free Access Pass Sponsor (50 Students)	\$ 10,000	✓ Prominent Logo	+2	+2	+2	+2	✓		✓ Student Badges
Sponsored Networking Lounge - Exterior XL Custom Booth (B-6)	\$ 10,500	✓ Branded Area	+2	+2	+2	+1	✓		✓
Lunch Sponsor + Speaking Session	\$ 12,000	✓ Logo @ Lunch Tables	+2	+2	+2	+1	✓	✓ 30 min Speaker @ Lunch	✓

EVENT ACCESS PASSES

Day Pass - General Access - Expo & Conferences	\$ 120
Day Pass - Full Access (Lunch and Cocktail Event)	\$ 240

***Lunch and Cocktail events not included.

Your participation and contribution helps support:

- Sponsored travel expenses for 120 curated AEC professionals, members of CA Industry Partners.
- Free Access Passes for 50 AEC students
- High-level speakers and presenters





CUSTOMIZE YOUR OWN PACKAGE

We want you to successfully reach your audience and have the best experience, therefore we are pleased to offer customized options that adapt to your strategy. Let us know how we can help.



- Customized expo booth space
- Special events, awards, demos or presentations
- Linked banner placement in CMC newsletter to 30K contacts
- Sponsored speaker on Main Stage for topic of choice related to event content
- Posts on CMC social media

SAVE THE DATE!!

CMSE is Confirmed for
May 9th, 2025.



AUDIENCE, MEDIA & INDUSTRY PARTNERS

Social & Digital

120+ posts reaching event attendees', strategic partners', speakers', exhibitors', and sponsors' networks.



LinkedIn Campaign, 4 months,
+200K Impressions expected



Instagram Campaign, 4 months,
+200K Impressions expected

CMC Newsletter and Event Promo Emails
to 30K+ contacts in AEC.
47% Open Rate / 37% Click Rate



Direct Emailing Campaign, 4
months, 85K Opens & 240K Clicks
expected

Industry Partners

CMC collaborates and cross-promotes working with other AEC and Masonry organizations in California and the US.



More to be confirmed soon!

The first Masonry Summit & Expo in California, uniting our trade with the AEC Community is brought to you by:



Event production by:  **Verdical Group**

California Masonry Council (CMC)'s mission is to be a catalyst, advocate, and the best masonry resource in California.

Our organization promotes masonry as an essential design and building material while uniting our trade with the AEC community (architecture, engineering, and construction).

CMC is a non-profit organization.

Contact: Arturo.Pinal@CaliforniaMasonryCouncil.org

Subscribe to our
Monthly Newsletter

