

# CIM

2026 AUCTION 



# 2026 CIM AUCTION

AT WORLD OF CONCRETE

**JANUARY 21, 2026**

LAS VEGAS CONVENTION CENTER

BUILDING LEADERS  
ADVANCING OUR INDUSTRY



# 2026 CIM AUCTION

AT WORLD OF CONCRETE

## What is the CIM Auction?

The Concrete Industry Management (CIM) Auction is the primary fundraiser for the CIM program and consists of a **live and silent** auction, hosted by the CIM National Steering Committee (NSC).

## When and where will the auctions be held?

The auctions are held in conjunction with World of Concrete and scheduled for **Wednesday, January 21, 2026**.

**SILENT AUCTION 11:00 AM TO 12:45 PM**

**LIVE AUCTION STARTS AT 1:00 PM**

**Las Vegas Convention Center**

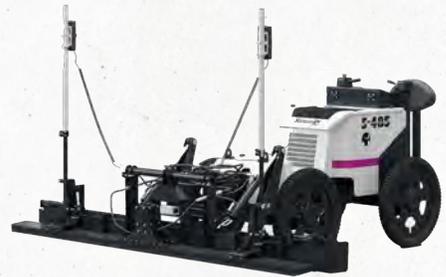
## What items are available at the auction?

The 2025 CIM Auction featured two concrete mixer trucks, a concrete pump, an S-485 laser screed, a forklift, tons of cement, admixtures, electronics, software, tools, sports and travel packages, golf and vacation travel packages and much more!

Truck-mounted 38M concrete pump donated by Alliance Concrete Pumps, Papé Kenworth and Kenworth Truck Co.



2025 Model 567 chassis with Extreme Duty mixer donated by Peterbilt Motors Co. and Con-Tech Manufacturing, Inc.



S-485 Laser Screed machine donated by Somero Enterprises, Inc.



2025 64FR chassis with Bridgemaster mixer donated by Mack Trucks and Revolution Concrete Mixers



Model 8FGU25 Toyota forklift donated by Toyota Material Handling Midsouth & Toyota Material Handling North America

Dear Concrete Industry Colleague,

As the construction industry continues its growth trajectory, the concrete industry needs to build its leadership to take on increased projects and workloads and replace those leaving the industry. Fortunately, the industry already has a resource to tap into new talent with industry-specific knowledge.

### **What is the Concrete Industry Management (CIM) Program?**

The Concrete Industry Management (CIM) program is a unique STEM-focused four-year professional business degree that prepares technically skilled leaders for the modern concrete industry. It combines technical concrete expertise with essential business and leadership skills, offering a specialized pathway unlike general construction management or certificate programs. Our mission is to inspire and educate innovative leaders who will advance and shape the future of the global concrete industry and ensure a continuous stream of graduates who are well-versed in all aspects of the industry and understand how to drive growth.

AVAILABLE AT  
**5** UNIVERSITIES

OVER **1,640**  
GRADUATES

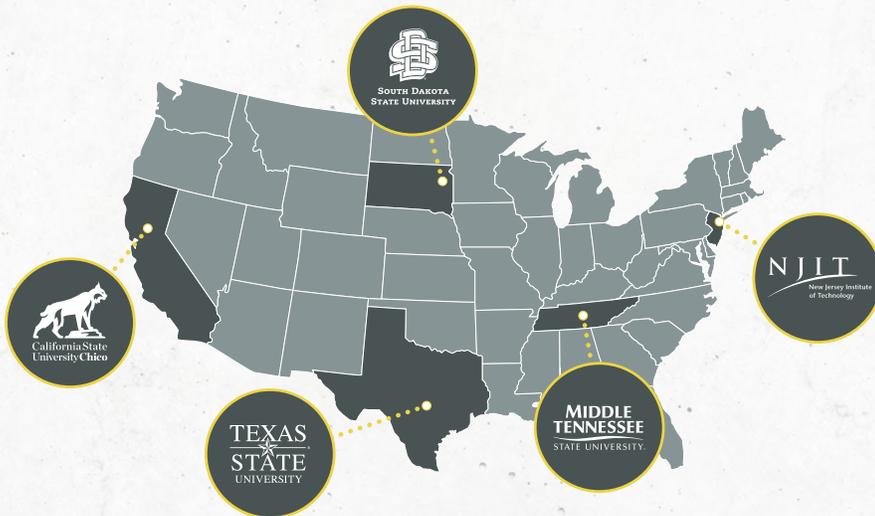
**550+** STUDENTS  
ENROLLED

The CIM Auction at World of Concrete is the primary fundraiser for the program, making a significant impact every year.

**17 YEARS OF SUCCESS**  
Total raised: **\$16.65 million+**

### **2025 AUCTION ACHIEVEMENTS**

- Gross revenue of **\$2.151 million** generated.
- Featured popular items like concrete mixer trucks, concrete pumps, laser screeds, cement packages, tools, and luxury travel experiences.



### **Why Get Involved?**

Donating to the CIM Auction is an investment in the future of the concrete industry. By contributing:

- Your organization gains significant visibility.
- You help nurture the next generation of industry leaders.
- You actively shape the future of the construction landscape.

**JOIN THE CAUSE TODAY!**

Email [ben.robuck@cemex.com](mailto:ben.robuck@cemex.com) or call **404-456-6867** to donate or learn more.

*Ben Robuck*

CIM Auction Committee Chairman

# FROM AUCTION TO ACTION



## WHERE YOUR SUPPORT GOES

### Understanding Your Impact to the Annual CIM Auction

Your support of the annual CIM Auction fuels the success of the Concrete Industry Management (CIM) program. Here's how the money raised is put to work:



## BEYOND THE NUMBERS

### STUDENTS

Supporting scholarships and marketing creates opportunities for future leaders of the concrete industry.

### FACULTY & PROGRAMS

The funding ensures CIM campuses have the resources to provide top-notch education and mentorship.

### INDUSTRY IMPACT

By investing in CIM, you're helping build a skilled workforce essential to a thriving concrete industry.



### Every Dollar Counts

Your donations make all of this possible. Together, we're shaping the future of the concrete industry through education, innovation, and community support.

**THANK YOU FOR YOUR COMMITMENT!**

# CIM AUCTION

## DONATION FORM



**Donor Information (please print or type)**

Organization

Name, Title

Address (including city, state & zip)

Phone

Email

Website

**Donation Information**

Item (max 40 characters)

Short description (max 130 characters)

Detailed description of your product, service, trip or other item. **Include model number (if applicable) and high-resolution company logo and item image (.jpg or .png format).**

Estimated value

Shipping/delivery to winning bidder included in donation?

Yes:      No:      Other:

Date item must be claimed/used (if any)

Are you exhibiting at the 2026 World of Concrete?

Yes:      No:      If yes, booth #:

**Who should the winning bidder contact to claim/use your donated item (if different from donor contact above)?**

Name, Phone, Email

I would like to make a cash donation in the amount of:

Please email the complete donation form, high-resolution company logo and product image (.jpg or .png) to Nicole Maher, Executive Director for the National Steering Committee, at [nmaher@concretedegree.com](mailto:nmaher@concretedegree.com). Call Nicole at **301-325-4156** with any questions.

For more information about the 2026 CIM Auction, visit [concretedegree.com](http://concretedegree.com).

Fill out the donation form online on the **CIM Auction website** or by scanning the QR code.



# CIM AUCTION

## DONATION PROMOTION CAMPAIGN



PROMOTION	ALL DONORS	DONORS GIVING OVER \$40,000	DONORS GIVING OVER \$100,000
Company name, link to company website and description of donated item listed on the CIM Auction website during auction promotion.	✓	✓	✓
Auction item recognized on CIM social media at least once before the auction.	✓	✓	✓
Company name and donated item listed on at least one press release before the auction.	✓	✓	✓
Company name and donated item listed on at least one electronic newsletter blast before the auction.	✓	✓	✓
Company name and donated item listed on printed and electronic flyer distributed on-site at World of Concrete at registration counters, in the CIM booth and on the bus routes on auction day ( <i>donation details must be received by December 1st to be included</i> ).	✓	✓	✓
Exhibiting donors will receive a "proud donor" placard to place in their booth during the show, and electronic "proud donor" files to use on their website and social media.	✓	✓	✓
One custom social media graphic, sized for Instagram, LinkedIn, Facebook and X, which includes the company logo, image of the donated item, and CIM Auction logo.		✓	✓
Company name, logo and donated item image and description listed on one electronic newsletter dedicated to your donation only.		✓	✓
Company logo included on CIM Auction signage displayed at World of Concrete ( <i>donation details must be received by November 15th to be included</i> ).		✓	✓
Company logo, image and description of donated item listed as Featured Item in CIM Auction electronic newsletters.			✓
Company logo, image and description of donated item listed as Featured Item in CIM Auction social media posts.			✓
Company name, logo and donated item image and description listed on at least one press release dedicated to your donation only.			✓
8" x 10" sell sheet and/or postcard with company name, logo, image and detailed description of donated item posted on the auction website and distributed via CIM students during World of Concrete ( <i>donation details must be received by November 15th to be included</i> ).			✓
Featured item social media graphics for donor use on their social media.			✓
Company logo, image of donated item and description included on CIM Auction signage displayed at World of Concrete ( <i>donation details must be received by November 15th to be included</i> ).			✓

**Note:** The National Steering Committee for Concrete Industry Management is a 501(c) 3 charitable organization. Therefore, when you receive no goods or services in return for a donation, that donation is fully tax-deductible up to the donation's fair market value.