

The World of Concrete is a massive industry event hosted annually at the Las Vegas Convention Center. For those who have never been, it's an endless sea of exhibitor booths, training sessions, and even a bricklaying competition. Every Year, Concrete Construction Magazine organizes a Most Innovative Product competition for many of the new products that are highlighted at the show. Each category has 3 winners: an industry choice voted on by readers, an expert's choice, and the editor's choice.

### Expert's Choice Business & Technology Winner: SmartRock™

Concrete strength testing is all about cylinder breaks, but does it have to be? Not anymore with SmartRock™ concrete sensors, which give you real-time monitoring capabilities of concrete temperature, maturity, and strength.