

International Convention and Trade Show



International Institute of Building Enclosure Consultants
 434 Fayetteville St., Suite 2400, Raleigh, NC 27601
 Phone: (919) 859-0742 | (800) 828-1902
 Fax: (919) 859-1328 | www.iibec.org

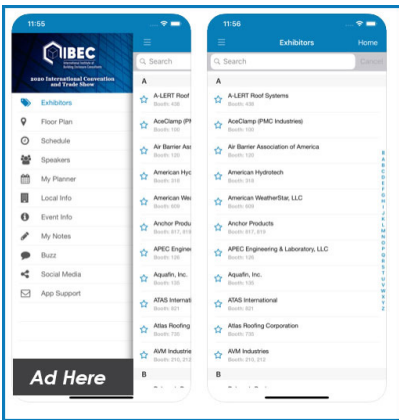
Mobile App Advertising

2022

March 17-22, 2022 • Rosen Shingle Creek Resort • Orlando, Florida

Banner Advertising and Direct Messaging to Attendees' Mobile Devices

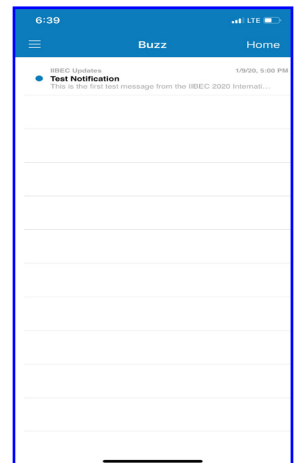
Mobile phones are essential devices for most working building enclosure consultants. The IIBEC International Convention and Trade Show mobile app is a popular and highly useful tool for attendees to plan and interact with their event experience. In past years, approximately 65% of all attendees (~1250 total attendees on average) have downloaded the app for use on their mobile devices. With new features and advanced promotion, we are anticipating wider use at this year's event.



In App-Banner Advertisement | \$1500 (net)

Feature your company message as a banner ad that appears at the bottom of each user's app. Banners appear in rotation for 5-second intervals and can be linked to your company's booth description (and mapped exhibit location) or to a corporate URL.

Banner ad specs: 450x60 pixels, PNG or JPEG.



Push Notification (in app text messages) | \$800 (net)

Using push notifications, you can deliver an invitation or product announcement directly to attendees' phones. Include a website link to give recipients access to more information or draw attention to your booth.

Maximum character length is 140. The character count includes the URL. It is recommended that you use short URLs for Push Notifications.

For more information and/or to reserve a banner ad or push notification, submit this contract by e-mail to: cbarnes@iibec.org or call 800-828-1902

Important deadline dates: Reservation and copy deadline: February 26, 2021

To reserve ad space, check the appropriate box(s) above, sign, date, and return this form to IIBEC. Prepayment required.

Agreement Signature: _____

Date: _____

- Invoice
- Check (payable to IIBEC - U.S. funds)
- American Express
- Visa
- MasterCard
- Discover

Advertiser Information

Company:
Name:
Address:
City/state/zip:
Phone:
E-mail:

Card number:
Exp. date:
3- or 4-digit verification code:
Name on card:
Signature: