



RCI, Inc.
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International Convention and Trade Show

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Mobile App Advertising - Banner Ads | Push Notifications

2018

March 22-27, 2018 • Marriott Marquis Hilton and George R. Brown Convention Center • Houston, Texas

Banner Advertising and Direct Messaging to Attendees' Mobile Devices

Smartphones are essential devices for most working building envelope consultants. The RCI 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 | \$1200 (net)

Feature your company message as a banner ad that appears at the top 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.

- Mobile phone banner ad specs: 640 x 150 pixels, PNG, JPEG, and GIF only
- Tablet banner ad specs: 552 x 150 pixels, PNG, JPEG, and GIF only

—————→ **\$600/ea. Special Offer**

Push Notifications (in app text messages) | \$1200/ea.-(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: wmyers@rci-online.org or call 919-389-1088

Important deadline dates: Reservation deadline: March 8, 2017 | Copy deadline: March 14, 2017

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

Agreement Signature: _____ Date: _____

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|--|-------------------------------------|
| <input type="checkbox"/> Invoice | <input type="checkbox"/> Visa |
| <input type="checkbox"/> Check (payable to RCI - U.S. funds) | <input type="checkbox"/> MasterCard |
| <input type="checkbox"/> American Express | <input type="checkbox"/> Discover |

Advertiser Information

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

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