



RCI, Inc.  
1500 Sunday Drive, Suite 204  
Raleigh, NC 27607

Phone: (919) 859-0742  
Fax: (919) 859-1328  
www.rci-online.org

# International Convention and Trade Show

## Trade Show Exhibits

# 2010

**Trade Show Dates: March 27-28, 2010 • Rosen Shingle Creek Resort • Orlando, Florida**

### Specifiers of Roofing, Waterproofing, and Exterior Wall Products

The RCI International Convention and Trade Show offers direct access to one of the building industry's most influential demographics -- the roofing, waterproofing, and exterior wall consultant members of RCI.

### Quality Contacts

RCI members purposefully maintain a working knowledge of building envelope technology, and they actively seek information regarding new and innovative products. The RCI trade show is a vital part of each RCI member's continuing education.

### Attendee Demographics

The majority of RCI's over 2,500 members are consultants of building envelope materials. Most are architects, engineers, and/or former contractors. Industry members and facility managers also make up a significant portion of RCI's membership.

### Immediate and Long-term Exposure

As an exhibitor at RCI's International Convention and Trade Show, you will have opportunities to meet one-on-one with this influential market segment. Additionally, your company name will be promoted in event publications, in *Interface* technical journal, in the *RCI International Directory of Members*, and on the association's Web site.

### Attend Educational Programs

The opportunities to network go beyond the trade show floor. Each exhibiting company receives three registrations to attend the convention's educational programs. Exhibitors are encouraged to participate in discussions and to attend seminars with RCI's consultant members. Besides generating valuable sales leads, exhibitors can gain useful insights that could assist market positioning and product development.

## Important Dates and Information

### Exhibit Hours

Saturday, March 27 3:15 PM - 7:15 PM  
Sunday, March 28 9:00 AM - 12:15 PM

### Exhibit Setup

Friday, March 26 1:00 PM - 6:00 PM  
Saturday, March 27 8:00 AM - 1:00 PM

### Exhibit Dismantle

Sunday, March 28 12:15 PM - 8:00 PM

### 50% Deposit

Due with contract

### Balance of Fees

Due December 29, 2009

### Booth Specifications

Standard 10' x 10' booth spaces include 8' draped back walls, 36"-high side rails and an identification sign.

Island booths do not include draperies or identification signs.

### Exhibitor List and Available Booth Spaces

For a complete list of exhibitors and available booth spaces, visit: [www.rci-online.org/international-convention-ep.html](http://www.rci-online.org/international-convention-ep.html) or contact William Myers at [wmyers@rci-online.org](mailto:wmyers@rci-online.org) or 919-389-1088.

### Refunds

All cancellations are subject to a charge of 50% of the total exhibit fee. Cancellations after December 29, 2009 will receive no refund.



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## Contract for Exhibit Space

# 2010

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**AGREEMENT:** The undersigned Exhibitor hereby agrees to lease from RCI, Inc. exhibition space as described below, at the 25<sup>th</sup> RCI International Trade Show, March 27-28, 2010 at the Rosen Shingle Creek Resort in Orlando, Florida. The exhibition will be held as part of the 25<sup>th</sup> RCI International Convention and Trade Show, March 25-30, 2010. The exhibiting company and its representatives agree to abide by the rules, regulations, and guidelines established by RCI, Inc.

**TERMS OF PAYMENT: (A 50% DEPOSIT IS REQUIRED WITH THIS CONTRACT)** This contract and a 50% deposit must be received by RCI to reserve exhibit space. The balance of the exhibit fee is due by December 29, 2009, 90 days prior to the event. A charge of 50% of the total exhibit fee will apply for all cancellations. Cancellations made within 90 days (after December 29, 2009) of the event will receive no refund.

It shall be Exhibitor's responsibility to ensure that the exhibit space(s) specified in this agreement conform(s) to the show's official floor plan and the rules, regulations, and guidelines established by RCI. If this agreement and the floor plan do not agree, the floor plan shall govern.

Subject to receiving payment as described, the following exhibit space(s) is (are) reserved for you at this time by RCI. It is understood and agreed by the exhibitor that show management reserves the authority to reassign exhibit space dimension and location at the show. Spaces confirmed are not transferable.

I acknowledge I have read the IAEE Guidelines for Display, Rules & Regulations document which applies to the 25<sup>th</sup> RCI International Trade Show.

<b>Exhibit Fees:</b>	[	<b>100 Square Feet</b>	<b>100 Square Feet or More</b>	]
		\$21.50 per square foot - RCI Members \$25.50 per square foot - Nonmembers	\$20.00 per square foot - RCI Members \$24.00 per square foot - Nonmembers	

**Selected Booth # (s):** \_\_\_\_\_ Note: 1 - 10'x10' booth = 100 sq. ft. | 1 - 20'x20' booth = 400 sq. ft.

**Exhibit Fee per sq. ft.:** \$ \_\_\_\_\_ **X Total sq. ft.:** \_\_\_\_\_ = **Total Exhibit Fee:** \$ \_\_\_\_\_

**50% Deposit, due with contract:** \$ \_\_\_\_\_

**Balance due by December 29, 2009:** \$ \_\_\_\_\_ **(US Dollars Only)**

Amount submitted with this contract:

\$ \_\_\_\_\_ A 50% deposit is due with this contract.

**Payment Method:**

- Check (payable to RCI)
- Visa     MC     Am Ex

Card# \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

3- or 4-Digit Verification Value Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Name of Exhibiting Firm: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Name of person to be contacted on all matters pertaining to your exhibit.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

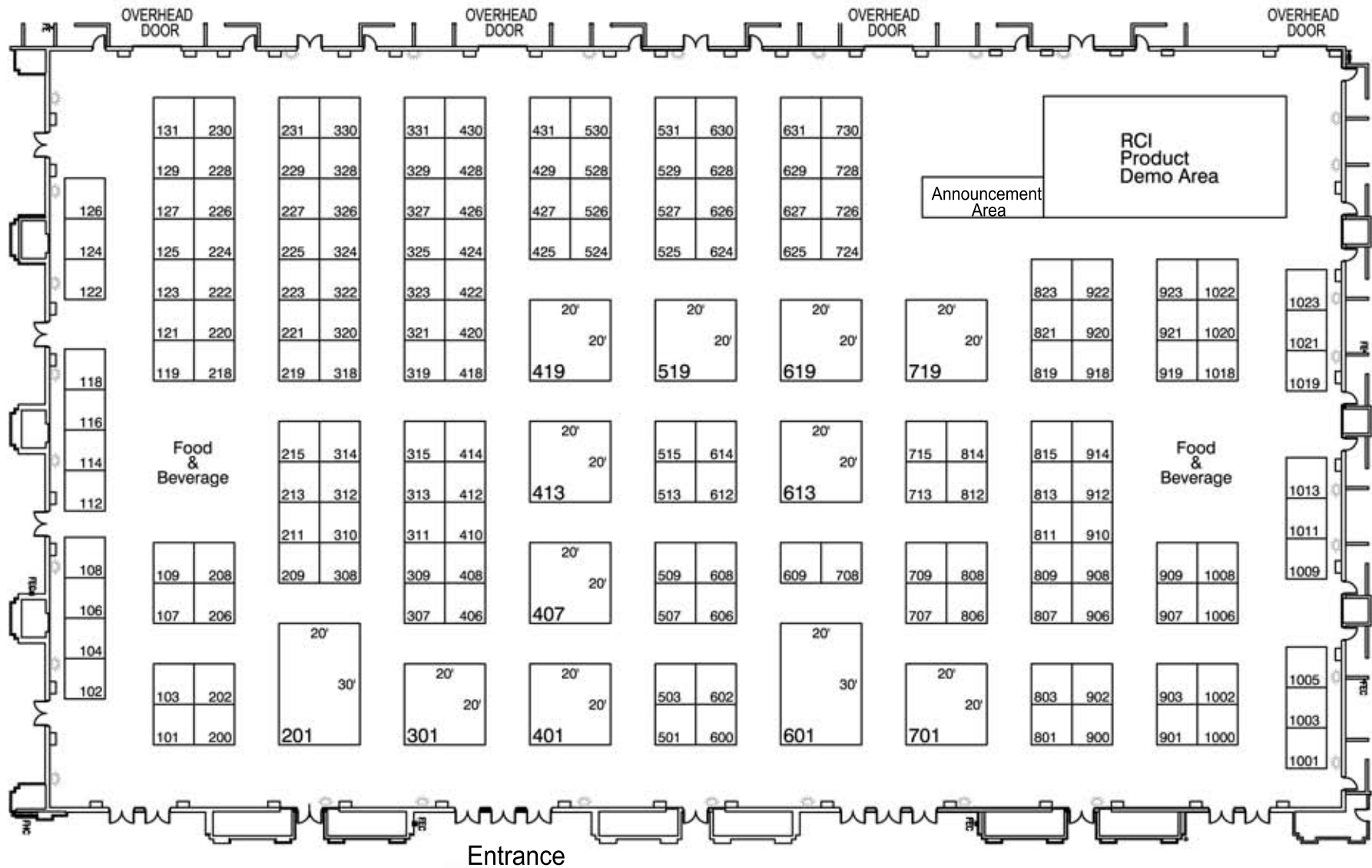
Phone Number: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**I am authorized to enter into this agreement on behalf of Exhibitor. By this signature, I agree to abide by the rules, regulations, and guidelines established by RCI, Inc.**

Authorized Signature : \_\_\_\_\_ Date: \_\_\_\_\_

Print Name of the Above: \_\_\_\_\_

Please make a copy for your records.



## 25<sup>th</sup> RCI International Trade Show -- March 27 - 28, 2010



Rosen Shingle Creek Resort  
 Sebastian Ballroom  
 Orlando, Florida

Exhibit Hours  
 Saturday, March 27 3:15 PM - 7:15 PM  
 Sunday, March 28 9:00 AM - 12:15 PM

168 - 10x10  
 10 - 20x20  
 2 - 20x30



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## Sponsorship Opportunities

# 2010

**Convention Dates: March 25-30, 2010 • Rosen Shingle Creek Resort • Orlando, Florida**

### Platinum Level (please check the appropriate box to indicate sponsorship choice)

<input type="checkbox"/> Annual Banquet	Monday, March 29	\$8,500
<input type="checkbox"/> RCI Internet Cafe and Marketplace	March 25-30	\$8,500
<input type="checkbox"/> Opening Ceremony and Keynote Speaker	Saturday, March 27	\$8,500
<input type="checkbox"/> Hotel Guest Room Keys	March 25-30	\$8,500
<input type="checkbox"/> Convention Bags	March 25-30	\$8,500
<input type="checkbox"/> Name Badge Lanyards	March 25-30	\$8,500
<input type="checkbox"/> Trade Show Reception	Saturday, March 27	\$6,000
<input type="checkbox"/> Awards Luncheon	Sunday, March 28	\$5,000
<input type="checkbox"/> Welcoming Social Event	Friday, March 26	\$5,000
<input type="checkbox"/> RCI Foundation Event	Sunday, March 28	RCI Foundation

### Gold Level

<input type="checkbox"/> Trade Show Continental Breakfast	Sunday, March 28	\$3,500
<input type="checkbox"/> Multi-sided Informational Sign	March 25-30	\$3,000
<input type="checkbox"/> Multi-sided Informational Sign	March 25-30	\$3,000
<input type="checkbox"/> Multi-sided Informational Sign	March 25-30	\$3,000

### Silver Level

<input type="checkbox"/> Convention Bag Stuffer - Insertion Fee*	March 25-30	\$2,000
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*\*Convention Bag Stuffer items are subject to approval by RCI, Inc. Stuffer examples include: note pads, pens, key chains, product samples, and brochures. Items to be supplied by sponsoring company. Shipments must arrive at the convention location no later than Friday, March 19, 2010. Contact RCI for details.*

### Company Information

Company Name:
Contact Name:
Address:
City/State/Zip:
Phone:
Fax:
E-mail:

### Payment Method

- Invoice  Visa  
 Check (payable to RCI - US funds)  MasterCard  
 American Express

Card Number:
Exp. Date:
Name on Card:
3- or 4-Digit Verification Value Code:
Signature:

### Agreement

<hr/>	<hr/>
Signature of company representative	Date

For details, availability, and additional terms, contact:

Karen McElroy, RCI Director of Conventions & Meetings  
E-mail: kmcelroy@rci-online.org  
Phone: 800-828-1902



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**Sponsorship Opportunities - Golf Tournament 2010**

**President-Elect's Golf Tournament - Friday, March 26, 2010**

**Single Creek Golf Club**  
9939 Universal Blvd  
Orlando, Florida 32819  
(407) 996-9933  
www.shinglecreekgolf.com

**Gold Level** (please check the appropriate box to indicate sponsorship choice)

Golf Awards Ceremony and Luncheon \$3,000

**Silver Level**

- Longest Drive (Front Nine - Men) \$300
- Longest Drive (Front Nine - Women) \$300
- Longest Drive (Back Nine - Men) \$300
- Longest Drive (Back Nine - Women) \$300
- Closest to the Pin (Front Nine - Men) \$300
- Closest to the Pin (Front Nine - Women) \$300
- Closest to the Pin (Back Nine - Men) \$300
- Closest to the Pin (Back Nine - Women) \$300
- Individual Hole Sponsorship - Ten Available (Quantity: \_\_\_\_\_) \$200

**Company Information**

Company Name:
Contact Name:
Address:
City/State/Zip:
Phone:
Fax:
E-mail:

**Payment Method**

- Invoice  Visa
- Check (payable to RCI - US funds)  MasterCard
- American Express

Card Number:
Exp. Date:
Name on Card:
3- or 4-Digit Verification Value Code:
Signature:

**Agreement**

<hr style="border: none; border-top: 1px solid black;"/>	<hr style="border: none; border-top: 1px solid black;"/>
Signature of company representative	Date

For details, availability, and additional terms, contact:

Karen McElroy, RCI Director of Conventions & Meetings  
E-mail: kmcelroy@rci-online.org  
Phone: 800-828-1902



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## Sponsor Benefits

# 2010

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### Platinum Sponsors Receive

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- On-screen acknowledgment at Awards Luncheon, Annual Meeting, and Annual Banquet
- Visual recognition at sponsor's booth (easel sign)
- Individual easel sign at sponsored event
- Verbal acknowledgment before sponsored event
- Complimentary table for eight (8) at Annual Banquet or Awards Luncheon
- Acknowledgment in On-site Convention Program
- Acknowledgment in pre-convention publications
- Company representatives receive badge ribbons indicating sponsorship level
- Priority Points corresponding to sponsorship level
- Plaque of Recognition and Appreciation
- Special acknowledgment in *Interface* technical journal (President's Column)
- Acknowledgment in the *RCI International Directory of Members*

### Gold Sponsors Receive

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- On-screen acknowledgment at Awards Luncheon
- Easel sign at sponsored event
- Verbal acknowledgment before sponsored event
- Two (2) complimentary tickets to Annual Banquet or Awards Luncheon
- Acknowledgment in On-site Convention Program
- Acknowledgment in pre-convention publications
- Company representatives receive badge ribbons indicating sponsorship level
- Priority Points corresponding to sponsorship level
- Plaque of Recognition and Appreciation
- Special acknowledgment in *Interface* technical journal (President's Column)

### Silver Sponsors Receive

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- Sign at sponsored event
- Verbal acknowledgment before sponsored event
- Acknowledgment in On-site Convention Program
- Company representatives receive badge ribbons indicating sponsorship level
- Priority Points corresponding to sponsorship level
- Certificate of Appreciation

#### Levels of Sponsorship

Platinum	\$5,000 or more
Gold	\$3,000 to \$4,999
Silver	\$250 to \$2,999



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## Product Demonstrations

# 2010

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Get your product out of the booth and onto the stage! During the trade show, half-hour time slots will be available for exhibitors to showcase their products or services. Why wait for attendees to visit your booth? Take your products to them! Advance promotion, prominent signage and loudspeaker announcements will draw up to 250 curious specifiers to your corporate presentation. Contact RCI today. Demonstration opportunities are available on a first-come, first-served basis.

### General Guidelines for Demonstration

- Setup and dismantle will occur 15 minutes prior to and after demonstration on demo stage.
- Stage time is one half hour.
- The fee for each demonstration opportunity is \$3,100.
- All props or materials used during the demonstration must be prefabricated and portable for easy setup and dismantle.
- Written specifications must be submitted 90 days in advance of event for review and approval.
- All demos require Convention Center and Fire Marshal approval. Contact RCI for details.
- If storage space is needed before or after the demonstration, include a detailed description of material with this form.

### Available Times for Demonstration (includes time for setup and dismantle - please indicate preferred stage time below)

- |   |                   |   |                     |
|---|-------------------|---|---------------------|
| <input type="checkbox"/> Saturday, March 27 | 4:00 PM - 5:00 PM | <input type="checkbox"/> Sunday, March 28 | 9:30 AM - 10:30 AM  |
| <input type="checkbox"/> Saturday, March 27 | 5:30 PM - 6:30 PM | <input type="checkbox"/> Sunday, March 28 | 10:45 AM - 11:45 AM |

### Terms and Conditions

The signator hereby covenants and agrees to indemnify, defend, and save harmless RCI, Inc., or any of its officers, agents, affiliates, partners, employees, or assigns ("RCI") from and against any liability, claim, loss, cost, damage, injury, deficiency or expense, including reasonable attorney's fees, imposed upon, incurred or suffered, directly or indirectly, by RCI arising from the signator's participation in this product demonstration. RCI and the exhibitor reserve the right to cancel this agreement upon written notice without cause.

### Company Information

Company Name:
Contact Name:
Address:
City/State/Zip:
Phone:
Fax:
E-mail:

### Agreement

_____ Signature of company representative	_____ Date
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### Payment Method

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

For details, availability, and additional terms, contact:

Karen McElroy, RCI Director of Conventions & Meetings  
E-mail: kmcelroy@rci-online.org  
Phone: 800-828-1902

Card Number:
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3- or 4-Digit Verification Value Code:
Signature:



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## Convention Program Advertising

# 2010

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### Make a statement for your product or service \_\_\_\_\_

An advertisement in the RCI Convention and Trade Show On-Site Program literally puts your information into the hands of RCI members. For five days, the program will be each attendee's constant companion and guide to Convention and Trade Show activities. It's an opportunity to increase product awareness and stimulate additional traffic to your exhibit. Advertising accepted from exhibiting companies only.

Ad Size	Location	Cost	Dimensions (inches)
<input type="checkbox"/> Publication Wrap	Wrap - Outside of Publication	\$3,500	6.00 x 20.00
<input type="checkbox"/> Full Page	Inside Location	\$1500	8.00 x 10.50
<input type="checkbox"/> Half Page	Horizontal	\$750	8.00 x 5.00
<input type="checkbox"/> Half Page	Vertical	\$750	3.25 x 10.50
<input type="checkbox"/> Cover 2	Inside Front	\$1,750	8.00 x 10.50
<input type="checkbox"/> Cover 3	Inside Back	\$1,750	8.00 x 10.50
<input type="checkbox"/> Cover 4	Outside Back	\$2,250	8.00 x 10.50

### Ad Specifications \_\_\_\_\_

The Convention On-Site Program is a two-color publication; submit artwork as black and white.

Digital or camera-ready artwork is required. Acceptable digital formats include: .tif, .eps or .pdf files prepared for press.

#### Send contracts to

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1500 Sunday Drive, Suite 204  
Phone: 800-828-1902  
Fax: 919-859-1328

#### Send ad copy by e-mail to

wmyers@rci-online.org or call 919-389-1088 for FTP instructions

#### Important Deadline Dates

Ad Space Reservation Deadline: February 15, 2010

Ad Copy Deadline: February 15, 2010

#### Advertiser Information

Company:
Name:
Address:
City/State/Zip:
Phone:
Fax:

*To reserve ad space, check the appropriate box to indicate ad size; sign, date, and return this form to RCI by February 15, 2010.*

Signature: \_\_\_\_\_

Date: \_\_\_\_\_