



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

# International Convention and Trade Show

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

## Trade Show Exhibits



**Trade Show Dates: March 17-18, 2012 • Hilton Anatole • Dallas, Texas**

### **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 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 17	3:15 PM - 7:15 PM
Sunday, March 18	9:00 AM - 12:15 PM

### **Exhibit Setup**

Friday, March 16	1:00 PM - 6:00 PM
Saturday, March 17	8:00 AM - 1:00 PM

### **Exhibit Dismantle**

Sunday, March 18	12:15 PM - 8:00 PM
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### **50% Deposit**

Due with contract

### **Balance of Fees**

Due December 16, 2011

### **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 16, 2011 will receive no refund.



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## Contract for Exhibit Space



**Trade Show Dates: March 17-18, 2012 • Hilton Anatole • Dallas, Texas**

**AGREEMENT:** The undersigned Exhibitor hereby agrees to lease from RCI, Inc. exhibition space as described below, at the 27<sup>th</sup> RCI International Trade Show, March 17-18, 2012 at the Hilton Anatole hotel in Dallas, Texas. The exhibition will be held as part of the 27<sup>th</sup> RCI International Convention and Trade Show, March 15 - 20, 2012. 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 16, 2011 (90 days prior to the event). A charge of 50% of the total exhibit fee will apply for all cancellations. Cancellations made after December 16, 2011 (within 90 days 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 27<sup>th</sup> RCI International Trade Show.

<b>Exhibit Fees:</b>	<b>100 square feet</b>	<b>More than 100 square feet</b>
	\$23.00 per square foot - RCI Members	\$21.00 per square foot - RCI Members
	\$27.00 per square foot - Nonmembers	\$25.00 per square foot - Nonmembers

\* RCI members are individuals rather than corporations. To qualify for member rates this contract must be executed by a current RCI member who is associated with the exhibiting company.

**Selected booth # (s):** \_\_\_\_\_ 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 16, 2011:** \$ \_\_\_\_\_ **(U.S. dollars only)**

Amount submitted with this contract:

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

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: \_\_\_\_\_

**Payment Method:**  Invoice

Check (pay to RCI)  Discover

Visa  MC  Am Ex

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

Expiration date: \_\_\_\_\_

Name on card: \_\_\_\_\_

3- or 4-digit verification value code: \_\_\_\_\_

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

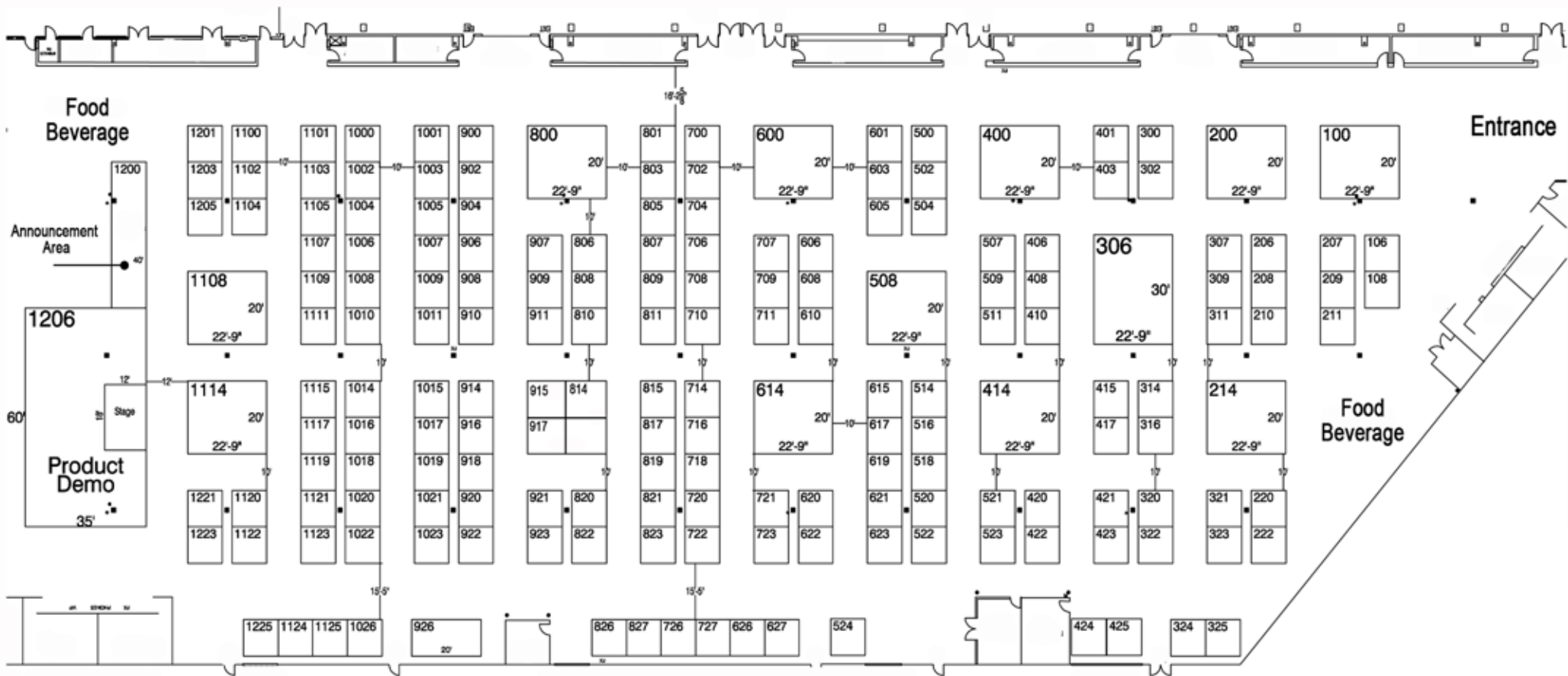
**Authorization:** I am authorized to enter into this agreement on behalf of Exhibitor. By this signature, I agree to abide by the rules, regulations, and guidelines established by RCI, Inc.

Authorized signature : \_\_\_\_\_ Date: \_\_\_\_\_

Print name: \_\_\_\_\_ RCI member no. (required for member rate) \_\_\_\_\_

Phone number: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Please make a copy for your records.**



## 27<sup>th</sup> RCI International Convention and Trade Show



**Hilton Anatole - Trinity One Exhibit Hall**  
**Trade Show Dates: March 17-18, 2012**

Dimension	Size	Qty	SqFt	Rented	Available
10'x10'	100	164	16,400	0	164
10'x20'	200	1	200	0	1
10'x40'	400	1	400	1	0
20'x22'-9"	455	12	5,463	816	0
22'-9'x30'	683	1	683	0	1
35'x60'	2,100	1	2,100	1	0
<b>Totals:</b>		<b>180</b>	<b>25,246</b>	<b>2</b>	<b>178</b>



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## Sponsorship Opportunities

# 2012

**Convention Dates: March 15-20, 2012 • Hilton Anatole • Dallas, Texas**

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

<input type="checkbox"/> Annual banquet	Monday, March 19	\$8,500
<input type="checkbox"/> RCI Internet café and marketplace	March 15-20	\$8,500
<input type="checkbox"/> Opening ceremony and keynote speaker	Saturday, March 17	\$8,500
<input type="checkbox"/> Hotel guest room keys	March 15-20	\$8,500
<input type="checkbox"/> Convention bags	March 15-20	\$8,500
<input type="checkbox"/> Name badge lanyards	March 15-20	\$8,500
<input type="checkbox"/> Trade show reception	Saturday, March 17	\$6,000
<input type="checkbox"/> Trade show breakfast	Sunday, March 18	\$6,000
<input type="checkbox"/> Awards luncheon	Sunday, March 18	\$5,000
<input type="checkbox"/> Schedule-at-a-glance sign	March 15-20	\$5,000
<input type="checkbox"/> Golf tournament awards ceremony and luncheon (Legendary Cowboys Golf Club)	Friday, March 16	\$5,000

### Gold Level

<input type="checkbox"/> Directional sign	March 15-20	\$3,000
<input type="checkbox"/> Spouse/guest luncheon (new)	Friday, March 16	\$2,000

### Company Information

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

### Payment Method

- |  |                                     |
|--|-------------------------------------|
| <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   |

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

### Agreement

Signature of company representative	Date
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For details, availability, and additional terms, contact:

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



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**Golf Tournament - Hole Sponsorships**



**President-Elect's Golf Tournament - Friday, March 16, 2012**

Cowboys Golf Club  
1600 Fairway Drive  
Grapevine, Texas 76051  
www.cowboysgolfclub.com | 817-481-7277

**Golf Hole Sponsorships** (please check the appropriate box to indicate sponsorship choice)

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

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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## Sponsor Benefits

# 2012

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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 (sign)
- Individual sign at sponsored event (with company logo)
- Verbal acknowledgment before sponsored event
- Complimentary table for eight 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 and photo of plaque acceptance (at trade show)
- Special acknowledgment in *Interface* technical journal (president's column)

### Gold Sponsors Receive

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- On-screen acknowledgment at Awards Luncheon
- Easel sign at sponsored event
- Verbal acknowledgment before sponsored event
- Two 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, and photo of plaque acceptance (at trade show)
- Special acknowledgment in *Interface* technical journal (president's column)

#### Levels of Sponsorship

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



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## Product Demonstrations



**Convention Dates: March 15-20, 2012 • Hilton Anatole • Dallas, Texas**

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 \$3,500.
- All props or materials used during the demonstration must be prefabricated and portable for easy setup and dismantle.
- All props or materials used during the demonstration must be removed or disposed of off site. No on-site debris disposal is permitted.
- Written specifications must be submitted 90 days in advance of event for review and approval.
- All demos require hotel and/or 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 17 | 4:00 PM - 5:00 PM | <input type="checkbox"/> Sunday, March 18 | 9:30 AM - 10:30 AM  |
| <input type="checkbox"/> Saturday, March 17 | 5:00 PM - 6:00 PM | <input type="checkbox"/> Sunday, March 18 | 10:45 AM - 11:45 AM |
| <input type="checkbox"/> Saturday, March 17 | 6:00 PM - 7:00 PM |   |                     |

### 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
-------------------------------------	------

### Payment Method

- |  |                                     |
|--|-------------------------------------|
| <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   |

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



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## Convention Program Advertising



**Convention Dates: March 15-20, 2012 • Hilton Anatole • Dallas, Texas**

### Make a Statement for Your Product or Service

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	\$1,750	8.00 x 10.50
<input type="checkbox"/> Half page	Horizontal	\$850	8.00 x 5.00
<input type="checkbox"/> Half page	Vertical	\$850	3.25 x 10.50
<input type="checkbox"/> Cover 2	Inside front	\$2,250	8.5 x 11.00
<input type="checkbox"/> Cover 3	Inside back	\$2,250	8.5 x 11.00
<input type="checkbox"/> Cover 4	Outside back (four-color)	\$2,550	8.5 x 11.00

For full bleed layout (cover ads only), design file at 8.75 x 11.25 | trim size: 8.5 x 11.00 | protect live area with .25

### Ad Specifications

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

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

### Send contracts to

RCI, Inc.  
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: January 30, 2012

Ad copy deadline: January 30, 2012

### 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 January 30, 2012.

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

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



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## Convention Proceedings Advertising

# 2012

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### Long-Term Recognition

The proceedings is a spiral-bound document that details the educational papers presented at the RCI convention. Attendees frequently use the proceedings publication as reference while attending educational presentations. After the event, it is often archived on office shelves and desktops for future use.

	<b>Ad Size</b>	<b>Location</b>	<b>Cost</b>	<b>Dimensions</b> (inches)
<input type="checkbox"/>	Cover 2	Inside front (four-color)	\$2,250	8.5 x 11.00
<input type="checkbox"/>	Cover 4	Outside back (four-color)	\$2,250	8.5 x 11.00

For full bleed layout, design file at 8.75 x 11.25 | trim size: 8.5 x 11.00 | protect live area with .25

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Phone:
Fax:

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

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

