



#nccbus

# MARKETING GUIDEBOOK

**63%** of marketers  
say their top challenge  
is generating traffic and  
leads. **WE CAN HELP!**

*(Source: State of Inbound Report,  
Hubspot, 2017)*



## 2019

## National Reading Recovery & K-6 Literacy Conference

We appreciate your participation at the **National Reading Recovery & K-6 Literacy Conference** and we are here to help YOU! Your ROI is just as important to us as it is to you, so we have created some inexpensive and FREE marketing strategies to display your company's branding and increase your company's visibility **BEYOND YOUR BOOTH!**

# Marketing Guidebook

## Window, Column, & Floor Graphics

### STRATEGIC ADVERTISING PLACEMENT

Maximize your presence at this year's Conference. Window, column, and floor graphics are great signage tools for grabbing the attention of the attendees. An important way to differentiate the message of each exhibitor, while maintaining the environment of the Conference, is in the strategic placement of signage and finding ways to optimize the available space. We have done this via the thoughtful use of mezzanine and foyer glass panels and various columns and floor space throughout the convention center and Hyatt. Now offering floor graphics throughout the venues.

### LOCATION HIGHLIGHTS

The following space has been highlighted for excellent visibility to advertise your booth location. These are high-traffic areas and open to the public. **See diagrams below for possible advertising space.**

Examples of the locations to advertise have been included below. (first-come, first-served availability)

#### **Glass Panels:** \$250/panel

Battelle Hall North Balcony (outside the General Session room)

Battelle Hall South (Exhibit Hall) West-side Mezzanine Glass

Battelle Hall South (Exhibit Hall) East-side Mezzanine Glass

#### **Columns:** \$300/space

Convention Center connector lobby area

Convention Center Attendee hub and lobby

#### **Floor:** \$300/space

Hyatt/Convention Center first and second floor meeting space

### PRICING

Above pricing includes production, installation, and removal, as well as a non-slip coating on floor graphics for safety. **Submission deadline:** December 30, 2018

**Ordering:** Complete and submit the Order form and Payment Authorization form below to [asummers@readingrecovery.org](mailto:asummers@readingrecovery.org).

**Installation:** February 9 and removal will be February 12 after 12:00 pm.

**GRAPHIC DETAILS – see online graphic portal for sizes and templates.** Floor graphics are non-slip.

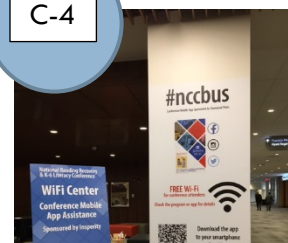
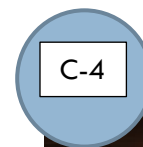
Below are a few examples of graphic placement options available. See more options online.

## Convention Center Battelle North Balcony and Connector Window & Column Placement Positions

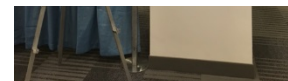
Each glass panel is roughly 59"W x 37.5"H (can purchase multiple panels to create one large mosaic)



**Convention Center Charging Center –  
High traffic areas**



**Hyatt Regency 2<sup>nd</sup> Floor Lobby**





## Convention Center Battelle Hall South (Exhibit Hall) East-Side Mezzanine Glass Placement Positions



Convention Center Battelle Hall South (Exhibit Hall) West-Side Mezzanine Glass Placement Positions

Floor graphics – Show them the way to your booth!  
(excludes Exhibit Hall)



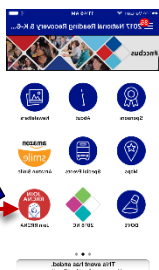
# Conference Mobile App - #nccbus

Don't forget to download the app! It is a free and a highly effective tool if you want to keep a pulse on the attendee buzz and conference highlights.

We are excited to share that in 2018, 86% of our attendees downloaded the conference mobile app! With this technology you are one touch away from connecting with the attendees and we recognize how important this is to your bottom line. It has many tools to drive traffic to your booth and showcase your products to attendees now and beyond the conference! **We will continue to offer all exhibitors a free basic Exhibitor Package. This includes an exhibitor listing and booth location on the interactive floor map. Participation in the Exhibitor Package is a great way to take advantage of the app's valuable exhibitor reference tool. The conference mobile app is a sponsored event. More details are listed in the Exhibitor & Sponsor Prospectus or contact us at [asummers@readingrecovery.org](mailto:asummers@readingrecovery.org) or (614) 310-7337 for more information and availability.**

## CONFERENCE MOBILE APP OPTIONS:

**Banner Ad** – Banner ads are front and center on the Conference mobile app and will help drive booth and website traffic, increase brand visibility, and can help boost sales. Attendees can easily connect with your company by tapping through and linking directly to your website. Consider the benefits of creating a smart banner ad that targets specific attendees and attracts them to your booth. Don't forget to add your booth # to your banner! **\$500/banner ad (one per exhibitor)**



**Exhibitor Icon** – An app icon is a visual anchor for your product (connect to a website or booth location on the interactive map). You can think of it as a tiny piece of branding that not only needs to look attractive and stand out, but ideally also communicates the core essence of your application. Why not create a beautiful and memorable icon that attracts attention to your booth and stands out on the Home screen? Your icon is the first opportunity to communicate, at a glance, with the attendee even before you arrive at the conference! **\$500 (one per exhibitor)**

**Push Notifications** - MOST POPULAR AND LIMITED AVAILABILITY! ORDER EARLY! Instantly reach attendees with important information, conference specials, alerts, updates, and more. The notification is an ideal way for exhibitors to connect with more attendees. Native apps allow you to create custom messages and send them to attendees anytime and anywhere. Similar to text messages, push notifications appear on the screen of an attendee's device even if the event app is closed. This allows exhibitors to ensure alerts and updates are always seen. Exhibitors can encourage attendees to visit their booth or view a company listing to learn more about products and services. A great way to connect with attendees before, during, and after the Conference! **\$250/push notification (maximum purchase 2 notifications/exhibitor)**



# PRINTED MEDIA & MARKETING OPTIONS

Display your company's branding and increase your company's visibility by purchasing any of these advertising or *a la carte* marketing options.

**A LA CARTE MARKETING OPTIONS** – If you are a sponsor, review your sponsorship benefits before purchasing any of these items below (scroll down to complete Order Form).

Increase company description in program from 10 words to 30	Program only	\$100
Add your company logo to onsite program exhibitor directory	Program only	\$100
Purchase a pre-show attendee mailing list (no emails)		\$400
Purchase a post-show attendee mailing list (no emails)		\$450

**ADVERTISING SPACE: Conference Registration Booklet and Program (conference registration booklet will reach over 40,000 potential prospects and offers pre-show visibility!)**

		REGISTRATION BOOKLET (Material Due August 15)	PROGRAM ONLY (Material Due December 30)
Description	Size	4/C	4/C
Inside Back Cover	7.5 x 9.75	N/A	\$3,000
Inside Front Cover	7.5 x 9.75	N/A	\$2,500
Full Page	7.5 x 9.75	\$1,575	\$1,750
(NEW) Full Facing Pages (no center spread)	7.5 x 9.75 (each page)	\$3,500	\$3,750
Half Page (Horizontal)	7.25 x 4.75	\$1,035	\$1,150
Half Page (Vertical)	3.5 x 9.75	\$1,035	\$1,150
Quarter Page	3.5 x 4.75	\$675	\$750
Coupon Ad	3.5 x 3	N/A	\$400

May mix ad sizes. Please indicate size for each ad on the **Marketing and Advertising Insertion Order form** below. **If you are a sponsor, please review your sponsorship benefits before placing your order** or contact us at (614) 310-7337 for clarification of your benefits.

Conference program inside covers will be sold to the first requests received. Please call us at (614) 310-7337 to verify availability before sending in your reservation and payment. All ads must be press-ready Adobe pdf files e-mailed to [asummers@readingrecovery.org](mailto:asummers@readingrecovery.org). Materials cannot be returned. Typesetting, copy alterations, and any necessary mechanical preparation will be charged to the advertiser. All advertising content is subject to review by RRCNA and ads may be rejected if deemed inappropriate.

# Marketing and Advertising Insertion Order Form

Company Name: \_\_\_\_\_

## MARKETING OPTIONS:

Marketing Options	Location	Price	QTY	Total
Marketing Partner Program	<b>Electronic</b>	<b>FREE</b>		\$No Charge
Increase company description in program from 10 words to 30	Program	\$100		\$
Add your company logo to onsite program exhibitor directory	Program	\$100		\$
Purchase a pre-show attendee mailing list (no emails) (Complimentary for Associate Members)	N/A	\$400		\$
Purchase a post-show attendee mailing list (no emails) (Complimentary for Associate Members)	N/A	\$450		\$
Conference mobile app banner	Mobile App	\$500/banner (1 per exhibitor)		\$
Conference mobile app icon	Mobile App	\$500/icon (1 per exhibitor)		\$
Conference mobile app push notification	Mobile App	\$250/message (max 2/ exhibitor/ day)		\$
Window Graphics	Select in portal	\$250		\$
Column Graphics	Select in portal	\$300		\$
Floor Graphics	Select in portal	\$300		\$
<b>TOTAL MARKETING ORDER:</b>				\$

## ADVERTISING SPACE RESERVATION:

		REGISTRATION BOOKLET (Material Due August 15)	PROGRAM ONLY (Material Due December 30)	TOTAL ITEMS PURCHASED
Description	Size	4/C	4/C	Total Cost
Inside Back Cover	7.5 x 9.75	N/A	\$3,000	\$
Inside Front Cover	7.5 x 9.75	N/A	\$2,500	\$
Full Page	7.5 x 9.75	\$1,575	\$1,750	\$
(NEW) Full Facing Pages	7.5 x 9.75	\$3,500	\$3,750	\$
Half Page (Horizontal)	7.25 x 4.75	\$1,035	\$1,150	\$
Half Page (Vertical)	3.5 x 9.75	\$1,035	\$1,150	\$
Quarter Page	3.5 x 4.75	\$675	\$750	\$
Coupon Ad	3.5 x 3	N/A	\$400	\$
<b>TOTAL COST:</b>				



# MARKETING AND ADVERTISING CONTRACT INFORMATION

Exhibitor Company Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Exhibitor contact name: \_\_\_\_\_ Email: \_\_\_\_\_

Exhibitor primary phone: \_\_\_\_\_

Marketing (Designer) contact name: \_\_\_\_\_ Email: \_\_\_\_\_

**ADVERTISING CONTRACT:** We authorize reservation of conference advertising space and marketing purchases for the 2019 National Reading Recovery & K-6 Literacy Conference, February 9-12 at the Greater Columbus Convention Center in Columbus, Ohio. We agree to comply with all terms and conditions, and further agree to pay the full advertising and marketing fee with this application.

Send the applicable Order form, Payment Authorization form, and art files by **August 15, 2018** to place an ad in the Conference Registration Booklet to **reach over 40,000 prospects**. Final deadline for the Conference Program is **December 30**. If you purchased any window, column, and/or floor graphics and/or mobile app options, art files are due by **December 30**. Push notification messages are due **December 30**. If you have any questions, call Amy Summers at (614) 310-7337 or [asummers@readingrecovery.org](mailto:asummers@readingrecovery.org).

**MARKETING CONTRACT:** We authorize the purchase of marketing options selected above for the 2019 National Reading Recovery & K-6 Literacy Conference, February 9-12 at the Greater Columbus Convention Center in Columbus, Ohio. We agree to comply with all terms and conditions, and further agree to pay the full marketing and advertising fee with this application.

\_\_\_\_\_  
AUTHORIZED SIGNATURE

\_\_\_\_\_  
Date

## Deadlines:

<b>August 15:</b>	<b>Copy deadline for registration booklet</b>
<b>December 30:</b>	<b>Copy deadline for conference program</b>
	<b>All art files due for advertisements and graphics</b>
	<b>Pre-show attendee list available</b>
<b>February 25</b>	<b>Post-show attendee list available</b>



# PAYMENT AUTHORIZATION

We have read the Advertising Terms and Conditions (located at the end of this document) and agree to comply with all terms and conditions. We further agree to pay the full fee with this application. We understand that advertising space cannot be assigned unless payment accompanies this order. The Reading Recovery Conference Committee will review each application and has the authority to accept or decline any application request.

**PAYMENT SUMMARY:** Company Name \_\_\_\_\_

	<u><b>TOTAL</b></u>
A La Carte Marketing Purchases	\$ _____
Advertising Insertion Order Total	\$ _____
Other _____	\$ _____
<b>GRAND TOTAL DUE: \$ _____</b>	

**METHODS OF PAYMENT:** Check Payment (**make check payable to RRCNA**) or Credit Card (VISA, MC, AMEX, DISCOVER)

**Mail Checks to:**

RRCNA – NATIONAL CONFERENCE EXHIBITS  
500 W. Wilson Bridge Road, Suite 250  
Worthington, OH 43085

**Credit Card Payments:**

Name as it appears on card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: State: Zip: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Confirmation Email: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code (on back of card): \_\_\_\_\_

Total amount to be charged: \$ \_\_\_\_\_

By signing below, you agree to Terms and Conditions and authorize payment for charges listed above.

\_\_\_\_\_  
AUTHORIZED SIGNATURE

\_\_\_\_\_  
Date

Please email all applicable applications and orders, along with the payment authorization form to Amy Summers at [asummers@readingrecovery.org](mailto:asummers@readingrecovery.org) or fax to (614) 310-7342. If you need assistance, call (614) 310-7337.

# Advertising Terms & Conditions

The application becomes a contract only upon acceptance by the Publisher.

**Definitions.** “Publisher” shall mean the Reading Recovery Council of North America (RRCNA), and “Advertiser” shall mean the advertising applicant named herein or any advertising agency working on behalf of the advertising applicant.

**Payment.** Invoices will be mailed at posted materials due dates for each issue, with payment due upon receipt of invoice. New advertisers will be invoiced at space reservation, with payment due prior to publication. Advertiser and Advertiser’s Agency, if any, shall be liable for payment under this contract. Publisher may invoice or bill Advertiser or Advertiser’s agency, at its sole discretion. If payment is not made when due, late charges, interest, and attorney’s fees at the maximum rate permitted by law (not to exceed 25 percent of the amount due hereunder) may be charged by Publisher to Advertiser or Advertiser’s agency. Notice of demand for payment of Advertiser or Advertiser’s agency shall be deemed notice to both. Payment by American Express, MasterCard, Discover, or Visa, or by check or money order is acceptable.

**Submissions.** Properly formatted materials must be submitted to Publisher. Failure to submit materials on a timely basis may result in re-publication of a prior ad or billing of Advertiser for the devoted space.

**Publisher Reservations.** Publisher reserves the right, in its sole discretion, to: (a) refuse any advertisements for any reason, including without limitation, political candidate or agenda ads, action committees, special-interest groups, or referendums; inappropriate ads endorsing products or services deemed not suitable to Publisher’s audience or in conflict with Publisher’s mission statement; ads conflicting with services, products, or programs offered by Publisher or its affiliates; or ads in breach of any of Advertiser representation or warranty; and (b) print the words “paid advertisement” at the top of any ad that might be confused with editorial content.

**Advertiser Representations and Indemnity.** Advertiser represents and warrants that: (a) it has read these additional Terms and Conditions; (b) that its representative submitting this agreement is authorized to do so and that the submissions may be relied upon as though it were a signed agreement; (c) that the materials submitted are not libelous, obscene, invasive of the privacy of any third party, and accurately portray the goods and services offered by Advertiser; (d) that no further permission or license is required of any third party prior to publication of the submitted material; (e) that publication of the submitted material does not infringe any copyright or other proprietary right held by any third party. Advertiser agrees to indemnify and hold harmless Publisher for any breach of these representations, including judgments, attorney’s fees, costs, and other damages.

**Limitations of Liability.** Publisher shall not be liable for failure to publish an ad due to labor disputes, accidents, fires, Acts of God, or any other circumstance beyond the control of Publisher. In no event will Publisher liability hereunder exceed amounts paid by Advertiser to Publisher under this agreement. This agreement may not be invalidated for wrongful insertion or omissions by Publisher. Publisher may issue credit to Advertiser for wrongful insertions or omissions.

**Entire Agreement.** This is the entire agreement between the parties concerning the subject matter herein and may be amended only in writing signed by both parties.

**Choice of Law.** This agreement shall be governed and construed in accordance with the laws of the State of Ohio and venue for any cause or suit arising hereunder shall lie in Franklin County, Ohio.

**Waiver:** Waiver by publisher of any right hereunder shall not operate as a waiver of any other remedy.