SIOR 2012
OPPORTUNITIES CATALOG

WORLD CONFERENCES
ADVERTISING

CONFERENCE ADVERTISING

Conference Mobile App

SIOR has gone mobile to create a first-rate on-the-go experience for conference attendees. Using the app, you will be able to easily access conference session and speaker information, the schedule of events, exhibitor and sponsor profiles and information, maps of the hotel and exhibit hall, an attendee list, as well as create your own personal schedule.

This conference app has a longer shelf-life beyond the three-day conference as members can view the app long after the conference is over, and new information can continue to be pushed out during and after the conference.

The app is available for iPad, iPhone, Android, BlackBerry, and any smartphone that has web-enabled browser capability, and offers many useful year-round features. App users can:

- Review sessions and add them to their app & mobile phone calendars
- Search for exhibitors and find them on the floormap
- Download exhibitor brochures
- Stay in-the-know with mobile alerts (see Page 16 for details)
- Follow or join in on the Twitter feed
- Link with friends and share event photos

The SIOR Conference Mobile App will provide exhibitors with the opportunity for mobile sponsorships and promotion through banner ad and multimedia advertising. This gives exhibitors a far-reaching, cost-effective way of advertising in this brand new medium. It's a handy tool for the conference, and even after the conference, providing users with an industry reference tool long after the conference is over. Since exhibitor content appearing on the app is managed by the exhibitors themselves, it's a place to point new business prospects whenever new information is available, on a device they use daily right in the palm of their hands.

SIOR Live Conference Twitter Feed App Display

Take advantage of this free additional way to market yourself and your company. Follow our live conference Twitter feed, found within the app, and include the hashtag within your tweet to show up on the live feed.

SIOR 2012
OPPORTUNITIES CATALOG

WORLD CONFERENCES
ADVERTISING

CONFERENCE ADVERTISING

Advertise in the Conference Mobile App (Per Conference).

Gold Package: (1)   Price: $15,000
- Secondary splash page ad (full page on app, appears everytime app is opened)
- Included banner ad & landing page (see Page 14)
- Included multimedia video package (see Page 15)
- Six text message alerts (two per day)
- Exhibitor or sponsor highlighted listing (for current exhibitors/sponsors) — highlighted listing on exhibitor/sponsor directory list to help you stand out
- Highlighted colored booth space on floor plan to stand out and be easily found
- App store screenshot presence — screenshots of app pages with your company logo will be used in iTunes, Android Market, BB market, etc.
- Weighted banners — your banner ad will be shown three times more than any other banner ad

Silver Package: (3)   Price: $7,000
- Included banner ad & landing page (see Page 14)
- Included multimedia video package (see Page 15)
- Exhibitor or sponsor highlighted listing (for current exhibitors/sponsors) — highlighted listing on exhibitor/sponsor directory list to help you stand out
- Highlighted colored booth space on floor plan to stand out and be easily found
- Weighted banners — your banner ad will be shown two times more than any other banner ad

Multimedia Video Package: Price: $3,000/ad
- This option includes a rotating banner ad that clicks to a full-screen landing page ad with your own customized video embedded in it, or to your exhibitor/sponsor (if applicable) listing page with video link embedded in it.

Banner Ad & Full-Screen Landing Page Package: Price: $2,000/ad
- Package includes a rotating banner ad appearing on the app dashboard that clicks to a full-screen landing page of your design, then to multiple hotspot URL's or your exhib,tor/sponsor listing page.

Text Message Alert Package   Price: $1,000 (1 text message alert, 1 in-app alert)
- Drive traffic to your event or booth by sending a mobile alert (short message) to all attendees who have the app. The package includes two differently delivered messages (one text message alert, one in-app alert message). See Page 16 or more details.

* All ads are subject to review and must meet design standards. Design assistannce and ad creation available for additional fees.

For questions and inquiries, contact Lizzy Koenst at lkoenst@sior.com or 202.449.8222.

SIOR 2012
OPPORTUNITIES CATALOG

WORLD CONFERENCES
ADVERTISING

Gold Package
Provides you with the following:

Secondary Full-Screen Splash Page that appears every time someone opens the app (shown right), app market presence (not shown) and the below features:
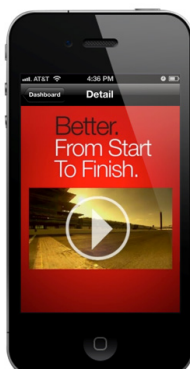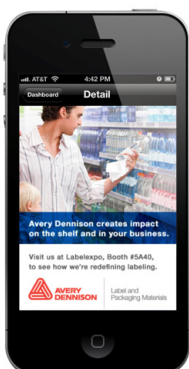
Silver Package
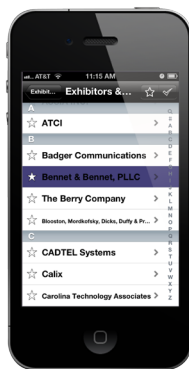Provides you with the following:

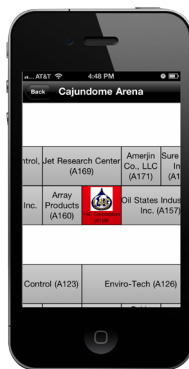All of the below features (except the secondary splash page, the text alerts, and the app store presence (not shown)

Banner Ad & Full-Screen Landing Page

Video Ad

Highlighted Exhibitor Listing and Logo Placement/Colored Background on Floormap

Text Alert

SIOR 2012
OPPORTUNITIES CATALOG

Multimedia Video Package
Includes a rotating Banner Ad that clicks to a full-screen landing page ad with your own customized video link embedded, or to your exhibitor/sponsor listing page (if applicable) with an embedded link to your video that you can stream, download, or email. Utilizing multimedia video allows you to personally welcome attendees, introduce or showcase products, or provide demonstrations.

Banner Ad & Full-Screen Landing Page Package
Banner ads rotate at the top of the dashboard page every 20-30 seconds. When tapped, they take the user to a full-screen landing page. Tap the landing page to be taken to an outside URL or exhibitor/sponsor listing.

Promote a product, a booth event, a show
discount or a special guest.
Drive traffic to your booth
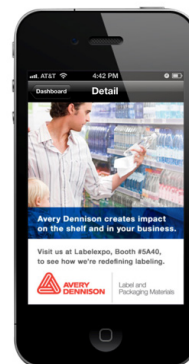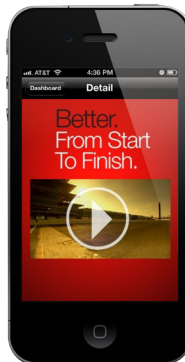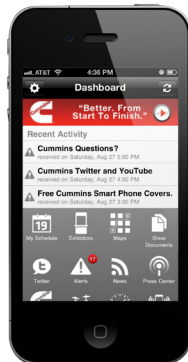
SIOR 2012
OPPORTUNITIES CATALOG

WORLD CONFERENCES ADVERTISING

Text Message Alert Package

Drive traffic to your booth by sending a mobile alert to all attendees who have downloaded the app.

On the iPhone, push alerts appear as a transparent message on the screen while the app is closed. Tapping it will open the app and take the user directly to the alert message.

On all smartphones, the three most recent alerts appear on the dashboard page. Tapping on the alert will open directly to the entire alert message. All alerts are stored in the Alerts section with notification of new alerts. Alerts can be purchased post-conference to provide post-event follow up.

Limit one text message (iPhone push notification) alert per company per day, and one in-app (non push notification) alert per day. Daily maximum total of all app push alerts is eight. Additional alerts (in-app only) can still be purchased once text message alert quota is filled. First come, first served.
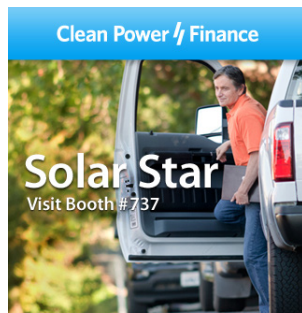
SIOR 2012
OPPORTUNITIES CATALOG

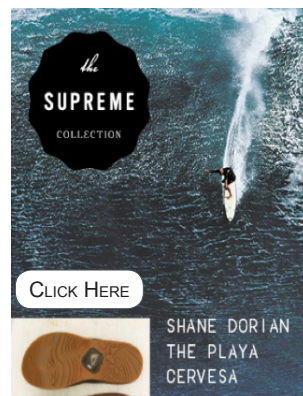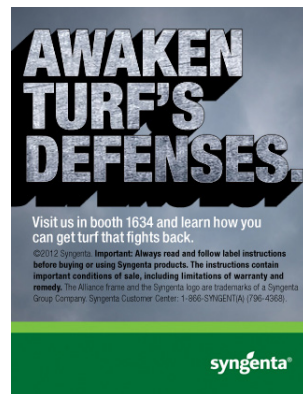# WORLD CONFERENCES
ADVERTISING

Banner Ad & Landing Page Samples

Banner Ad Specs: Format is .png or .jpg, 72 dpi; Size is 320x55 pixels
Landing Page Specs: Format is .png or .jpg, 72 dpi; Size is 320x418 pixels

WORLD CONFERENCES — ADVERTISE

Design Requirements

All ads must contain button graphics such as "Product Info," "Click Here," "Go," "View More," "More Info."

SIOR has the right to review and reject any ad that does not meet its professional or design quality standards. For design suggestions and assistance, please contact Lizzy Koenst, lkoenst@sior.com, 202.449.8222.

For $150 we will offer graphic art services provided by our app vendor.

Banner/Video Recommendations:

- No visible graphic borders

- Include your company website URL

- Contact phone numbers

- Include booth # (if applicable)

- Highlight any of the following: Coupons, contest info, special offers, special guests, etc.

- Company product info

- Keep the live copy a minimum of ½ inch from trim size for bleed ads.

- SIOR Members, if applicable - don't forget the SIOR designation!

Video Details

Video can be viewed by either clicking on banner ad and accessing through an embedded link on the landing page, or an embedded link on the exhibiting/sponsoring listing page (if applicable). It is recommended to link to the exhibitor page, where there are more options to stream, download, or email the video.

If placing your video on the landing page, when designing the landing page ad, please allow enough room for the video to be embedded.

HD h264 with AAC audio. If the video is being shot in 16:9, we can accept it in that format. Cropping it to be 3:2 is acceptable, but only if adding letterbox to output, which is done automatically.

Text Message Alerts

Text alerts titles should be no more than 30 characters. A longer detailed description can be included for when the alert details are selected. We recommend you include the date, time, and location of any event you may be teasing.

Additional Charges

A design fee my be incurred for any work SIOR does on behalf of the customer. Advertiser materials delivered beyond deadline are subject to additional charges.
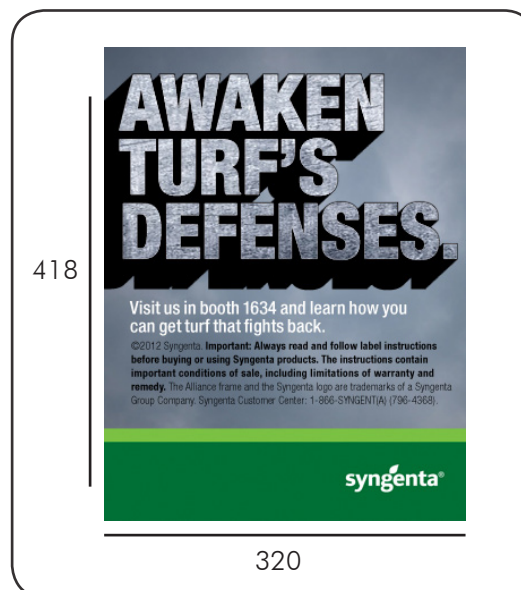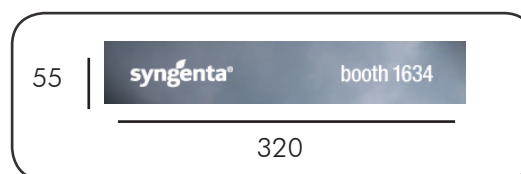
Banner Specs:	
Format:	.jpg 72
Size:	320x55 pixels

Landing Page Specs:	
Format:	.jpg 72
Size:	320x418 pixels

WORLD CONFERENCES — ADVERTISE

Issue and Submission Closing Dates

Publisher is not liable for non-delivery or late delivery of advertisements beyond publishers's control. If the new advertisement does not reach publisher by material deadline, publisher reserves the right to repeat previous ad.

Submit all materials to SIOR via Dropbox account, contact Lizzy Koenst for details at lkoenst@sior.com.

Issue	Insertion Order Deadline	Material Deadline
Spring World Conference App	March 22	April 5
Fall World Conference App	September 6	September 20

Placing an Order

All orders are processed on a first come, first serve basis. To place an order, complete the conference app insertion order form and submit to lkoenst@sior.com or fax it securely to 202.517.9151. SIOR must receive an insertion order to process yoour request.

Submitting Materials

All materials must be received by SIOR by the material deadline. Materials are subject to review by SIOR for quality assurance and requirement approval. SIOR reserves the right to reject an ad and request redesign if it does not meet the design standards.

To submit materials, SIOR will create a unique Dropbox account where you can upload all files and forms easily. We recommend you notify lkoenst@sior.com upon completion of file upload to insure confirmation. Materials can also be emailed to lkoenst@sior.com.

Design Assistance

Having trouble with your design or text copy? SIOR can offer design/copy assistance for a fee of $150/ad. Contact Lizzy Koenst, SIOR Director of Programs at lkoenst@sior.com for inquiries.

Reporting & Statistics

Approximately 3-4 weeks post-conference, we will provide a report of app usage, including, but not limited to:

* Banner ad impressions
* Click-thru's
* Text message alert open rates
* Number of video & handout downloads
* Number of bookmarks
* Amount of events added to calendar, etc.
* Length of visit on exhibitor/sponsor page listings

NOW SUBMIT MATERIALS EASY USING A UNIQUE DROPBOX FOLDER JUST FOR YOU!

WORLD CONFERENCES — ADVERTISE

Company Information:

COMPANY NAME: _____   WEBSITE: _____

STREET ADDRESS: _____   PHONE: _____

CITY: _____

STATE/PROV., ZIP/P.C.: _____

CONTACT NAME: _____   PHONE: _____

TITLE: _____   EMAIL: _____

Conference Mobile Advertising Rate	Price
Gold Package (1)	☐ $15,000
Silver Package (3)	☐ $7,000
Multimedia Video Package	☐ $3,000
Banner Ad Package*	☐ $2,000
Text Message Alert Package (2/day per company)** Must complete form on Page 20	☐ $1000
Select Alert Options Below: ___Tues. ___ Wed. ___Thur. ___Fri. ___ Sat. ___Sun. ___Mon.	Total # Alerts _____ Total Alerts Cost $_____
	Total Price $_____

☐ Spring World Conference

☐ Fall World Conference

*Rotating banner ads are displayed on a random basis. For media submission information, see Page 17.

**Companies receive one text (iPhone push notification) alert, and one in-app alert per day. There is also an app limit of eight total text (push) notification alerts per day. Requests are fulfilled on a first-come, first-serve basis. Additional alerts are allowed, but will not be sent via push-phone alerts.

☐ I have read and agree to all terms and conditions.   ☐ Invoice   ☐ Mastercard   ☐ VISA   ☐ AMEX

Date: _____

Print Name: _____

Title: _____

Signature: _____

Ad Space Fee: _____
3% Processing Fee: _____   (credit card only)
Total (USD): _____

Exp. Date: _____   CVV # _____
Card #: _____
Signature: _____

Fax form to 202.517.9151 (Note: If paying by check, please include a copy of the form and mail to address below)

THE SOCIETY OF INDUSTRIAL AND OFFICE REALTORS®   Direct all questions to Lizzy Koenst
1201 New York Avenue, NW, Suite 350   Director of Programs
Washington, DC 20005-6126   202.449.8222, lkoenst@sior.com

WORLD CONFERENCES — ADVERTISE

Company Information:

COMPANY NAME: _____   WEBSITE: _____

STREET ADDRESS: _____   PHONE: _____

CITY: _____

STATE/PROV., ZIP/P.C.: _____

CONTACT NAME: _____   PHONE: _____

TITLE: _____   EMAIL: _____

Alert One (Text Message/Push Alert)*

DATE OF ALERT: _____   TIME OF ALERT**: _____ ☐ a.m. ☐ p.m.

TEXT ALERT MESSAGE TITLE — PHONE PUSH NOTIFICATION (30 CHARACTERS OR LESS):

_____

_____

DESCRIPTION

_____

_____

_____

_____

Alert Two (In-App Alert)

DATE OF ALERT: _____   TIME OF ALERT*: _____ ☐ a.m. ☐ p.m.

TEXT ALERT MESSAGE TITLE — PHONE PUSH NOTIFICATION (30 CHARACTERS OR LESS):

_____

_____

DESCRIPTION

_____

_____

_____

_____

* One text message (iPhone push notification) alert and one in-app (non-push) alert max per day, per company. Requests are processed on a first come, first served basis. There is an app limit of eight total push notification alerts per day. Additional alerts are allowed, but will not be sent via push-phone alerts.

**TIMES ARE NOT GUARANTEED.

Fax form to 202.517.9151 (Note: If paying by check, please include a copy of the form and mail to address below)

The SOCIETY OF INDUSTRIAL AND OFFICE REALTORS®
1201 New York Avenue, NW, Suite 350
Washington, DC 20005-6126

Direct all questions to Lizzy Koenst
Director of Programs
202.449.8222, lkoenst@sior.com