



**BOOTH
BLAST!**

Here's a cost-effective way to promote your presence at RI17!

Act now to reserve 1 of only 36 packages available!

Exhibiting at Railway Interchange 2017? Great! Now it's time to maximize your ROI by ensuring the nearly 10,000 attendees SEE what you're offering. Introducing *BOOTH BLAST!* — a low-cost, easy-to-execute, and targeted way to promote your new products, services, and presence at the show. Choose one of two packages:

Booth Blast Platinum: \$4,999 (2 pre-show e-mailings & a booth video)	Booth Blast Gold: \$3,500 (booth video only)
<ul style="list-style-type: none"> • Your company will be included in <u>2</u> pre-show email blasts to all pre-registered RI attendees • We'll film a 2-minute video right in your booth — then host it on the RI website, distribute it to all attendees following the show via email, and supply directly to you — to distribute as you wish! 	<ul style="list-style-type: none"> • Includes the 2-min booth video and distribution tactics outlined in the Platinum package (at left)

Hundreds of exhibitors will be at RI 2017 — but only 36 Booth Blast slots will be available. Reserve *yours* today!
[See back page for more details & reservation form. >>>](#)



More about RI Booth Blast!

Endorsed by Railway Interchange (RI) and executed by Smith Marketing Services, LLC — a long-time participant in the railroad industry and member of Railway Supply Institute — Booth Blast packages are designed to maximize your exposure at, and investment in, the Railway Interchange exhibition. Two packages are available:

Booth Blast Platinum: \$4,999
(two pre-show e-mailings & booth video)

With this package, your company will be featured in:

- Two, pre-show email blasts — titled “All-Star Exhibitors” — to be sent to all, pre-registered attendees (~8,000-10,000). Your plug will include your booth description (35 words), company logo/link, and one product photo (250 x 250 px). The two mailings will be sent mid-August and early September, 2017.
- A custom, 2-minute, interview-style “All-Star Exhibitor” video filmed in your booth— then hosted on RI website, distributed via email to all attendees following the show, and yours to keep/distribute as you wish! (SMS will even include tips on ways to share your video for maximum ROI.)

Booth Blast Gold: \$3,500
(booth video only)

With this package, your company will be featured in:

- A custom, 2-minute, interview-style “All-Star Exhibitor” video filmed in your booth— then hosted on RI website, distributed via email to all attendees following the show, and yours to keep/distribute as you wish! (SMS will even include tips on ways to share your video for maximum ROI.)

**See samples of similar booth
interview videos developed for RI at
www.onlinesms.com/reserve-boothblast**

Questions? Contact Smith Marketing Services, LLC — 95 Brown Road, Ithaca, NY 14850 | 607.257.7000 | info@onlinesms.com | www.onlinesms.com

Pricing

Select the package your company is purchasing: **Booth Blast Platinum (\$4,999)** or **Booth Blast Gold (\$3,500)**

Upon receipt of this completed form, Smith Marketing Services will invoice for 50% of the package price, payable on receipt; an invoice for the remaining balance of 50%, also due upon receipt, will be sent following RI 2017. *(Based on limited availability of this package (36 packages) -- SMS reserves the right to decline applications received after capacity has been reached; SMS likewise reserves the right to cancel the RI Booth Blast promotion in its entirety for any reason, refunding in full any deposits made by exhibiting companies should such a cancellation occur.)*

Exhibitor Information

Company Name _____

RI17 Booth# _____

Authorizing Contact (please print)

Email _____

Office Tel _____

Address _____

City _____ St _____ Postal# _____

Country _____

By signing below, I acknowledge that I have read, understand, and agree to the terms, pricing, and deliverables of this promotional package.

Authorizing Contact Signature

Date _____

Additional Payment Information

- Invoices will be mailed to the Authorizing Contact (at left) *unless* an alternative contact is included below.

Alternative payment contact (please print)

Email _____

Office Tel _____

Address _____

City _____ St _____ Postal # _____

Country _____

- If a purchase order is required & must be included on the invoices, write the P.O. # here: _____

- When received, invoices may be paid via mailed check or ACH payment (ACH information to be supplied with invoice).

RETURN COMPLETED FORM TO: info@onlinesms.com or fax to 607.257.2389