My PCI
Media Kit and Promotional Opportunities

Periodicals
PCI Journal (bimonthly)
Ascent (quarterly)
Aspire (quarterly)

Communications
My PCI Update (monthly)
PCI Website (monthly)
Membership Directory (annually)

Events
World of Concrete (Jan.)
Convention and National Bridge Conference (Feb.)
Big Beam (July–Sept.: 15-month program)
The Tour (Sept.)
Committee Days and Membership Conference (Oct.)

Founded in 1954, the Precast/Prestressed Concrete Institute (PCI) is the technical institute for the precast/prestressed concrete structures industry.

PCI also serves as the industry trade association, advancing members’ interests by offering meetings and networking opportunities, awards programs, and much more.

Check the website often for the most accurate information and latest updates; or contact PCI sales staff to receive updates when new opportunities become available.

Contact sales@pci.org or call (312) 360-3206 or (312) 583-6784.
PCI Journal® is a bimonthly publication that includes peer-reviewed papers on the latest international research on the analysis, design, materials, construction, and repair of precast and/or prestressed concrete structures.

Many of these papers will later inform the design handbooks and building codes used in our industry. As PCI’s flagship publication, PCI Journal plays a vital role in building and disseminating the Body of Knowledge.

National Circulation

8400

58% producers; 17% engineers; 13% suppliers; 9% erectors; 1% architects; 1% international; 1% other affiliations

2018 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Bonus Distributions</th>
<th>Ad Close Date</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>World of Concrete</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PCI Convention and National Bridge Conference/The Precast Show</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mar. – April</td>
<td>DBIA Transportation</td>
<td>Feb. 2</td>
<td>Feb. 9</td>
</tr>
<tr>
<td></td>
<td>Parking structures</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May – June</td>
<td>ASBI Grouting Certification Training</td>
<td>Apr. 5</td>
<td>Apr. 12</td>
</tr>
<tr>
<td>Bridges</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July – Aug.</td>
<td>PCA Professors’ Workshop</td>
<td>Jun. 7</td>
<td>Jun. 14</td>
</tr>
<tr>
<td></td>
<td>Slabs, panels, hollow-core</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PCI Committee Days and Membership Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Design Buyer’s Guide insert</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Innovation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

No cancellations will be accepted after the closing date for advertising insertion orders. The publisher reserves the right to publish a previous ad if new art or instructions are not received by the material due date.

PCI JOURNAL BUYER’S GUIDE – The Buyer’s Guide is placed in the Sept. – Oct. issue. Ad is one 40-word listing with logo and contact information. Limited to PCI organizational members.

Contact sales@pci.org, or call (312) 360-3206 or (312) 583-6784.
Periodicals
PCI Journal®

Rates

<table>
<thead>
<tr>
<th>Premium Positions</th>
<th>Member Rate</th>
<th>Nonmember Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$3605</td>
<td>$5250</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3465</td>
<td>$4950</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3195</td>
<td>$4615</td>
</tr>
<tr>
<td>First Page</td>
<td>$3495</td>
<td>$4615</td>
</tr>
<tr>
<td>Belly Band</td>
<td>$3100</td>
<td>$4615</td>
</tr>
</tbody>
</table>

Insertion Ads

<table>
<thead>
<tr>
<th>Insertion Ads</th>
<th>Member Rate</th>
<th>Nonmember Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-Page Spread</td>
<td>$4260</td>
<td>$5510</td>
</tr>
<tr>
<td>Full-Page</td>
<td>$3296</td>
<td>$3700</td>
</tr>
<tr>
<td>Half-Page</td>
<td>$2575</td>
<td>$2920</td>
</tr>
<tr>
<td>Buyer’s Guide</td>
<td>$550</td>
<td>N/A</td>
</tr>
<tr>
<td>Classified Ad</td>
<td>$206</td>
<td>$320</td>
</tr>
</tbody>
</table>

Available for full-page four-color ads only. Advertiser required to furnish schedule of insertions at start of contract period. Contracts for premium positions cannot be canceled. Rate is per insertion.

Reduced rates apply for multiple placements; contact sales@pci.org, or call (312) 360-3206 or (312) 583-6784 for rates and availability.

Specifications

All images should be CMYK and 300 dpi, high vector EPS. Please send all finished ads as PDF or TIFF files.

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Final Ad Dimensions (w · h)</th>
<th>Live Image Area (w · h)</th>
<th>File Dimensions (w · h; incl. 0.25 in. bleed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-Page</td>
<td>16.25 in. × 10.875 in.</td>
<td>15.75 in. × 10.375 in.</td>
<td>16.75 in. × 11.375 in.</td>
</tr>
<tr>
<td>Full-Page</td>
<td>8.125 in. × 10.875 in.</td>
<td>7.625 in. × 10.375 in.</td>
<td>8.625 in. × 10.875 in.</td>
</tr>
<tr>
<td>Junior Spread</td>
<td>16.25 in. × 4.625 in.</td>
<td>15.75 in. × 4.125 in.</td>
<td>16.75 in. × 5.125 in.</td>
</tr>
<tr>
<td>Half-Page</td>
<td>7 in. × 4.625 in.</td>
<td>6.5 in. × 4.125 in.</td>
<td>7.5 in. × 5.125 in.</td>
</tr>
<tr>
<td>Belly Band</td>
<td>18 in. × 6 in. (incl. wrap overlap)</td>
<td>15.75 in. × 5.5 in. (incl. 2.25 in. safety for glue overlap)</td>
<td>18.5 in. × 6.5 in.</td>
</tr>
</tbody>
</table>

Publisher's protective clause: Advertisers and their agencies assume liability for all content (including text, representation, and illustrations) of advertisement printed, and assume responsibility for any claims arising therefrom made against the publisher.

Rate protection: The publisher may revise rates on 90 days’ notice. Sponsors may cancel their orders at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the rate has been earned up to the date of cancellation.

Publisher error: The publisher’s liability for any error will not exceed the cost of the advertisement in question.

NOTE: PCI preflights all advertisements to find problems such as missing fonts, low-resolution photos, or color problems. PCI is not responsible for improperly prepared files. PCI will attempt to notify agency/advertiser if a problem is found with native files. The publisher is not responsible for improperly submitted files, but will request that they be resubmitted.
Periodicals
Ascent®

Ascent® magazine is a free quarterly publication of the Precast/Prestressed Concrete Institute and great resource for architects, engineers, owners, developers, general contractors, and other stakeholders in the construction industry. Each issue features in-depth case studies highlighting precast concrete industry trends and innovative design, comprehensive articles on specific design challenges from industry experts, and special features on the high-performance attributes of precast concrete.

National Circulation
33,000+
69% architects, 18% developers and owners, 8% contractors; 4% engineers and consultants; 1% other

2018 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Bonus Distributions 5000+</th>
<th>Ad Close Date</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>• PCI Convention and National Bridge Conference/The Precast Show&lt;br&gt;</td>
<td>Nov. 15</td>
<td>Nov. 22</td>
</tr>
<tr>
<td>Parking Structures</td>
<td>• World of Concrete</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring</td>
<td>• American Institute of Architects&lt;br&gt;</td>
<td>Feb. 23</td>
<td>Mar. 2</td>
</tr>
<tr>
<td>PCI Annual Design Awards</td>
<td>• International Parking Institute&lt;br&gt;</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Structural Engineering Institute</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summer</td>
<td>PCI Committee Days&lt;br&gt;Architectural Façades &amp; Building Envelopes</td>
<td>June 8</td>
<td>June 15</td>
</tr>
<tr>
<td>Fall</td>
<td>DBIA/Offsite Construction Expo</td>
<td>Aug. 29</td>
<td>Sep. 5</td>
</tr>
</tbody>
</table>

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Contact sales@pci.org, or call (312) 360-3206 or (312) 583-6784.
Rates

### Regional Premium Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Member Rate</th>
<th>Nonmember Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$4354</td>
<td>$4987</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3960</td>
<td>$5486</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3748</td>
<td>$5250</td>
</tr>
<tr>
<td>Belly Band</td>
<td>$5385</td>
<td>$5670</td>
</tr>
</tbody>
</table>

### National Premium Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Member Rate</th>
<th>Nonmember Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$4488</td>
<td>$5486</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$4495</td>
<td>$6037</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3937</td>
<td>$5670</td>
</tr>
<tr>
<td>First Page</td>
<td>$5985</td>
<td>$7927</td>
</tr>
<tr>
<td>Belly Band</td>
<td>$5985</td>
<td>$6280</td>
</tr>
</tbody>
</table>

### Insertion Ads – National

<table>
<thead>
<tr>
<th>Position</th>
<th>Member Rate</th>
<th>Nonmember Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-Page Company Profile</td>
<td>$9150</td>
<td>$13,200</td>
</tr>
<tr>
<td>Two-Page Product Profile</td>
<td>$8500</td>
<td>$10,600</td>
</tr>
<tr>
<td>Full-Page</td>
<td>$5355</td>
<td>$7822</td>
</tr>
</tbody>
</table>

Reduced rates apply for multiple placements; contact sales@pci.org, or call (312) 360-3206 or (312) 583-6784 for rates and availability.

Specifications

- **Final Trim Size:** 9 in. × 10.875 in.
- **Live Area:** 8 in. × 9.875 in. (All pertinent matter should be kept 0.5 in. from trim on all four sides.)
- **Bleed Area:** 9.25 in. × 11.125 in.
  (Create ad to trim size and extend bleed 0.125 in. beyond trim size on all four sides.) All measurements are in inches (width by height).

Ads must be created at 100% of size at 300 dpi at 100% size used (high resolution = 2 × line screen (150 line) = 300 dpi at 100% size used). All images should be CMYK and 300 dpi, high vector EPS. *Please send all finished ads as PDF or TIFF files.*

- **Publisher’s protective clause:** Advertisers and their agencies assume liability for all content (including text, representation, and illustrations) of advertisement printed, and assume responsibility for any claims arising therefrom made against the publisher.

- **Rate protection:** The publisher may revise rates on 90 days’ notice. Sponsors may cancel their orders at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the rate has been earned up to the date of cancellation.

- **Publisher error:** The publisher’s liability for any error will not exceed the cost of the sponsorship in question.

**NOTE:** PCI preflights all advertisements to find problems such as missing fonts, low-resolution photos, or color problems. PCI is not responsible for improperly prepared files. PCI will attempt to notify agency/advertiser if a problem is found with native files. The publisher is not responsible for improperly submitted files, but will request that they be resubmitted.
ASPIRE® is a valuable resource to key individuals and principal stakeholders in the bridge design, construction, and maintenance community. Since its launch in 2007, ASPIRE has had one focus: to bring practical, cutting-edge knowledge (design ideas, practical solutions, lessons learned) to the designers, specifiers, and owners of concrete bridges.

National Circulation

22,000+

34% design consultants; 27% bridge contractors; 13% municipal engineers; 10% DOTs & FHWA; 7% engineers; 6% suppliers; 3% academia

Recurring Features

- Online version
- Aesthetic Commentary (by noted architect/engineer Fred Gottemoeller)
- State article
- FHWA Update
- Concrete bridge technology
- City/County article
- Featured Consultant or Contractor
- A Professor’s Perspective
- LRFD Briefing
- Concrete Connections

2018 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Bonus Distributions</th>
<th>Ad Close Date</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>• Transportation Research Board Meetings • World of Concrete • PCI Convention and National Bridge Conference/The Precast Show</td>
<td>Nov. 13</td>
<td>Nov. 23</td>
</tr>
<tr>
<td>Spring</td>
<td>• AASHTO Subcommittee on Bridges and Structures Annual Meeting • International Bridge Conference • PTI Convention • DBIA Transportation Conference</td>
<td>Feb. 12</td>
<td>Feb. 22</td>
</tr>
<tr>
<td>Summer</td>
<td>• PCA Professors Seminar • AASHTO Subcommittee on Materials Annual Meeting</td>
<td>May 14</td>
<td>May 24</td>
</tr>
<tr>
<td>Fall</td>
<td>• ASBI Annual Convention • Annual Buyer’s Guide • PCI Committee Days and Membership Conference</td>
<td>Aug. 14</td>
<td>Aug. 24</td>
</tr>
</tbody>
</table>

No cancellations will be accepted after the closing date for advertising insertion orders. The publisher reserves the right to publish a previous ad if new art or instructions are not received by the material due date.
### Rates

<table>
<thead>
<tr>
<th>Premium Position Rates</th>
<th>Inside Front Cover</th>
<th>Inside Back Cover</th>
<th>Back Cover</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15%</td>
<td>10%</td>
<td>25%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color Insertion Rates</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread</td>
<td>$11,375</td>
<td>$10,840</td>
<td>$10,325</td>
</tr>
<tr>
<td>Full-page</td>
<td>$6500</td>
<td>$6200</td>
<td>$5900*</td>
</tr>
<tr>
<td>Half-page</td>
<td>$4250</td>
<td>$4000</td>
<td>$3750</td>
</tr>
<tr>
<td>1/3-page</td>
<td>$3500</td>
<td>$3250</td>
<td>$3000</td>
</tr>
</tbody>
</table>

*4X bonus: Web banner and FREE listing in Buyer’s Guide

### Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width × Height</th>
<th>Ad Size</th>
<th>Width × Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread with bleed</td>
<td>16.25 in. × 10.875 in.</td>
<td>1/2 page vertical</td>
<td>4.562 in. × 7 in.</td>
</tr>
<tr>
<td>Spread</td>
<td>15.125 in. × 10 in.</td>
<td>1/2 page horizontal</td>
<td>7 in. × 4.625 in.</td>
</tr>
<tr>
<td>Full page with bleed</td>
<td>8.125 in. × 10.875 in.</td>
<td>1/3 page vertical</td>
<td>2.25 in. × 10 in.</td>
</tr>
<tr>
<td>Full page</td>
<td>7 in. × 10 in.</td>
<td>1/3 page horizontal</td>
<td>4.562 in. × 4.562 in.</td>
</tr>
<tr>
<td>Concrete Bridge Preservation (CBP) Section ONLY</td>
<td>1/4 page vertical</td>
<td>3.375 in. × 4.625 in.</td>
<td></td>
</tr>
</tbody>
</table>

Ad dimensions are TRIM size and must include 0.125 in. bleed beyond the trim size.

Final trim size: 8.125 in. × 10.875 in.

Live Area: 7 in. × 10 in.

All images should be CMYK and 300 dpi, high vector EPS. *Please send all finished ads as PDF or TIFF files.*

**NOTE:** PCI preflights all advertisements to find problems such as missing fonts, low-resolution photos, or color problems. PCI is not responsible for improperly prepared files. PCI will attempt to notify agency/advertiser if a problem is found with native files. The publisher is not responsible for improperly submitted files, but will request that they be resubmitted.

### Contact

Please contact Jim Oestmann or Tracey Aaron for advertising contracts for *ASPIRE*®.

**Jim Oestmann**
Advertising Sales Manager
(847) 924-5497
joestmann@arlpub.com

**Tracey Aaron**
Advertising Account Manager
(815) 404-1762
taaron@arlpub.com
My PCI Update is a monthly email newsletter distributed to all PCI members. PCI receives readership feedback on a regular basis.

**Distribution**
6500+

**Open Rate**
20%

43% organizational; 30% engineering staff; 13% executives; 9% architects; 5% academic

**Banner Ad Rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Top Banner</th>
<th>Standard Banner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Month</td>
<td>$525</td>
<td>$425</td>
</tr>
<tr>
<td>Per Year</td>
<td>$5300</td>
<td>$4100</td>
</tr>
</tbody>
</table>

*Banner Ad Specs: Files must be 800 × 70 pixels (width × height), 96 dpi, JPEG (.JPG) format.*

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**Rate protection:** The publisher may revise rates on 90 days’ notice. Sponsors may cancel their orders at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the rate has been earned up to the date of cancellation.

**Publisher error:** The publisher’s liability for any error will not exceed the cost of the advertisement question.

**NOTE:** PCI preflights all sponsorships to find problems such as missing fonts, low-resolution photos, or color problems. PCI is not responsible for improperly prepared files. PCI will attempt to notify agency/sponsor if a problem is found with native files. The publisher is not responsible for improperly submitted files, but will request that they be resubmitted.

Contact sales@pci.org, or call (312) 360-3206 or (312) 583-6784.
PCI member advertising is allowed on the Members Only main page of each website resource page listed below. Limited to one ad per page and 10 total ad spaces.

a) Business Resources
b) Marketing Resources
c) Productivity Resources
d) Education Resources
e) Quality Assurance Resources
f) Research Reports
g) Sustainability Resources
h) Technical Resources
i) Member News & Communications
j) Leadership PCI

Website Ad Rate Per Page

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Per Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Month</td>
<td>$350</td>
</tr>
<tr>
<td>Per Year</td>
<td>$3500</td>
</tr>
</tbody>
</table>

Website Ad Specs: Files must be 250 × 250 pixels (width × height), 96 dpi, JPEG (.JPG) format.

Contact sales@pci.org, or call (312) 360-3206 or (312) 583-6784.
**PCI BIG BEAM COMPETITION**

**SPONSOR PROGRAM OVERVIEW**

PCI conducts an annual engineering student competition, known as The Big Beam Competition. Each student team works with a professor advisor to fabricate and test a precast/prestressed concrete beam. In many cases, the team also works with a local precast/prestressed concrete producer. The average participation is 150+ students, making up 30+ teams.

Target audience: Academics/students (future industry decision-makers) and PCI producer members

**PROGRAM DURATION**

The 2017-2018 competition runs the full academic year. The Big Beam sponsorship starts at the program launch in July and concludes at the Awards Ceremony in October at the PCI Committee Days and Membership Conference (15 months).

**SPONSOR BENEFITS**

- **Civil Engineering (including all subdisciplines) or Technology**
  - Year-round recognition on PCI website and education page

- **PCI Website**
  - Year-round recognition on PCI website and education page

- **PCI Social Media**
  - Sponsors highlighted on PCI social media and linked to the YouTube video channel
PCI BIG BEAM COMPETITION 2017-18

- **PCI Publications**
  - Recognition in press releases and other promotional materials
  - One full-page ad highlighting sponsors to run in *PCI Journal*® (issue to be determined). $3200 value. *PCI Journal* reaches 8000 precast concrete fabricators, engineers, architects, academics, and government officials.
  - Two half-page ads announcing winners and acknowledging sponsors, to run in *Aspire*® magazine (issues to be determined). $2250 value. *Aspire* reaches 22,000 bridge design professionals and owner agencies.
  - One half-page ad announcing winners and acknowledging sponsors, to run in *PCI Journal*. Depending on availability, one-time half-page ad ($2500 value) or full-page ($3200 value). *PCI Journal* reaches 8000 precast concrete fabricators, engineers, architects, academics, and government officials.

- **On-Site Recognition**
  - Logo placement on oversized check presented to winners at 2017 Committee Days and Membership Conference
  - Photo of winners to be used in future competition promotions
  - Podium mention at presentation of check to award winners at 2017 Committee Days and Membership Conference
  - Looping video presentation of Big Beam teams and sponsor acknowledgment

- **Custom Option**
  - Option to send representative to the judging to be held on-site at the PCI office in Chicago, summer (dates TBD)
  - Participant contact information provided to sponsors for the purpose of providing students with programs and products

**DELIVERABLE MATERIALS**

Sponsor logos should be sent to sales@pci.org.

**RATE**

Sponsorships are $7500.

For more information, contact sales@pci.org, or call (312) 360-3206 or (312) 583-6784.
INTRODUCING the NEW PCI TOUR 2017, an exclusive productivity and quality improvement event specifically designed for key precast plant personnel. We are only inviting select industry partners to become part of this event.

TOUR HIGHLIGHTS:
• The new TOUR 2017 logo, which will be featured on all promotional items
• A limited number of scholarships to PCI Gen Next Leaders
• Innovations, improvements, new products, and efficiencies that all participants will want to take back and share

DON’T MISS THE OPPORTUNITY TO BE A PART OF THE TOUR 2017!
(opportunities are on a first come, first served basis) Contact: Jean Furlan or Trice Turner: sales@pci.org
A maximum of 200 attendees, including sponsors

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

**TUESDAY OR WEDNESDAY RECEPTION/DINNER** $7000
*EXCLUSIVE SPONSORSHIP FOR BOTH NIGHTS* $12,000

- Banner ad(s) in printed program (inserted at event listing)
- Podium recognition
- On-site signage
- Website recognition
- Recognition in promotional material (member e-blast, My PCI Update, preliminary program; sent to every registrant with the Tour logo attached)
- Logo on event website
- **Includes two registrations per event night ($1200 value)**

**TOUR SHIRTS** $10,000 (EXCLUSIVE SPONSORSHIP)

- Recognition in printed program
- Your logo included on official t-shirt, the Tour 2017 t-shirts distributed to every registered attendee
- Each preregistered attendee will receive this shirt along with recognition of the Tour 2017 t-shirt sponsor
- Recognition in promotional material (member e-blast, My PCI Update, preliminary program; sent to every registrant)
- Logo on event website
- **Includes one registration ($600 value)**

**INNOVATION AND CULTURE SPEAKER** $6500

National experts challenge the status quo and share concrete tools for creating disruptive innovation, strengthening leadership teams, and culture building

- Banner ad included in program
- Recognition in promotional material (member e-blast, My PCI Update, preliminary program; sent to every registrant)
- Logo on event website
- **Includes one registration ($600 value)**

**PPE ATTENDEE PACKAGE (PROVIDED TO EACH PARTICIPANT)** $10,000
*EXCLUSIVE SPONSORSHIP, THE TOUR LOGO ALSO INCLUDED*

- Your logo on the Tour safety gear that participants will wear during the Tour and continue to use at work
- Your company logo will be prominently displayed on the following
  - OSHA hard hat
  - Safety vest
  - (Safety glasses and ear plugs also included in PPE package)
- Recognition in promotional material (member e-blast, My PCI Update, preliminary program; sent to every registrant)
- Banner ad included in program (inserted at event listing)
- Logo on event website
- **Includes one registration ($600 value)**

**TOUR DEMONSTRATION** $5000
*LIMITED TO 5*

Your company can be part of the Tour!
This unique opportunity offers on-site presentation time (approximately 15 minutes) with every attendee. Contact TheTour@pci.org for schedule and application

- Recognition in program
- Recognition in promotional material (member e-blast, My PCI Update, preliminary program; sent to every registrant)
- Logo on event website
- **Includes one registration ($600 value)**
TOUR BREAK SPONSOR: ONE DAY $3000, BOTH DAYS $5000 (LIMITED TO TWO SPONSORS PER DAY)

- Your logo attached to two sides of the Tour break mobile. Refreshments (water/soda) and snacks. Breaks are provided three times per tour days. Break mobile travels with the Tour.
- Company branded koozies
- Recognition in program
- Recognition in promotional material (member e-blast, My PCI Update, preliminary program; sent to every registrant)
- Logo on event website
- **Includes one registration ($600 value)**

BAG SPONSOR: $5000 (EXCLUSIVE SPONSORSHIP)

- Recognition in printed program
- Your logo included on official bag distributed to every registered attendee
- Recognition in promotional material (member e-blast, My PCI Update, preliminary program; sent to every registrant)
- Logo on event website
- **Includes one registration ($600 value)**

BREAKFAST SPONSOR: ONE DAY $1000 OR THREE DAYS $2500 (LIMITED TO TWO SPONSORS PER DAY)

- Tour members welcomed each morning with a hot breakfast and coffee before boarding the bus
- Recognition included in program.
- Recognition in promotional material (member e-blast, My PCI Update, preliminary program; sent to every registrant)
- Logo tabletop signs
- Logo on event website

MIX DESIGN SCHOOL AFTERNOON BREAK: $2000 (EXCLUSIVE SPONSORSHIP)

- Logo signage at break station
- Banner ad included in program
- Recognition in promotional material (member e-blast, My PCI Update, preliminary program; sent to every registrant)
- Logo on event website

TABLETOPS: $1000 (LIMITED TO 13)

- Recognition in promotional material (member e-blast, My PCI Update, preliminary program; sent to every registrant)
- Logo on event website

PRINTED PROGRAM ADS

- FULL PAGE $3000
- FULL PAGE FRONT COVER INSIDE $4000
- FULL PAGE BACK COVER $5000
- HALF PAGE $2000
- QUARTER PAGE $1500
- BUSINESS CARD $500

PRINTED PROGRAM INCLUDES
- Plant Tour Profiles
- Full Agenda
- Ideas That Pay Off
- Future Leaders

AD SPECS

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Image Area</th>
<th>File Size</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>Final Ad Size 8.5 in. × 11 in.</td>
<td>8 in. × 10.5 in.</td>
<td>9 in. × 11.5 in. (includes 0.25 in. bleed)</td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td>Final Ad Size 8.5 in. × 5.5 in.</td>
<td>8 in. × 5 in.</td>
<td>9 in. × 6 in. (includes 0.25 in. bleed)</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>Final Ad Size 4 in. × 5.25 in.</td>
<td>3.75 in. × 5 in.</td>
<td>4 in. × 5.25 in.</td>
<td></td>
</tr>
<tr>
<td>Business Card</td>
<td>Final Ad Size 3.5 in. × 2 in.</td>
<td>3.75 in. × 2.25 in.</td>
<td>3.75 in. × 2.25 in. (includes 0.125 in. bleed)</td>
<td></td>
</tr>
</tbody>
</table>

SPONSORSHIP ORDERS DUE: July 14, 2017
FINAL ART DUE: August 11, 2017
Please send ad artwork to: production@pci.org
PDF OR TIFF FILES ONLY
300 DPI
CMYK

INTRODUCING the NEW PCI TOUR 2017

- Innovations, improvements, new products, and efficiencies that all participants will want to take back and share
- ATLANTA TOUR STOPS: $10,000
- Atlanta Structural Concrete, Coreslab Structures, Metromont Corp., Standard Concrete Products, Tindall Corp.
- $12,000
- $7000

ATTENDEE PACKAGE (PROVIDED TO EACH PARTICIPANT)

- Tour and continue to use at work
- Tour logo on safety gear that participants will wear during the Tour
- Safety vest
- OSHA hard hat
- (Safety glasses and ear plugs also included in PPE package)

INNOVATION AND CULTURE SPEAKER

- Plant Tour Profiles
- Full Agenda
- Ideas That Pay Off
- Future Leaders

EXCLUSIVE SPONSORSHIP FOR BOTH NIGHTS

- Includes two registrations per event night ($1200 value)
- Logo on event website
- Recognition in promotional material (member e-blast, My PCI Update, preliminary program)
- Website recognition
- Banner ad(s) in printed program (inserted at event listing)

DON’T MISS THE OPPORTUNITY TO BE A PART OF THE TOUR 2017!
## EVENT SPONSORSHIP Opportunities

### Member Luncheon
Friday 10/6; two sponsorships available  
$5000 each

This prestigious awards luncheon will be attended by all PCI members (400+).

<table>
<thead>
<tr>
<th>Breaks</th>
<th>Coffee, soda, snack</th>
<th>Two sponsorships available per break</th>
<th>Wednesday 10/4</th>
<th>Thursday 10/5</th>
<th>Friday 10/6</th>
<th>$2500 each; $4000 for two</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>One break: PM only</td>
<td>Two breaks: AM and PM</td>
<td>Two breaks: AM and PM</td>
<td></td>
</tr>
</tbody>
</table>

### Morning Coffee and Rolls
Be the morning hero to every attendee.  
Two sponsorships available per day  
$2500 each; $4000 for two

<table>
<thead>
<tr>
<th>Photo Schedule</th>
<th>Wednesday 10/4</th>
<th>Thursday 10/5</th>
<th>Friday 10/6</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3:00 pm – 6:30 pm</td>
<td>9:30 am – 3:00 pm</td>
<td>9:30 am – 10:45 am</td>
</tr>
</tbody>
</table>

### Headshots
One sponsorship available  
$5500

This unique service will be highlighted in conference promotions, on-site signage, and in the final program. We all appreciate a quick and easy way to update our professional profiles.
BRANDING Opportunities

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Quantity</th>
<th>Sponsorships available</th>
<th>Benefits include</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lanyards</td>
<td>$2500</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Recharging Stations</td>
<td>$1500 (for two)</td>
<td>4</td>
<td>2</td>
<td>Be in charge of the recharging stations where attendees will connect their devices and also with one another.</td>
</tr>
<tr>
<td>Floor Clings</td>
<td>$1500</td>
<td>Set of 10</td>
<td>2</td>
<td>Large floor graphics providing directions throughout the event space.</td>
</tr>
<tr>
<td>Hotel Key Cards</td>
<td>$2700</td>
<td>1</td>
<td>1</td>
<td>Your company brand is a key part of the conference experience and will be given to all attendees registered at the host hotel.</td>
</tr>
<tr>
<td>Event Backpack</td>
<td>$2500</td>
<td>1</td>
<td>1</td>
<td>The best bags yet, this year PCI offers clear stadium-compliant event bags. These bags will travel from the conference to the stadiums.</td>
</tr>
<tr>
<td>Water Coolers and Water Bottles</td>
<td>$8000</td>
<td>1</td>
<td>1</td>
<td>Every participant will use your branded high-quality 12-hour water bottle and replenish their water at the highly visible branded water coolers.</td>
</tr>
</tbody>
</table>

Wall Graphics

High-visibility graphics murals located in the most central meeting points of the event space. Prices include printing, application, and removal.

<table>
<thead>
<tr>
<th>Location</th>
<th>Pricing</th>
<th>Number of graphics per size, locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artist Foyer (six available)</td>
<td>1 for $3500</td>
<td>(1) 57.875 in. × 60 in. E</td>
</tr>
<tr>
<td></td>
<td>2 for $6000</td>
<td>(2) 58.875 in. × 60 in. A, F</td>
</tr>
<tr>
<td></td>
<td>3 for $8500</td>
<td>(3) 90 in. × 60 in. B, C, D</td>
</tr>
<tr>
<td></td>
<td>4 for $10,500</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 for $13,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6 for $15,000</td>
<td></td>
</tr>
<tr>
<td>Hall Leading to Artist Foyer (one available)</td>
<td>$1500</td>
<td>(1) 39 in. × 60 in.</td>
</tr>
</tbody>
</table>
## EXHIBITING Opportunities

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Available</th>
<th>Benefits include</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table Tops</td>
<td>$1500</td>
<td>27</td>
<td>7 ft × 7 ft space with 6 ft table, pipe and drape, chair. Company description in on-site program.</td>
</tr>
<tr>
<td>Premium Table Top Locations</td>
<td>$1750</td>
<td>Six 312, 314, 316, 400, 403, 406</td>
<td></td>
</tr>
</tbody>
</table>

## ADVERTISING Opportunities

<table>
<thead>
<tr>
<th>On-site program advertising</th>
<th>Price</th>
<th>Available</th>
<th>Benefits include</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page Back Cover</td>
<td>$3000</td>
<td>1</td>
<td>The printed program every attendee will refer to throughout the entire meeting and beyond.</td>
</tr>
<tr>
<td>Full-Page Inside Front Cover</td>
<td>$2000</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Full-Page Ad</td>
<td>$1200</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Belly Band</td>
<td>$1500</td>
<td>1</td>
<td>Included in the stadium bags provided for every attendee. Advertiser provides the literature to be inserted. PCI pre-approval required.</td>
</tr>
<tr>
<td>Bag Inserts</td>
<td>$2000</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>
PCI Events

CONVENTION & NATIONAL BRIDGE CONFERENCE
AT THE PRECAST SHOW
FEBRUARY 20 – 24, 2018 | DENVER, CO

PROMOTIONAL PROSPECTUS

» Committee Meetings
» The Latest Innovations
» Educational Sessions, and
» Peer-reviewed Paper Presentations

An outstanding opportunity to showcase your brand and products.

SPONSORSHIP OPPORTUNITIES

Women in Precast (WIP) Reception
Thursday, February 22, 7:00 p.m. – 8:30 p.m.
Capitol Foyer, Hyatt Regency

Be part of the 14th year celebrating Women in Precast.

From the first invitation to the takeaway goody bags, every guest will remember you for sponsoring this unique and special event. Your logo will be included in the printed convention program, in all personalized e-vites and e-vite reminders, napkins and goody bags.

(4) $3000  (1) $2000 Exclusive logo on glassware
(1) $11,000 Exclusive Sponsor
($12,000 with stemless glassware logo)

Design Awards Reception
Friday, February 23, 5:00 p.m. – 7:00 p.m.
Mile High Ballroom, Convention Center

An event to be remembered! Be part of the elegant Design Awards Reception. Your logo will appear in the event program, on the website, and be spotlighted during the event.

(4) $3500  (1) Exclusive Sponsor $12,000

Annual Membership Meeting and Awards Luncheon
Thursday, February 22, 11:45 a.m. – 1:45 p.m.
Mile High Ballroom, Convention Center

Join your peers at this notable staple event. Your logo will be included in the event program, on the website, and be spotlighted during the event.

(2) $2500  (1) Exclusive $4500
**BRANDING**

**The Event Backpack**
The best bags yet, this year PCI offers clear stadium-compliant event bags. These bags will travel from the conference to the stadiums.
(1) $6000

**Lanyards**
Your company will be featured on one side of the official lanyards worn during the entire event by all attendees of the PCI Convention and National Bridge Conference and The Precast Show.
(1) $3500 (two sponsors total)

**Floor Clings**

**Convention Space**
(4) sets of 10 $3200 (includes your logo on 3 ft × 3 ft graphics placed throughout the conference center)

**PCI Convention Meeting Space**
(2) sets of 5 $2100 (includes your logo on 3 ft × 3 ft graphics placed throughout the meeting space)
(1) set of 13 $4000 (13 secures exclusivity)

**Jumbo Floor Graphic**
Make a huge impact! Exclusive floor graphic at the central PCI meeting space: the Mile High Ballroom, venue for meetings, lunches, and reception.
Contact sales for a custom package.
Sales@pci.org | 312-583-6784

**People Movers**
Be one of four exclusive sponsors on the three carts available to attendees throughout the main floor of the Convention Center. Carts will operate over 17 hours (just prior to and) during The Precast Show.
(4) $3000

**Railing Window Clings**
The railing is centrally located across from registration, within 40 ft of the PCI meeting entrance, and overlooks the Mile High Ballroom.
(5) $1500 (3 ft w × 4 ft h consecutive panels available)

**Water Bottles**
Every participant will use your high-quality 12-hour water bottle as they replenish their water all day long during committee meetings and throughout the entire event: at the Convention, on the flight home, and back at their workplace.
(1) $6500

**Welcome Package**
Be the first to greet each attendee at the Hyatt Regency (PCI host hotel).
Contact sales for a custom package.
Sales@pci.org | 312-583-6784

**Departure Package**
Provide a thank you to each attendee and leave a lasting impression sure to be remembered. Hyatt Regency (PCI host hotel).
Contact sales for a custom package.
Sales@pci.org | 312-583-6784

**Hotel Key Cards**
Hyatt Regency. Be a key part of the Convention experience.
(1) $6000
CONVENTION & NATIONAL BRIDGE CONFERENCE AT THE PRECAST SHOW

SPONSOR-OF-THE-DAY PROGRAM

Interested in the highest level of exposure? Stand out from your competition while demonstrating your dedication to the industry: become a Sponsor of the Day and get exposure all ... day ... long ...

Your company logo on:
- Prominent signage
- Snacks
- Coffee sleeves
- Recharging stations

<table>
<thead>
<tr>
<th></th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anticipated Attendance</td>
<td>$5000</td>
<td>$10,000</td>
<td>$15,000</td>
<td>$15,000</td>
<td>$5000</td>
</tr>
<tr>
<td>Committee Meetings</td>
<td>½ day</td>
<td>Full day</td>
<td>Full day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education Sessions</td>
<td>½ day</td>
<td>Full day</td>
<td>Full day</td>
<td>Full day</td>
<td>½ day</td>
</tr>
<tr>
<td>Breaks</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>The Precast Show</td>
<td></td>
<td></td>
<td>√</td>
<td>√</td>
<td>½ day</td>
</tr>
</tbody>
</table>

Print Ads

Convention Program

<table>
<thead>
<tr>
<th>Ad Placement</th>
<th>Cost</th>
<th>Deadline</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$3000</td>
<td>01/03/2018</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2700</td>
<td>01/03/2018</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2200</td>
<td>01/03/2018</td>
<td></td>
</tr>
<tr>
<td>Full Page Ad</td>
<td>$2000</td>
<td>01/03/2018</td>
<td></td>
</tr>
<tr>
<td>Belly Band</td>
<td>$4000</td>
<td>01/03/2018</td>
<td></td>
</tr>
<tr>
<td>Pocket Guide (1) Exclusive</td>
<td>$2000</td>
<td>01/03/2018</td>
<td>Pocket Guide: 3.5 in. × 6.5 in. • Live image area: 3.0 in. × 6.0 in. • File Size: 4.0 in. × 7.0 in. • High-res. press-ready files, CMYK, 300 dpi</td>
</tr>
<tr>
<td>Event Bag Inserts (3)</td>
<td>$3000</td>
<td></td>
<td>Contact us at <a href="mailto:sales@pci.org">sales@pci.org</a> or 312-583-6784 to arrange details.</td>
</tr>
</tbody>
</table>

Cover and Full Page: Final Ad Size: 8.5 in. × 11 in. • Live image area: 8 in. × 10.5 in. • File Size: 9 in. × 11.5 in. (includes 0.25 in. bleed) • High-res. press-ready files, CMYK, 300 dpi

Belly Band: Final Ad Size: 19 in. × 6 in. • Live image area: 18.5 in. × 5.5 in. • File Size: 19.5 in. × 6.5 in. (includes 0.25 in. bleed) overlap 2 in. • High-res. press-ready files, CMYK, 300 dpi
PCI Events

CONVENTION & NATIONAL BRIDGE CONFERENCE AT THE PRECAST SHOW

ORDER FORM

Company:

Name:

Email:

Events

☐ WIP Reception or ☐ Exclusive WIP Reception Sponsor
☐ Design Award Reception or ☐ Exclusive Design Award Reception Sponsor
☐ Member Awards Luncheon or ☐ Exclusive Member Awards Luncheon Sponsor
☐ Sponsor of the Day ☐ T ☐ W ☐ Th ☐ F ☐ Sa

Branding

☐ Event Backpacks ☐ Lanyard ☐ Floor Clings ☐ Jumbo Floor Graphic
☐ Hotel Key Card ☐ People Movers ☐ Window Clings (railing) ☐ Water Bottles (12-hour)
☐ Welcome Package ☐ Departure Package

Advertising in Convention Program

☐ Back Cover ☐ Inside Front Cover ☐ Inside Back Cover ☐ Full-Page
☐ Belly Band ☐ Pocket Guide ☐ Event Bag Insert

Contact sales@pci.org, or call 312-583-6784 or 312-360-3206.
Member Reception

**Sponsorship Opportunity at the PCI Member Reception**

**Tuesday, January 23, 2018, 5 p.m. to 7 p.m.**

This intimate event will be held at Piero’s Italian Cuisine (in the famous Monkey Bar), conveniently located across from the convention center, immediately following the PCI West Chapter and Mountain State Chapter meetings.

**Company logo will be included on:**

- Invitations (e-vites and reminders to PCI meeting attendees)
- Event tickets (distributed at the PCI West Chapter and Mountain State Chapter meetings on Tuesday)
- PCI website event page
- On-site at the event (bar signs, napkins)

**Three sponsorship opportunities are available, $2500 each.**

**Piero’s Italian Cuisine**

355 Convention Center Drive  
Las Vegas, NV 89109  
702-369-2305

Contact sales@pci.org or call 312-583-6784 or 312-360-3206 to secure this opportunity or to learn more.