



iBeacon Reservation Form

Exhibit Dates: January 20 - 23, 2017 · Georgia World Congress Center, Atlanta, GA

Your company can be part of this! Over 100 beacons will be deployed at the Midwinter Meeting to deliver relevant content to attendees. ALA will work with **BluuBeam** once again to offer the iBeacon program. This emerging technology allows us to deliver content to attendees (and exhibitors) who download and utilize the Bluubeam app.

15 beacons are available to exhibitors!

So we don't overload app users while on the exhibit floor, only 15 beacons will be available to exhibitors. The app message sent to users will allow those 15 to:

- Present a graphic image or logo
- Link to a website or pdf
- Provide a discount code or coupon

Visit <https://www.youtube.com/watch?v=8-Ssht32EcY> for a short video demonstrating the BluuBeam app functionality. You can also visit the iTunes App Store or Google play to download the app.

This drives traffic to your booth! (And it's easy for the recipient.) The beacons will be positioned in 4 high-traffic areas:

- Registration, reaching every app user when they arrive at the convention center
- Entrances to Exhibit Hall
- Your booth

Pricing:

Package (includes your message being pushed from your booth, registration and exhibit hall entrances) \$750

Don't delay! These limited opportunities will go fast. Complete the form below to reserve the best locations to deliver your message, or contact Paul Graller, phone: 312-280-3219, pgraller@ala.org.

YES, count me in.

Company Name: _____

Address (No. P.O. Boxes, please): _____

City/State/Zip: _____

Contact Name: _____

Telephone: _____ Fax: _____

Email: _____

Method of Payment:

____ Check: Make payable to the American Library Association
Send to: American Library Association Exhibits, 52142 Eagleway, Chicago IL 60678

____ Charge: ___ VISA ___ Master Card ___ American Express

Card Number:

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 Expiration Date:

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Cardholders Name _____

Cardholders Signature _____
This line must be signed.

Return this form to pgraller@ala.org, fax: 630-434-1216.