

# Sponsorship & Promotional Opportunities Application & Contract

**EXHIBITS & CONFERENCE:** February 16-18, 2011

Las Vegas Convention Center | Las Vegas, Nevada USA | [www.TheRoofingExpo.com](http://www.TheRoofingExpo.com)

Complete the online Booth Contract at  
[www.TheRoofingExpo.com](http://www.TheRoofingExpo.com)



Exhibiting Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

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

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Country: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Toll-Free: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Web Address: \_\_\_\_\_

### Exclusive Sponsorships

- Welcome Party .....\$20,000 \$ \_\_\_\_\_
- Badge Lanyards.....\$ 17,500 \$ \_\_\_\_\_
- Conference Bags .....\$ 10,000 \$ \_\_\_\_\_
- ExpoCard – front .....\$ 8,500 \$ \_\_\_\_\_
- ExpoCard – back .....\$ 4,500 \$ \_\_\_\_\_
- Keynote/Power Panel .....\$ 7,500 \$ \_\_\_\_\_
- Badge Holder Pick-Up Counter.....\$ 5,750 \$ \_\_\_\_\_
- Expo Brochure Ad.....\$ 5,000 \$ \_\_\_\_\_
- Schedule-at-a-Glance.....\$ 3,000 \$ \_\_\_\_\_

### Non-Exclusive Sponsorships

- Community Service Day .....\$20,000 \$ \_\_\_\_\_
- Exhibitor Product Clinics.....\$12,000 \$ \_\_\_\_\_
- Welcome Party - Non-Exclusive.....\$ 10,000 \$ \_\_\_\_\_
- Brand Building Package .....\$ 6,500 \$ \_\_\_\_\_
- Badge Mailing Insert .....\$ 3,000 \$ \_\_\_\_\_
- Build Your Business Package .....\$ 3,000 \$ \_\_\_\_\_
- Registration Ticket Giveaway .....\$ 3,000 \$ \_\_\_\_\_
- Conference Bag Insert.....\$ 2,500 \$ \_\_\_\_\_
- Conference Session.....\$ 2,500 \$ \_\_\_\_\_
- Kiosk .....\$ 1,800 \$ \_\_\_\_\_
- Billboard Signs .....\$ 1,600 \$ \_\_\_\_\_
- E-mail Blast .....\$ 1,500 \$ \_\_\_\_\_
- Floor Logo .....\$ 750 \$ \_\_\_\_\_
- Create Your Own Package ..... TBD \$ \_\_\_\_\_
- Enclosed Meeting Space  
300 sq. ft. ....\$ 3,500 \$ \_\_\_\_\_
- Enclosed Meeting Space  
200 sq. ft. ....\$ 2,500 \$ \_\_\_\_\_
- Enclosed Meeting Space  
100 sq. ft. ....\$ 1,500 \$ \_\_\_\_\_

### Product Showcase

- Anchor Package .....\$ 5,000 \$ \_\_\_\_\_
- Product Showcase Package .....\$ 1,500 \$ \_\_\_\_\_
- 4' x 4' free standing display .....\$ 700 \$ \_\_\_\_\_
- 6' x 2' table display .....\$ 550 \$ \_\_\_\_\_
- 3' x 2' table display .....\$ 350 \$ \_\_\_\_\_

### Program & Event Guide Advertising

- Program Cover Ad .....\$ 6,000 \$ \_\_\_\_\_
- Back Cover 4/C .....\$ 4,000 \$ \_\_\_\_\_
- Inside Front Cover 4/C .....\$ 3,750 \$ \_\_\_\_\_
- Inside Back Cover 4/C.....\$ 3,750 \$ \_\_\_\_\_
- Full Page (Page 1) 4/C .....\$ 3,750 \$ \_\_\_\_\_
- Page 1 of Exhibitor Section .....\$ 3,000 \$ \_\_\_\_\_
- Page 1 of Conference Section .....\$ 3,000 \$ \_\_\_\_\_
- Full Page 4/C .....\$ 2,450 \$ \_\_\_\_\_
- 1/2 Page 4/C .....\$ 1,600 \$ \_\_\_\_\_
- 1/4 Page 4/C .....\$ 1,000 \$ \_\_\_\_\_
- Floor Plan Program Listing .....\$ 525 \$ \_\_\_\_\_
- Green Showcase.....\$ 500 \$ \_\_\_\_\_
- Product Showcase.....\$ 500 \$ \_\_\_\_\_
- Metal Marketplace Showcase .....\$ 500 \$ \_\_\_\_\_
- Other Demand Position.....\$ 500 \$ \_\_\_\_\_
- Exhibitor Listing Logo 4/C .....\$ 475 \$ \_\_\_\_\_
- Exhibitor Listing Logo B/W.....\$ 300 \$ \_\_\_\_\_
- Additional Listing .....\$ 250 \$ \_\_\_\_\_

**(A) Total Sponsorship Cost \$ \_\_\_\_\_**

### hanleywoodCONNECT (100% payment required)

#### NEW PACKAGES

- Online Value Package**  
(upgraded web listing, online product preview, press release show special & 1000 e-mail credits) \$ 1,350 \$ \_\_\_\_\_
- Ultimate Online Profile**  
(upgraded web listing, online product preview, press release & show special).....\$ 750 \$ \_\_\_\_\_
- Upgraded Web Listing**.....\$ 350 \$ \_\_\_\_\_

#### EXHIBITOR VIDEOS

- Exhibitor Video PLUS .....\$ 1,250 \$ \_\_\_\_\_
- Exhibitor Video.....\$ 750 \$ \_\_\_\_\_

#### WEB BANNERS

- Homepage Premium (180 x 150px) ..\$ 2,500 \$ \_\_\_\_\_
- Homepage Button (125 x 125px).....\$ 1,000 \$ \_\_\_\_\_

#### E-MAIL ATTENDEES

- 500 E-mail Credits.....\$ 250 \$ \_\_\_\_\_

**(B) Total hanleywoodCONNECT Cost \$ \_\_\_\_\_**

### RETURN APPLICATION & PAYMENT TO:

Int'l Roofing Expo  
P.O. Box 612128  
Dallas, Texas USA 75261-2128

### FOR OVERNIGHT MAIL:

6191 N. Hwy. 161, Suite 500  
Irving, Texas USA 75038

Toll-free: 800.684.5761  
Outside USA: 972.536.6415  
[www.TheRoofingExpo.com](http://www.TheRoofingExpo.com)

**PLEASE SEND ORIGINAL,  
SIGNED CONTRACT (NO COPIES).**

### METHOD OF PAYMENT:

Please check one:

- Check made payable to:  
**Int'l Roofing Expo**
- Wire / Money Order
- Credit Card  
Complete the online contract or contact us for a credit card form.

### QUESTIONS?

Please contact Show Management at  
800.684.5761, 972.536.6415 or  
Exhibit@TheRoofingExpo.com.

All payments should be in U.S. funds. Exhibitors are responsible for all bank collection fees and/or discounts associated with their payments.

50% deposit\* due when submitting contracts prior to October 19, 2010.

100% due for contracts submitted after October 19, 2010.

\*Full payment required for hanleywoodConnect Sponsorships

The 2010 exclusive sponsorship holders have first right-of-refusal for the 2011 Expo until June 24, 2010. Above promotion rates are non-commissionable. Sponsorships and advertising are non-refundable. Detailed descriptions of all promotions are available online at [www.TheRoofingExpo.com](http://www.TheRoofingExpo.com).

### CALCULATE THE CONTRACT TOTAL

**(A) Sponsorship Cost \$ \_\_\_\_\_**  
**(B) hanleywoodCONNECT Cost \$ \_\_\_\_\_**

**CONTRACT TOTAL: \$ \_\_\_\_\_**

### CALCULATE THE DEPOSIT

50% x Sponsorship Cost \$ \_\_\_\_\_  
+ 100% hanleywoodCONNECT Cost \$ \_\_\_\_\_

**DEPOSIT TOTAL: \$ \_\_\_\_\_\***

**Please Enclose a  
Check for this amount  
100% Payment Due:  
OCTOBER 19, 2010**

### FOR SHOW MANAGEMENT USE ONLY

Date Received: \_\_\_\_\_  
Deposit Received: \_\_\_\_\_  
CO ID#: \_\_\_\_\_  
AE: \_\_\_\_\_

We have read and understand the eligibility requirements stated above. We also understand this application becomes a binding contract when accepted by Hanley-Wood and that all deposits/final payments are non-refundable.

**Required**

**Signature: x** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

We agree to abide by the terms and conditions of the 2011 Int'l Roofing Expo Booth Application & Contract.