

# 2011 SPONSORSHIP & ADVERTISING OPPORTUNITIES

## EXCLUSIVE SPONSORSHIPS

### WELCOME PARTY..... \$20,000

This is a great opportunity to increase your exposure, meet face-to-face with attendees and take center stage as the industry comes together to celebrate on opening night. You will be the exclusive sponsor of the party; there will be no co-sponsors.

*As the sponsor, you will receive:*

- One page, four-color ad in the Program & Event Guide
- Tickets for distribution to your customers
- Reserved VIP area at the party
- Logo printed on napkins, cups or other promotional items
- Recognition on the admission tickets and show website
- Recognition on event signage
- Recognition in the Expo Brochure and Program & Event Guide

### BADGE LANYARDS..... \$16,000

Hang your company's name around the neck of every attendee at the show. Just provide us with your logo and we'll make sure every attendee receives a lanyard with their badge holder as they arrive at the show. Show Management will produce lanyards.

*As the sponsor, you will receive:*

- One-color logo on lanyards
- One page, four-color ad in the Program & Event Guide
- One-time use of attendee list through bonded mail house
- Recognition in the Expo Brochure and Program & Event Guide

### CONFERENCE BAGS..... \$10,000

Every conference attendee will receive a conference bag with your logo printed on the front, making this a great opportunity to reach over 1,000 conference attendees. Show Management will produce the bags.

*As the sponsor, you will receive:*

- Four-color logo printed on the bag
- A supply of bags to distribute from your booth
- One-page handout (up to 8 1/2" x 11") placed in bag
- Recognition in the Expo Brochure and Program & Event Guide

### KEYNOTE SPEAKER / JOE THEISMANN..... \$7,500

Gain substantial pre-show and on-site exposure by sponsoring this popular, high-profile event.

*As the sponsor, you will receive:*

- Photo opportunity with Keynote speaker (10 minutes)
- Distribution of your sponsor-produced handout for seat drop
- Four-color logo on the podium
- Four-color logo on the overhead screen
- One page, four-color ad in the Program & Event Guide
- Reserved VIP seating at the Keynote
- Recognition on event signage and show website
- Recognition in the Expo Brochure and Program & Event Guide

### EXPOCARD - FRONT..... \$8,500

The ExpoCard stores vital attendee information and is a key component of the show for every attendee and exhibitor. These sturdy plastic, wallet-sized cards are mailed in advance to pre-registered buyers and distributed on-site at registration. Show Management will produce the ExpoCard.

*As the sponsor, you will receive:*

- Color logo and booth number on the front of the ExpoCard [another exhibitor may be featured on the back]
- Recognition in the Expo Brochure and Program & Event Guide

### EXPOCARD - BACK..... \$4,500

The ExpoCard stores vital attendee information and is a key component of the show for every attendee and exhibitor. These sturdy plastic, wallet-sized cards are mailed in advance to pre-registered buyers and distributed on-site at registration. Show Management will produce the ExpoCard.

*As the sponsor, you will receive:*

- Black and white logo and booth number on the back of the ExpoCard [another exhibitor will be featured on the front]
- Recognition in the Expo Brochure and Program & Event Guide

### BADGE HOLDER PICK-UP COUNTER..... \$5,750

For the company that wants maximum visibility in a key location, this sponsorship is for you. Located near the entrance to the show, this is the one place attendees visit to pick up their badge holder and ask questions. Even if they don't stop there, they have to pass by the counter when entering or exiting the Exhibit Hall.

*As the sponsor, you will receive:*

- Logo and booth number on the Badge Holder Pick-Up Counter
- Distribution of your sponsor-produced handout handout at the Badge Holder Pick-Up Counter
- Recognition in the Expo Brochure and Program & Event Guide

### EXPO BROCHURE AD..... \$5,000

Reach prospects and past attendees before they ever get to the show by placing an ad in the Expo Brochure. 55,000 copies of this useful planning tool are mailed, giving you an exclusive opportunity to get the jump on your competition and put your company in front of a highly-qualified audience.

*As the sponsor, you will receive:*

- Full-page, four-color horizontal ad in the Expo Brochure
- Recognition in the Expo Brochure and Program & Event Guide

### SCHEDULE-AT-A-GLANCE..... \$3,000

Gain maximum visibility by sponsoring the Schedule-at-a-Glance unit in the lobby that attendees look at to find the schedule for each day.

*As the sponsor, you will receive:*

- Four-color logo the columns of the Schedule-at-a-Glance unit
- Recognition in the Expo Brochure and Program & Event Guide

**Exhibits & Conference:**  
**FEBRUARY 16-18, 2011**  
Las Vegas Convention Center | Las Vegas, Nevada USA  
Toll-free: 800.684.5761 | Outside USA: 972.536.6415



Sponsored by **NRCA**

# NON-EXCLUSIVE SPONSORSHIPS

## EXHIBITOR PRODUCT CLINICS ..... \$12,000

Exhibitor Product Clinics allow you to present your own demonstration of your equipment, materials and techniques in a booth on the show floor, but separate from your regular booth. Contracted to your company for all three days of the Expo, times are at your discretion. Sponsor is responsible for all fees/expenses including but not limited to electric, water, shipping, drayage, labor, etc.

*As the sponsor, you will receive:*

- 600 sq. ft. (400 sq. ft. for clinic; 200 sq. ft. for seating)
- Hanging banner identifying clinic location
- Logo and clinic schedule on 8' double-sided billboard
- Eight side chairs, sound system and microphone
- Schedule and recognition in the Expo Brochure, Program & Event Guide and the website

## WELCOME PARTY ..... \$10,000

This is a great opportunity to increase your exposure, meet face-to-face with attendees and take center stage as the industry comes together to celebrate on opening night. You will be the co-sponsor of the party, along with another sponsor.

*As the sponsor, you will receive:*

- One page, four-color ad in the Program & Event Guide
- Tickets for distribution to your customers
- Reserved VIP area at the party
- Logo printed on napkins, cups or other promotional items
- Recognition on the admission tickets and show website
- Recognition on event signage
- Recognition in the Expo Brochure and Program & Event Guide

## BRAND BUILDING PACKAGE ..... \$6,000

This sponsorship provides unlimited opportunities for you to expand your brand recognition.

*As the sponsor, you will receive:*

- One double-sided 3' wide x 8' high billboard in a high traffic area
- Two floor logos in the aisle next to your booth
- Logo and web link on one e-mail blast to registered attendees and prospects
- One page, four-color ad in the Program & Event Guide
- Company name placed at the top of the page through hanleywoodCONNECT Product Category Placement
- Recognition in the Expo Brochure and Program & Event Guide

## BADGE MAILING INSERT ..... \$3,000

A perfect way to get your promotion into the hands of all pre-registered attendees as they make their show plans. Showcase giveaways, product launches and other strategic options that will drive attendees to your booth. You provide the 3 5/8" x 8 1/2" (folded size) insert and we'll mail it to every pre-registered attendee. Insert paper weight not to exceed .2 ounces. Limited number available.

*As the sponsor, you will receive:*

- Distribution of your sponsor-produced insert
- Recognition in the Expo Brochure and Program & Event Guide

## BUILD YOUR BUSINESS PACKAGE ..... \$3,000

Increase your visibility and stand out by purchasing a package of opportunities.

*As the sponsor, you will receive:*

- One double-sided 3' wide x 8' high billboard in a high traffic area
- 3' x 3' floor logo displayed (exact location to be determined by Show Management)
- One half-page, four-color ad in Program & Event Guide
- Recognition in the Expo Brochure and Program & Event Guide

## REGISTRATION TICKET GIVEAWAY ..... \$3,000

Looking to hold a giveaway or raffle at your booth? This is the perfect sponsorship to drive attendees to your booth. Tickets are distributed to every attendee along with their badge. Must be purchased no later than 90 days prior to the start of the show.

*As the sponsor, you will receive:*

- Ticket on badge with 20-word description of your giveaway
- Recognition in the Expo Brochure and Program & Event Guide

## CONFERENCE BAG INSERT ..... \$2,500

Introduce your company and products, advertise show specials or direct traffic to your booth. Your flyer will be inserted into the Conference Bag distributed to 1,000 conference attendees. Flyer size: 8 1/2" x 11" or smaller. Sponsor to supply printed insert. Limited number available.

*As the sponsor, you will receive:*

- One-page sponsored-produced handout placed in bag
- Recognition in the Expo Brochure and Program & Event Guide

## CONFERENCE SESSION ..... \$2,500

Capture the attention of focused attendees seeking knowledge by sponsoring one of the specific sessions in the educational Conference Program.

*As the sponsor, you will receive:*

- Logo on conference promotions and direct mail pieces
- Distribution of your sponsor-produced handout in classroom
- Opportunity to welcome the attendees and/or introduce the speaker
- Recognition on conference signage
- Recognition in the Expo Brochure and Program & Event Guide

## NEW! KIOSK ..... \$1,800

Stand out from the crowd by having your company information on a lighted, rotating kiosk featuring three 46 7/16" x 67" panels. The kiosk will be strategically placed in the lobby next to the show entrance. You provide the artwork, Show Management will produce the kiosk.

*As the sponsor, you will receive:*

- Your ad on one panel of the rotating kiosk
- Recognition in the Expo Brochure and Program & Event Guide

## BILLBOARD SIGNS ..... \$1,600

Attract attendees to your booth by placing your company information on strategically placed billboards in high-traffic areas. Show Management will produce the billboards.

*As the sponsor, you will receive:*

- One double-sided 3' wide x 8' high billboard advertisement

## LIVE DEMONSTRATIONS ..... \$1,500

A highly visible, cost-effective opportunity to present a hands-on demonstration of your products in a real, jobsite working atmosphere. Strategically located on the show floor, Live Demos are 30 minutes in length with seating for attendees. Dates and times are assigned on a first-come, first-served basis.

*As the sponsor, you will receive:*

- One 30 minute demonstration
- PA announcements of demo title and start time
- Recognition on event signage
- Schedule and recognition in the Expo Brochure, Program & Event Guide and on the show website

## E-MAIL BLAST ..... \$1,500

Reach past attendees and prospects by sponsoring one of the e-mail blasts sent by Show Management. These show updates place your company directly in front of attendees as they start planning for the upcoming event, so make sure your company is at the top of their must-see list. Limited number available.

*As the sponsor, you will receive:*

- Logo and web link on one e-mail blast
- Recognition in the Expo Brochure and Program & Event Guide

## FLOOR LOGO ..... \$750

Your color logo printed on a vinyl overlay in the aisle next to your booth will catch the eyes of attendees and draw them to your booth. Exact location to be determined by Show Management.

*As the sponsor, you will receive:*

- 3' x 3' color logo displayed in the aisle

## ENCLOSED MEETING SPACE - 300 SQ. FT. .... \$3,500

Need a private area for introducing new products or to hold a meeting? Need a separate hospitality suite? Separate from your regular booth, the Enclosed Meeting Space is a great option to fill these needs right on the show floor.

*As the sponsor, you will receive:*

- One enclosed 15 x 20 area on the show floor
- Complimentary choice of conference or reception style set up [standard furnishings included and daily cleaning]

Exhibits & Conference:

**FEBRUARY 16-18, 2011**

Las Vegas Convention Center | Las Vegas, Nevada USA

Toll-free: 800.684.5761 | Outside USA: 972.536.6415



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## NON-EXCLUSIVE SPONSORSHIPS cont'd

### ENCLOSED MEETING SPACE - 200 SQ. FT. .... \$2,500

Need a private area for introducing new products or to hold a meeting? Need a separate hospitality suite? Separate from your regular booth, the Enclosed Meeting Space is a great option to fill these needs right on the show floor.

As the sponsor, you will receive:

- One enclosed 10 x 20 area on the show floor
- Complimentary choice of conference or reception style set up [standard furnishings included and daily cleaning]

### ENCLOSED MEETING SPACE - 100 SQ. FT. .... \$1,500

Need a private area for introducing new products or to hold a meeting? Need a separate hospitality suite? Separate from your regular booth, the Enclosed Meeting Space is a great option to fill these needs right on the show floor.

As the sponsor, you will receive:

- One enclosed 10 x 10 area on the show floor
- Complimentary choice of conference or reception style set up [standard furnishings included and daily cleaning]

### CREATE YOUR OWN PACKAGE..... TBD

Don't see what you're looking for? Let us assist you in creating a cost effective promotional package designed specifically to your needs and budget.

## PROGRAM & EVENT GUIDE ADVERTISING

Ad placement in the Program & Event Guide is a great way to promote your company. With a wide variety to suit any budget, there's no reason to miss out on this additional exposure.

### PROGRAM COVER AD ..... \$6,000

With this exclusive opportunity, you will reach every attendee with your ad incorporated into the Program's cover design.

As the sponsor, you will receive:

- One four-color ad — 3" x 3"

### BACK COVER ..... \$4,000

Leave a lasting impression on attendees by placing a full-page ad on the back cover.

As the sponsor, you will receive:

- One four-color ad — 7.5" W x 10" H

### INSIDE FRONT COVER ..... \$3,750

Drive your message home by placing a full-page ad on the inside front cover.

As the sponsor, you will receive:

- One four-color ad — 7.5" W x 10" H

### INSIDE BACK COVER..... \$3,750

Stand out from the crowd by placing a full-page ad on the inside back cover.

As the sponsor, you will receive:

- One four-color ad — 7.5" W x 10" H

### FULL-PAGE ON PAGE 1 ..... \$3,750

Reach new customers by placing a full-page ad on the first page of the Program.

As the sponsor, you will receive:

- One four-color ad — 7.5" W x 10" H

### PAGE 1 OF EXHIBITOR SECTION..... \$3,000

Generate more booth traffic by placing a full-page ad on the first page of this highly-used section.

As the sponsor, you will receive:

- One four-color ad — 7.5" W x 10" H

### PAGE 1 OF CONFERENCE SECTION ..... \$3,000

Gain the attention of conference attendees by placing a full-page ad on the first page of the section they use most.

As the sponsor, you will receive:

- One four-color ad — 7.5" W x 10" H

### FULL-PAGE AD ..... \$2,450

Distinguish your company from hundreds of others in the show by placing a full-page ad in the Program.

As the sponsor, you will receive:

- One four-color ad — 7.5" W x 10" H

### 1/2 PAGE HORIZONTAL AD..... \$1,600

Reinforce your brand by placing a half-page horizontal ad in the Program.

As the sponsor, you will receive:

- One four-color ad — 7.25" W x 4.875" H

### 1/2 PAGE VERTICAL AD..... \$1,600

Reinforce your brand by placing a half-page vertical ad in the Program.

As the sponsor, you will receive:

- One four-color ad — 4.875" W x 7.25" H

### 1/4 PAGE AD..... \$1,000

Draw more attendees to your booth by placing a quarter-page vertical ad in the Program.

As the sponsor, you will receive:

- One four-color ad — 3.625" W x 4.875" H

### FLOOR PLAN PROGRAM LISTING ..... \$525

This floor plan is heavily used by all show attendees, so tag your exhibit space with your highlighted company name to let attendees know where you are.

As the sponsor, you will receive:

- Your company name written in or beside your highlighted booth

### OTHER DEMAND POSITION ..... \$500

If you demand special placement in the Program & Event Guide, other than a premium position listed above, there is a nominal fee.

As the sponsor, you will receive:

- Preferred placement for your ad

### GREEN SHOWCASE AD ..... \$500

Make it easier for attendees to find your booth by placing a condensed ad in the Program & Event Guide highlighting your green/eco-friendly product.

As the sponsor, you will receive:

- One four-color ad — 2" x 2"
- A green/eco-friendly icon next to your listing

### PRODUCT SHOWCASE AD ..... \$500

These condensed ads are available to highlight your product lines and make it easier for attendees to find your booth.

As the sponsor, you will receive:

- One four-color ad — 2" x 2"
- A product showcase icon next to your listing

### METAL MARKETPLACE SHOWCASE AD..... \$500

These condensed ads are an affordable way to highlight your presence in this popular pavilion. Ads are limited to Metal Marketplace exhibitors.

As the sponsor, you will receive:

- One four-color ad — 2" x 2"

### EXHIBITOR LISTING LOGO - COLOR..... \$475

Enhance your listing by adding your logo next to your company's information. Ensure that your company stands out as attendees use this resource at the show and throughout the year.

As the sponsor, you will receive:

- One four-color logo next to your listing

### EXHIBITOR LISTING LOGO - B/W ..... \$300

Enhance your listing by adding your logo next to your company's information. Ensure that your company stands out as attendees use this resource at the show and throughout the year.

As the sponsor, you will receive:

- One black & white logo next to your listing

### ADDITIONAL LISTING..... \$250

Each exhibitor receives one complimentary company listing in the Program & Event Guide, but you may purchase up to three additional listings, which include company name, description, booth number and product categories. Listings must be completed no later than January 5, 2011.

As the sponsor, you will receive:

- An additional listing in the Program & Event Guide

# PRODUCT SHOWCASE SPONSORSHIPS

## PRODUCT SHOWCASE

**4' x 4' free standing display ..... \$700**

**6' x 2' table display..... \$550**

**3' x 2' table display..... \$350**

Maximize your brand recognition and visibility with this fantastic opportunity to place your new, cool or green product lines front and center in this showcase on the show floor.

*As the sponsor, you will receive:*

- Space in the pavilion for product display
- Recognition on event signage (name, booth number, product)
- Post-show lead generation reports
- Recognition in the Expo Brochure, Program & Event Guide and on the show website

## PRODUCT SHOWCASE

**ANCHOR PACKAGE ..... \$5,000**

Get more bang for your buck with this multi-tiered package that allows you to gain additional exposure for your new, cool or green products.

*As the sponsor, you will receive:*

- Logo on pavilion décor and signage
- 6' x 2' table in the pavilion
- Logo and web link on one e-mail blast to registered attendees and prospects
- One full-page, four-color ad in the Program & Event Guide
- Four-color logo next to your Program & Event Guide listing
- Recognition in the Expo Brochure and Program & Event Guide
- Post-show lead generation reports
- Product and company name listed in a searchable database linking to your Online Booth Profile, complete with product photo and description (hanleywoodCONNECT)
- Pop to the top of search results for your product category (hanleywoodCONNECT)
- Product Showcase icon next to online company listing (hanleywoodCONNECT)

## PRODUCT SHOWCASE PACKAGE ..... \$1,500

Increasing your visibility has never been easier than with this package that features a variety of opportunities to gain exposure for your new, cool or green products..

*As the sponsor, you will receive:*

- 3' x 2' table in the pavilion [add \$200 for a 6' x 2' space or \$350 for a 4' x 4' space]
- One 2" x 2" Product Showcase ad in the Program & Event Guide
- Four-color logo next to your Program & Event Guide listing
- Recognition in the Expo Brochure and Program & Event Guide
- Post-show lead generation reports
- Product and company name listed in a searchable database linking to your Online Booth Profile, complete with product photo and description (hanleywoodCONNECT)
- Pop to the top of search results for your product category (hanleywoodCONNECT)
- Product Showcase icon next to online company listing (hanleywoodCONNECT)

## SIGN UP NOW!

**To build powerful brand exposure and help make the show a profitable investment, contact your account rep today!**

### Companies A-B: Sandi McMullen

SMcMullen@HanleyWood.com | 972.536.6386

### Companies C-H: Bill Mitchell

BMitchell@HanleyWood.com | 972.536.6360

### Companies I-Z: Stephanie Garcia

SGarcia@HanleyWood.com | 972.536.6381

If you find that our offerings do not provide a perfect match for your marketing needs, let us know and we will customize a sponsorship package for you.

To purchase sponsorships, please complete the interactive Booth Application & Contract at [www.TheRoofingExpo.com/Exhibitor](http://www.TheRoofingExpo.com/Exhibitor)

## SPONSORSHIP ELIGIBILITY REQUIREMENTS

A company that has secured an Exclusive Sponsorship at the 2010 IRE has first right-of-refusal for the 2011 Expo, based on availability. The deadline for exercising this right is June 24, 2010.

- Contract(s) received for any unclaimed Exclusive Sponsorship(s) by the sponsorship Space Draw deadline of June 24, 2010, will be assigned according to the date the contract and deposit are received.
- After June 24, 2010, available Exclusive Sponsorship(s) will be awarded on a first-come, first-served basis.
- All participants must be a current 2011 IRE exhibiting company.
- All sponsorships are non-refundable.
- Promotion rates are non-commissionable.

## ADVERTISING ELIGIBILITY REQUIREMENTS

- A company that has secured an exclusive advertisement at the 2010 IRE has first right-of-refusal for the 2011 Expo, based on availability. The deadline for exercising this right is June 24, 2010.
- Any unassigned Program Advertising will be assigned on a first-come, first-served basis.
- All participants must be a current 2011 IRE exhibiting company.
- All deposits and payments are non-refundable.
- Promotion rates are non-commissionable.

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