

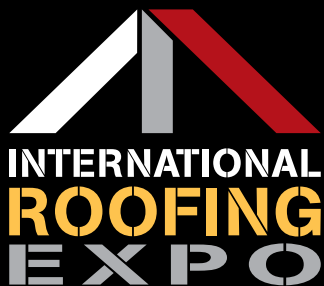


BENEFIT BEYOND EXPECTATIONS

The roofing industry's largest, most comprehensive event of 2012 brings you the full range of highly-qualified buyers from every segment of the commercial and residential roofing market. For serious sales and real results, exhibit at the most cost-effective marketplace – the 2012 International Roofing Expo®.

Use this industry-driven opportunity to benefit beyond expectations – connect with serious buyers, cement relationships, form new alliances and generate new business – in a results-rich environment that's guaranteed to help you sell. Reserve your booth today.

NEW! Early Space Draw begins April 18, 2011, providing you priority booth placement and the lowest possible booth rate. The general Space Draw will begin on July 18, 2011. Booth space is limited. For best booth placement and to secure the lowest booth rates available, submit your contract and required deposit today.



Sponsored by **NRCA**

hanley wood

Exhibits & Conference:
February 22-24, 2012

Orange County Convention Center
South Hall A
Orlando, Florida USA

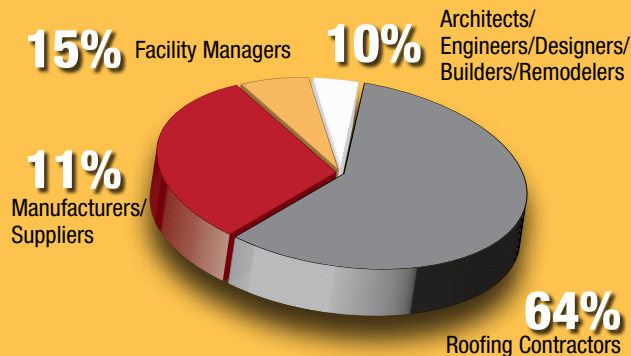
Official Show Sponsor: **NRCA** (National Roofing Contractors Association)
Official Show Publication: **Roofing Contractor**
Official Residential Publication: **Replacement**

www.TheRoofingExpo.com/exhibitor

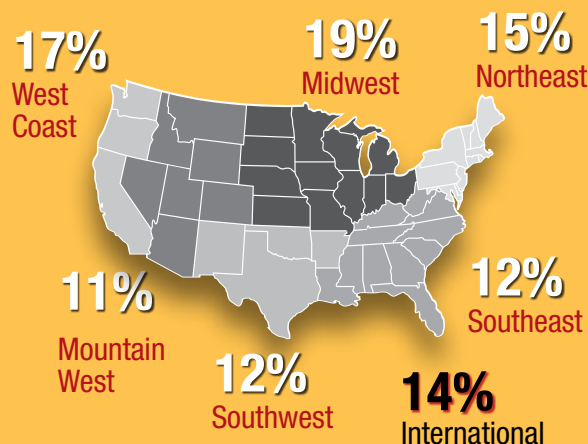
ATTENDEE DEMOGRAPHICS

Exhibiting at the Int'l Roofing Expo is your once-a-year opportunity to generate new leads, make new sales and increase your market share from these qualified attendees:

WHO ATTENDS THE EXPO:



WHERE THEY ATTEND FROM:



WHAT THE ATTENDEES DO:

- 82%** Run businesses in excess of \$1 million
- 77%** Make or influence buying decisions
- 59%** Work on commercial-specific projects
- 57%** Are C-level executives or senior-level managers
- 43%** Attended for the first time
- 41%** Work on residential specific projects

RESERVE YOUR BOOTH SPACE NOW

Follow these three easy steps:

1. Review the online floor plan at www.TheRoofingExpo.com/exhibitor.
2. Complete the contract online at www.TheRoofingExpo.com/exhibitor.
3. Submit the required deposit to the mailing address indicated below.

Early Space Draw ² Through April 18		Space Draw Through July 18		Post Space Draw After July 18	
Discounted Cash Rate	Standard Rate	Discounted Cash Rate	Standard Rate	Discounted Cash Rate	Standard Rate
Payment by cash, check or wire transfer/ACH	Payment by credit card	Payment by cash, check or wire transfer/ACH	Payment by credit card	Payment by cash, check or wire transfer/ACH	Payment by credit card

NRCA MEMBER RATES ¹ [per square foot]						
499 sq. ft. or less	\$31.75	\$32.75	\$32.00	\$33.00	\$34.00	\$35.00
500 sq. ft. - 999 sq. ft.	\$29.75	\$30.75	\$30.00	\$31.00	\$31.25	\$32.25
1000 sq. ft. or more	\$27.00	\$28.00	\$27.25	\$28.25	\$28.50	\$29.50
NON-MEMBER RATES [per square foot]						
499 sq. ft. or less	\$34.75	\$35.75	\$35.00	\$36.00	\$36.75	\$37.75
500 sq. ft. - 999 sq. ft.	\$32.75	\$33.75	\$33.00	\$34.00	\$34.00	\$35.00
1000 sq. ft. or more	\$30.00	\$31.00	\$30.25	\$31.25	\$31.25	\$32.25

¹ To qualify for the NRCA member rate, you must be a member in good standing when you submit your contract.

In-line booths that are exposed to a corner will be charged \$150. This charge does not apply to island booths.

NEW! Exhibitors increasing the amount of space for the 2012 event over that occupied in 2011 will receive a 25% discount on the increased space. For example, if you secured 400 square feet of space at the 2011 event and increase to 600 square feet for 2012, you will receive a 25% discount on 200 square feet of space.

All contracts submitted after April 18, 2011, will be assigned during the general Space Draw that begins July 18, 2011.

50% deposit of total booth space cost required to participate in Space Draw. Balance due September 30, 2011.

² To qualify for the Early Space Draw beginning April 18, 2011, 50% deposit is required by April 18.

Complete the contract online at www.TheRoofingExpo.com/exhibitor and send your deposit to:

MAILING ADDRESS

P.O. Box 612128
Dallas, TX 75261-2128

OVERNIGHT ADDRESS

6191 N. Highway 161, Suite 500
Irving, TX 75038

For more information:

972.536.6415 | 800.684.5761 | Exhibit@TheRoofingExpo.com | www.TheRoofingExpo.com/exhibitor

NOTE: All facility specifics (i.e. ceiling height, utilities, freight door access, etc.) will be fully detailed in the Exhibitor Service Manual, available online prior to the event.

NATIONAL ROOFING CONTRACTORS ASSOCIATION



Make NRCA your company's most important resource for success and business growth. Visit <http://www.nrca.net/join> to learn about the many member benefits available. To qualify for the NRCA exhibitor rate, your company must be a member in good standing.

EXHIBIT HALL HOURS:

Wednesday, February 22:
11:00 am - 5:00 pm

Thursday, February 23:
11:00 am - 5:00 pm

Friday, February 24:
11:00 am - 3:00 pm

Dates and hours are subject to change.

Exhibiting at the 2012 IRE positions your company to meet face-to-face with key industry players. Reserve your booth space now and save. The Early Space Draw begins April 18, 2011, with the general Space Draw occurring July 18, 2011.

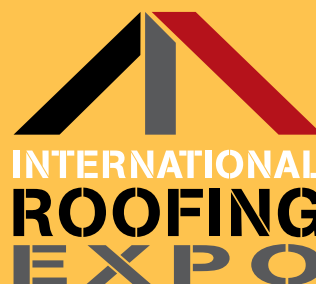
SALES CONTACTS:

Sales Manager: Sandi McMullen
SMcMullen@HanleyWood.com | 972.536.6386

Accounts A-H: Bill Mitchell
BMitchell@HanleyWood.com | 972.536.6360

Accounts I-Z: Stephanie Garcia
SGarcia@HanleyWood.com | 972.536.6381

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