

Sponsorship & Promotional Opportunities Application & Contract

EXHIBITS & CONFERENCE: February 22-24, 2012

Orange County Convention Center | Orlando, Florida USA | www.TheRoofingExpo.com/exhibitor

Complete the online Booth Contract at
www.TheRoofingExpo.com/exhibitor



Exhibiting Company: _____
 Contact: _____ Title: _____
 Address: _____
 City: _____ State/Province: _____ Country: _____ Zip/Postal Code: _____
 Phone: _____ Toll-Free: _____ Fax: _____
 E-mail Address: _____ Web Address: _____

Exclusive Sponsorships

<input type="checkbox"/> Welcome Party	\$20,000	\$	N/A
<input type="checkbox"/> Badge Lanyards	\$ 17,500	\$	SOLD
<input type="checkbox"/> Conference Bags	\$ 10,000	\$	SOLD
<input type="checkbox"/> Water Bottles	\$.8,000	\$	
<input type="checkbox"/> Keynote	\$.7,500	\$	
<input type="checkbox"/> Badge Holder Pick-Up Counter	\$.5,750	\$	
<input type="checkbox"/> Expo Brochure Ad	\$.5,000	\$	
<input type="checkbox"/> Aisle Signs [main entrance]	\$.5,000	\$	

Non-Exclusive Sponsorships

<input type="checkbox"/> Exhibitor Product Clinic	\$ 12,000	\$	
<input type="checkbox"/> Welcome Party - Non-Exclusive	\$ 10,000	\$	
<input type="checkbox"/> Brand Building Package	\$.6,500	\$	
<input type="checkbox"/> Build Your Business Package	\$.3,250	\$	
<input type="checkbox"/> Badge Mailing Insert	\$.3,000	\$	
<input type="checkbox"/> Registration Ticket Giveaway	\$.3,000	\$	
<input type="checkbox"/> Aisle Signs [three]	\$.2,500	\$	
<input type="checkbox"/> Conference Bag Insert	\$.2,500	\$	
<input type="checkbox"/> Conference Session	\$.2,500	\$	
<input type="checkbox"/> Live Demo-Safety Day	\$.2,000	\$	
<input type="checkbox"/> Kiosk	\$.1,950	\$	
<input type="checkbox"/> Billboard Signs	\$.1,700	\$	
<input type="checkbox"/> Live Demonstrations	\$.1,500	\$	
<input type="checkbox"/> Live Demo-Technology/Business	\$.1,500	\$	
<input type="checkbox"/> E-mail Blast	\$.1,500	\$	
<input type="checkbox"/> Floor Logo	\$.750	\$	
<input type="checkbox"/> Create Your Own Package	TBD	\$	
<input type="checkbox"/> Enclosed Meeting Space:			
<input type="checkbox"/> 300 sq. ft.	\$.3,700	\$	
<input type="checkbox"/> 200 sq. ft.	\$.2,650	\$	
<input type="checkbox"/> 100 sq. ft.	\$.1,600	\$	

Product Showcase

<input type="checkbox"/> Anchor Sponsor	\$.5,000	\$	
<input type="checkbox"/> Product Showcase Package	\$.1,500	\$	
<input type="checkbox"/> 4' x 4' Free Standing Display	\$.700	\$	
<input type="checkbox"/> 6' x 2' Table Display	\$.550	\$	
<input type="checkbox"/> 3' x 2' Table Display	\$.350	\$	

Sustainability Pavilion [formerly Renewable Energy Pavilion]

<input type="checkbox"/> Anchor Sponsor (exclusive)	\$ 15,000	\$	
<input type="checkbox"/> Co-Sponsor (2 non-exclusive)	\$.7,500	\$	
<input type="checkbox"/> Vendor Demonstration	\$.1,600	\$	
<input type="checkbox"/> 4' x 4' Floor Table	\$.700	\$	
<input type="checkbox"/> 6' x 2' Display Table	\$.550	\$	

Show Program Advertising

<input type="checkbox"/> Program Cover Ad	\$ 6,000	\$	SOLD
<input type="checkbox"/> Back Cover 4/C	\$ 4,000	\$	SOLD
<input type="checkbox"/> Inside Front Cover 4/C	\$ 3,750	\$	SOLD
<input type="checkbox"/> Inside Back Cover 4/C	\$ 3,750	\$	
<input type="checkbox"/> Full Page (Page 1) 4/C	\$ 3,750	\$	
<input type="checkbox"/> Page 1 of Exhibitor Section	\$ 3,000	\$	
<input type="checkbox"/> Page 1 of Conference Section	\$ 3,000	\$	
<input type="checkbox"/> Full Page 4/C	\$ 2,450	\$	
<input type="checkbox"/> 1/2 Page 4/C	\$ 1,600	\$	
<input type="checkbox"/> 1/4 Page 4/C	\$ 1,000	\$	
<input type="checkbox"/> Product Category	\$ 750	\$	
<input type="checkbox"/> Floor Plan Program Listing	\$ 525	\$	
<input type="checkbox"/> Green Showcase Print Ad	\$ 500	\$	
<input type="checkbox"/> Product Showcase Print Ad	\$ 500	\$	
<input type="checkbox"/> Metal Marketplace Showcase	\$ 500	\$	
<input type="checkbox"/> Other Demand Position (upcharge) ..	\$ 500	\$	
<input type="checkbox"/> Exhibitor Listing Logo 4/C	\$ 475	\$	
<input type="checkbox"/> Exhibitor Listing Logo B/W	\$ 300	\$	
<input type="checkbox"/> Additional Exhibitor Listing	\$ 250	\$	

NASCAR Experience

<input type="checkbox"/> Keynote/Owner	\$ 12,500	\$	
<input type="checkbox"/> Owner	\$ 7,500	\$	
<input type="checkbox"/> Driver	\$ 3,500	\$	
<input type="checkbox"/> Racing Team	\$ 1,000	\$	
<input type="checkbox"/> Pit Crew	\$ 350	\$	

Digital Marketing Opportunities (100% payment required)

PACKAGES

<input type="checkbox"/> Branding Package I	\$ 6,000	\$	
<small>(Upgraded Profile, Premium Web Ad 180x150, Exclusive Keyword Sponsorship, Floor Plan Logo & Search Engine Sponsorship)</small>			
<input type="checkbox"/> Direct Response Package II	\$ 3,200	\$	
<small>(Custom HTML Email, Attendee Follow-Up Program & Booth Tracker Email)</small>			
<input type="checkbox"/> Branding & Direct Response II	\$ 5,200	\$	
<small>(Custom HTML Email, Attendee Follow-Up Program & Booth Tracker Email)</small>			

FLOOR PLAN LOGO

<input type="checkbox"/> Floor Plan Logo	\$ 500	\$	
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WEB BANNERS

<input type="checkbox"/> Premium Web Ad 180 x 150	\$ 1,250	\$	
<input type="checkbox"/> Button Web Ad 125 x 125	\$ 750	\$	

(A) Total Sponsorship Cost \$ _____

(B) Total Digital Marketing Cost \$ _____

The 2011 exclusive sponsorship holders have first right-of-refusal for the 2012 Expo until July 18, 2011. Above promotion rates are non-commissionable. Sponsorships and advertising are non-refundable. Detailed descriptions of all promotions are available online at www.TheRoofingExpo.com/exhibitor.

CALCULATE THE CONTRACT TOTAL

(A) Sponsorship Cost \$ _____

(B) Digital Marketing Cost \$ _____

CONTRACT TOTAL: \$ _____

CALCULATE THE DEPOSIT

50% x Sponsorship Cost \$ _____

+100% Digital Marketing Cost \$ _____

DEPOSIT TOTAL: \$ _____

**Please enclose a
Check for this amount
100% Payment Due:
SEPTEMBER 30, 2011**

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/exhibitor

**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 September 30, 2011.

100% due for contracts submitted after September 30, 2011.

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: _____ **Printed Name:** _____

We agree to abide by the terms and conditions of the 2012 Int'l Roofing Expo Booth Application & Contract.