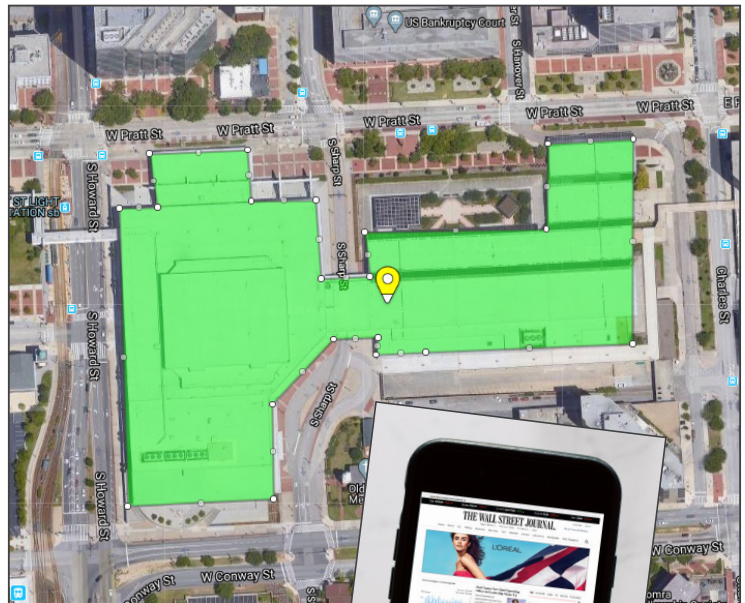


Throughout the days of the show, and within the exhibit halls, the IRE works with a technology partner to identify every individual on the show floor using their mobile ID. This allows us to follow those individuals on-site and post-show and deliver sponsor's marketing message directly to their mobile and desktop devices, wherever they are located.

Geo-Fencing opportunities from the IRE delivers the most concentrated impressions available to the core attendee audience. We use a combination of polygon technology (that is the smallest radius tool possible, matching the outline of the convention hall), along with audience targeting layered on, for the most accurate results.

Geo-fencing opportunities include:

- Concentrated impressions to the core attendance audience using the best technology to provide an accurate audience targeting
- Campaign availability on-site at the event or post-event
- Post-event recap with impressions, clicks and CTR data



Geo-Fencing campaigns can be run during hours and days when conference sessions are running and exhibit halls are open or post-show with campaign durations of one (1), three (3) or six (6) months.

To reserve an on-site or post-show geo-fencing opportunity today, please contact your Account Executive or contact us at sales@theroofingexpo.com.