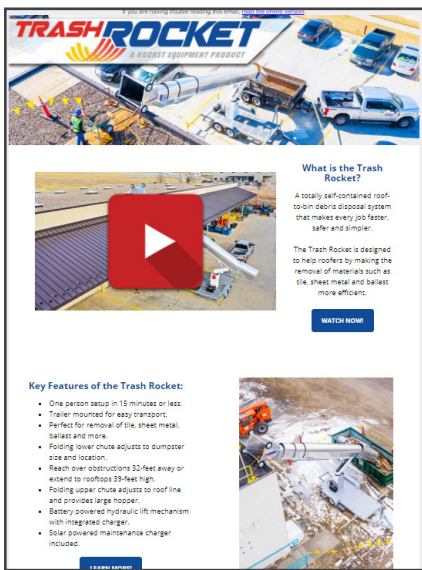


Reaching the right audience is easy with an IRE targeted email blast. Our show attendees are highly qualified prospects with buying power. Increase your brand's exposure in the marketplace by showcasing new products, promoting special offers, or driving traffic to your website.

Opportunities for exhibitor's own dedicated emails are available to target the full database of over 37,000 professionals or by selections based on industry segment, geo-location, or audience demographics. Customers provide their HTML email message, along with a subject line message for distribution.

Minimum quantity of 10,000 email addresses. To insure high open rates, the message will be sent by the show team on behalf of a valued industry partner. Marketers will be provided with full metrics reporting for their e-blast(s).



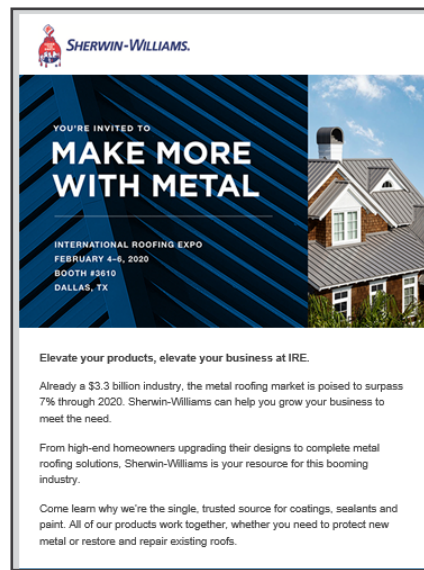
TRASH ROCKET
A HOUSE'S EQUIPMENT PRODUCT

What is the Trash Rocket?
A totally self-contained roof-to-bin debris disposal system that makes every job faster, safer and simpler.
The Trash Rocket is designed to help roofers by making the removal of materials such as sheetrock, metal and ballast more efficient.

WATCH NOW

Key Features of the Trash Rocket:

- One person setup in 15 minutes or less.
- Trailer mounted for easy transport.
- Perfect for removal of tile, sheet metal, ballast and more.
- Folding lower chute adjusts to dumpster size and location.
- Reach over obstructions 30-feet away or extend to rooftops 39-feet high.
- Folding upper chute adjusts to roof line and provides large hopper.
- Battery powered hydraulic lift mechanism with integrated charger.
- Solar powered maintenance charger included.



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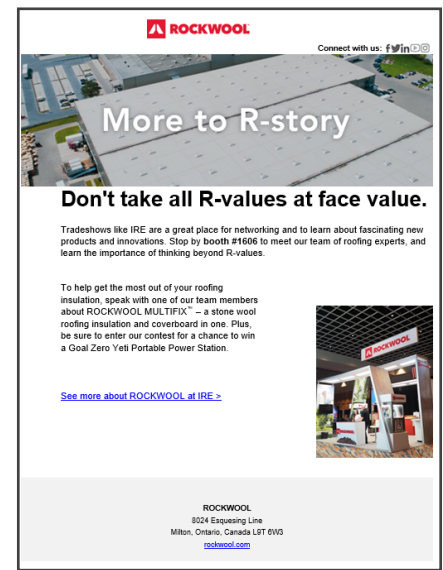
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FEBRUARY 4-6, 2020
BOOTH #3610
DALLAS, TX

Elevate your products, elevate your business at IRE.

Already a \$3.3 billion industry, the metal roofing market is poised to surpass 7% through 2020. Sherwin-Williams can help you grow your business to meet the need.

From high-end homeowners upgrading their designs to complete metal roofing solutions, Sherwin-Williams is your resource for this booming industry.

Come learn why we're the single, trusted source for coatings, sealants and paint. All of our products work together, whether you need to protect new metal or restore and repair existing roofs.



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More to R-story

Don't take all R-values at face value.

Tradeshows like IRE are a great place for networking and to learn about fascinating new products and innovations. Stop by booth #1606 to meet our team of roofing experts, and learn the importance of thinking beyond R-values.

To help get the most out of your roofing insulation, speak with one of our team members about ROCKWOOL MULTIFIX™ – a stone wool roofing insulation and coverboard in one. Plus, be sure to enter our contest for a chance to win a Goal Zero Yeti Portable Power Station.

[See more about ROCKWOOL at IRE >](#)

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Minimum of 10,000 names or \$4,500, Premium dates are 30 day pre-show through 30 days post-show

Targeted Email Blast \$300/CPM

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To reserve your Target Email Blast today, please contact your Account Executive or contact us at sales@theroofingexpo.com.