

Set yourself apart from your competition and been seen as an industry thought leader. With our exclusive webinar services you can educate and engage with a targeted audience.

OVERVIEW

- One-hour live or on-demand audio PPT/video event
- Event hosting and technical support included
- Features include live Q&A, group chat, surveys and polling, URL links, social media integration
- Active, 30-day digital promotional plan drives visibility with industry decision makers
- 100% mobile friendly
- Lead collection with contact information provided: name, email, title, company, industry
- Available on-demand for 12 months

TARGET AUDIENCE PROFILE

Leverage our extensive audience reach of 37,000+ commercial and residential roofing industry professionals that is developed from attendance at the International Roofing Expo and additional opt in subscribers.

EDITORIAL WEBINAR

Our editors lead topic creation and recruit speakers, analysts and other experts, while our audience development experts drive traffic to the webinar. Includes a brief sponsor speaking opportunity at the end of the webinar. Priced at \$10,000 including a comprehensive promotion package.

CUSTOM WEBINAR

The client has control of the content, while we provide complete audience development, marketing, production and project management as well as a professional moderator to manage the discussion with your presenters. Priced at \$8,500 including a comprehensive promotion package.

PRODUCTION

Informa Advance Digital Reach, our webinar operating group, produces more than 1,000 webinars each year across a wide variety of business-to-business audiences.



WEBINAR PROMOTION INCLUDES:

E-Newsletter Ads

One (1) ad included in bi-weekly e-newsletter sent out to the IRE database

Targeted E-blasts

One (1) targeted e-blast sent out to 10,000 contacts promoting webinar

Website Advertising

Webinar information included on the IRE Show website thirty (30) days prior

Social Media Posts

One (1) post on behalf of client on the IRE's Facebook and LinkedIn

For more information on our webinar services, please contact your Account Executive or contact us at sales@theroofingexpo.com.