



2021 Sponsorship, Advertising & Digital Solutions Contract

April 14-16, 2021 | Mandalay Bay Convention Center | Las Vegas, NV | www.TheRoofingExpo.com

Company Legal Name: _____ Booth #: _____

Exhibiting As Company Name: _____

Main Contact: _____ Phone: _____ Email: _____

Fulfillment Contact: _____ Phone: _____ Email: _____

Select sponsorships and advertising solutions are only available to 2021 contracted IRE exhibitors. **A completed 2021 IRE Exhibit Space Contract must be received to be eligible for sponsorship and/or marketing opportunities available for exhibitors only.** The 2020 exclusive sponsorship holders have first right-of-refusal for the 2021 IRE until June 8, 2020. Promotion rates are non-commissionable. Detailed descriptions of all promotions are available at www.theroofingexpo.com.

365 Digital marketing solutions opportunities.

SIGNAGE & GRAPHICS

Aisle Signs

Aisle Signs - 3 Main Aisles, Exclusive	\$4,250	x _____ = \$ _____
Aisle Signs - 3 Common Aisles	\$3,650	x _____ = \$ _____
Aisle Signs - 1 Common Aisle.....	\$1,325	x _____ = \$ _____

Hanging Banners

Banner 20x4', Double-sided	\$6,100	x _____ = \$ _____
Banner 16x3', Double-sided	\$5,100	x _____ = \$ _____
Banner 8x10', Double-sided	\$6,100	x _____ = \$ _____

Clings

Framed Lobby Column Cling Premium, 2x13'	\$2,500	x _____ = \$ _____
Framed Lobby Column Cling Standard, 2x13'	\$2,000	x _____ = \$ _____
Framed Lobby Column Cling Premium, 3x8'	\$2,500	x _____ = \$ _____
Framed Lobby Column Cling Standard, 3x8'	\$2,000	x _____ = \$ _____
Framed Lobby Column Cling, 3x14'	\$2,100	x _____ = \$ _____
Lobby Wall Cling, 11x17'	\$10,000	x _____ = \$ _____

Other

Billboard Show Floor, Double-sided.....	\$1,975	x _____ = \$ _____
Billboard Lobby, Double-sided	\$2,500	x _____ = \$ _____
Lightbox Show Floor, Double-sided	\$3,000	x _____ = \$ _____
Lightbox Lobby, Double-sided.....	\$3,500	x _____ = \$ _____
Exhibit Hall Floor Graphic, 3x3'	\$900	x _____ = \$ _____
Exhibit Hall Floor Graphic, 5x5'	\$1,500	x _____ = \$ _____

Additional signage and graphics options are available. Please contact your sales executive for details and pricing.

NEW PRODUCT SHOWCASE

Product must be new to the market as of February 10, 2020 to qualify.

<input type="checkbox"/> New Product Showcase, 3x2' Table Top Display	\$925	x _____ = \$ _____
<input type="checkbox"/> New Product Showcase, 6x2' Table Top Display	\$1,025	x _____ = \$ _____
<input type="checkbox"/> New Product Showcase, 4x4' Freestanding Display.....	\$1,125	x _____ = \$ _____
<input type="checkbox"/> New Product Introduction.....	\$500	x _____ = \$ _____

CUSTOM SPONSORSHIP (IRE to complete)

Thinking outside the box and interested in something different? We'd love to create a new and exciting sponsorship exclusively for you. Contact your sales executive today.

<input type="checkbox"/> _____	\$ _____
<input type="checkbox"/> _____	\$ _____
<input type="checkbox"/> _____	\$ _____

ON-SITE OPTIONS

<input type="checkbox"/> Welcome Party, Exclusive	\$25,000	x _____ = \$ _____
<input type="checkbox"/> Keynote Speaker, Exclusive	\$12,500	x _____ = \$ _____
<input type="checkbox"/> On-site Registration Sponsor, Exclusive	\$16,500	x _____ = \$ _____
<input type="checkbox"/> Booth Tour Video	\$3,200	x _____ = \$ _____

Education & Clinics

<input type="checkbox"/> Exhibitor Presented Seminar.....	\$3,900	x _____ = \$ _____
<input type="checkbox"/> Exhibitor Product Clinic, Standard.....	\$16,250	x _____ = \$ _____
<input type="checkbox"/> Exhibitor Product Clinic, Large.....	\$19,750	x _____ = \$ _____

Exhibit Hall Private Meeting Rooms

Private meeting rooms are available during expo hall hours only.

<input type="checkbox"/> Large (approx. 300 sq. ft.)	\$4,950	x _____ = \$ _____
<input type="checkbox"/> Medium (approx. 200 sq. ft.)	\$3,950	x _____ = \$ _____
<input type="checkbox"/> Small (approx. 100 sq. ft.).....	\$2,950	x _____ = \$ _____
<input type="checkbox"/> NEM Medium (approx. 200 sq. ft.)	\$9,350	x _____ = \$ _____
<input type="checkbox"/> NEM Small (approx. 100 sq. ft.)	\$5,850	x _____ = \$ _____

Conference Bag Options

<input type="checkbox"/> Conference Bag Logo (Shared).....	\$7,700	x _____ = \$ _____
<input type="checkbox"/> Conference Bag Insert.....	\$2,750	x _____ = \$ _____

Video Wall

<input type="checkbox"/> 60 Second Video Clip.....	\$3,650	x _____ = \$ _____
<input type="checkbox"/> 30 Second Video Clip.....	\$2,650	x _____ = \$ _____

MOBILE APP OPTIONS

<input type="checkbox"/> Gold Mobile App Package, Exclusive	\$5,900	x _____ = \$ _____
<input type="checkbox"/> Silver Mobile App Package	\$3,700	x _____ = \$ _____
<input type="checkbox"/> Mobile App Banner Ad	\$1,900	x _____ = \$ _____
<input type="checkbox"/> Mobile App Push Notification.....	\$950	x _____ = \$ _____

DIGITAL PACKAGES

<input type="checkbox"/> Digital Package A.....	\$2,900	x _____ = \$ _____
<input type="checkbox"/> Digital Package B.....	\$2,900	x _____ = \$ _____
<input type="checkbox"/> Digital Package C.....	\$5,350	x _____ = \$ _____
<input type="checkbox"/> Digital Package D.....	\$5,350	x _____ = \$ _____
<input type="checkbox"/> Digital Package E.....	\$7,600	x _____ = \$ _____
<input type="checkbox"/> Digital Package F.....	\$9,400	x _____ = \$ _____

You can find complete details on the digital packages in the 2021 IRE Sponsorship & Marketing Brochure.



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DIGITAL OPTIONS

- Emails**
- Rooftop Ruckus 3X Shared Email\$1,295 x ___ = \$_____ Deploy Month(s) _____
 - Rooftop Ruckus 6X Shared Email\$2,300 x ___ = \$_____ Deploy Month(s) _____
 - Target Email Blast, Premium.....\$450/CPM x ___ = \$_____ Deploy Month(s) _____
Minimum of 10,000 Names or \$4,500 (30 days pre/post show)
 - Target Email Blast (GL Code 940001.PROOF21.BXREV).....\$300/CPM x ___ = \$_____ Deploy Month(s) _____
Minimum of 10,000 Names or \$3,000 (excludes 30 days pre/post show)

- Business Update E-Newsletter Banner Ads** (GL Code 942003.PROOF21.BXREV)
- Primary Sponsor Leader Board & Position 1 Ad\$2,000 x ___ = \$_____ Deploy Month(s) _____
 - Primary Sponsor Leader Board.....\$1,250 x ___ = \$_____ Deploy Month(s) _____
 - Position 1 Ad\$1,250 x ___ = \$_____ Deploy Month(s) _____
 - Position 2 Ad\$1,200 x ___ = \$_____ Deploy Month(s) _____
 - Position 3 Ad\$1,100 x ___ = \$_____ Deploy Month(s) _____
 - Footer Position Ad.....\$1,000 x ___ = \$_____ Deploy Month(s) _____

- Digital Show Planner Ads** (GL Code 942001.PROOF21.BXREV)
- Front Cover Note, **Exclusive**.....\$6,800 x ___ = \$_____ Deploy Month(s) _____
 - Back Cover Ad, **Exclusive**\$4,600 x ___ = \$_____ Deploy Month(s) _____
 - Inside Back Cover Ad, **Exclusive**\$4,350 x ___ = \$_____ Deploy Month(s) _____
 - Inside Front Cover Ad, **Exclusive**\$4,350 x ___ = \$_____ Deploy Month(s) _____
 - Full-Page Ad, Page 3, **Exclusive**\$4,350 x ___ = \$_____ Deploy Month(s) _____
 - Full-Page Ad\$3,150 x ___ = \$_____ Deploy Month(s) _____
 - Half-Page Ad\$1,900 x ___ = \$_____ Deploy Month(s) _____
 - Quarter-Page Ad\$1,200 x ___ = \$_____ Deploy Month(s) _____
 - Program 2x2" Ad.....\$525 x ___ = \$_____ Deploy Month(s) _____
 - Exhibitor Listing Logo.....\$470 x ___ = \$_____ Deploy Month(s) _____

- IRE Website**
- IRE Chatbot - Regina the Roofer, **Exclusive**\$5,000 x ___ = \$_____
 - Registration/Travel Sponsor.....\$2,500 x ___ = \$_____
 - IRE Website Banner Ads (GL Code 940001.PROOF21.BXREV)\$200 - \$1,650 \$_____ Deploy Month(s) _____

- Geo-Fencing & Retargeting Ads**
- On-Site Show Audience Geo-Fencing Ads, **Exclusive**\$4,700 x ___ = \$_____ (GL Code 942003.PROOF21.BXREV)
 - Post-Show Audience Geo-Fencing Ads.....\$25/CPM x ___ = \$_____ Deploy Month(s) _____
Available for 1, 3 or 6 Months (GL Code 942003.PROOF21.BXREV)
 - Audience Extension Program (GL Code 942003.PROOF21.BXREV) Call for Pricing \$_____ Deploy Month(s) _____
 - Smart Ads Retargeting (50K Impressions).....\$1,700 x ___ = \$_____ Deploy Month(s) _____
 - Smart Ads Retargeting (100K Impressions).....\$2,890 x ___ = \$_____ Deploy Month(s) _____

- Other**
- Editorial Webinar (GL Code 940001.PROOF21.BXREV)\$10,000 x ___ = \$_____ Deploy Month(s) _____
 - Custom Webinar (GL Code 940001.PROOF21.BXREV).....\$8,500 x ___ = \$_____ Deploy Month(s) _____
 - Cost Per Lead Program (GL Code 942003.PROOF21.BXREV)..... Call for Pricing \$_____ Deploy Month(s) _____

GRAND TOTAL AMOUNT: \$ _____

RETURN YOUR CONTRACT & PAYMENT TO:
 International Roofing Expo
 222 West Las Colinas Blvd.
 Suite 450E
 Irving, TX 75039

METHODS OF PAYMENT:
 Please check one:

- Check made payable to:**
 International Roofing Expo
- Wire / ACH***
- Credit Card:** PCI compliance requires credit card information must only be received via our secure fax line **972-550-5390** or through our online contract portal.
*Refer to clause 7 on Page 2

All payments should be in USD funds. Exhibitors are responsible for all bank collection fees and/or discounts associated with their payments.

QUESTIONS?
 Please contact Show Management at:
 Toll-free: 800-684-5761
 Outside USA: 972-536-6415
 Email: sales@theroofingexpo.com
www.theroofingexpo.com

PAYMENT TERMS
 100% payment due prior to fulfillment

CANCELLATION TERMS
 All Sponsorships, Advertising and Digital Solutions are non-refundable.

Please see the full cancellation terms and conditions found online at <https://www.theroofingexpo.com/exhibit-terms> and at <https://www.theroofingexpo.com/digital-terms>

FOR SHOW MANAGEMENT USE ONLY

Date Received: _____
 Deposit Received: _____
 AE: _____
 CO ID#: _____

We understand this application becomes a binding contract when accepted by Informa Exhibitions U.S. Construction & Real Estate, Inc. We agree to abide by the Informa Markets Sponsorship and Exhibitions Terms and Conditions found online at <https://www.theroofingexpo.com/exhibit-terms>, the Informa Markets and Digital Solutions Terms and Conditions found online at <https://www.theroofingexpo.com/digital-terms> and regulations adopted by Informa Exhibitions U.S. Construction & Real Estate, Inc. in accordance with the terms herein.

Required Signature: x _____ Printed Name: _____