

August 10-12, 2021

Mandalay Bay
Convention Center
Las Vegas

Official Show Sponsor:



Official Show Publication:

**ROOFING
CONTRACTOR**



CONNECTING THE INDUSTRY

Digital Marketing Solutions



Conference | Exhibits | Networking

Why IRE Marketing?

Goals & Objectives

Why should I use IRE as a marketing tool?

Reaching the right prospects can be challenging. The IRE audience is made up of highly qualified owners, buyers and influencers that are actively seeking new brands and products to help them improve their business.

How can IRE marketing solutions help my business?

Our marketing solutions allow you to engage with your target audience on a personal level and deliver social content. This helps increase your brand's equity with customers and increases your company's exposure with the media.



Whether your company is looking to change industry perception from a mid-market brand to a high-level brand or target a new audience, we have options to help you achieve your company's goals. Our account executives can tailor a plan to help you drive business results. We can also create custom packages based on ideas you may have.

IRE E-Newsletter Ads

Sent bi-weekly, the IRE Business News Update e-newsletter is sent to over 37,000 industry professionals. Increase your brand's reach and drive traffic to your website with banner ads. Each issue highlights:

- Industry News and Information
- Company Profiles
- New Product Information
- Industry Research
- Exclusive content from the IRE event

Primary Sponsor Leader Board & Position 1 Ad.....	\$ 2,000
Primary Sponsor Leader Board	\$1,250
Position 1 Ad	\$ 1,250
Position 2 Ad	\$ 1,200
Position 3 Ad	\$ 1,100
Footer Position Ad	\$ 1,000



IRE E-NEWSLETTER ADVERTISING UNITS

**Pricing Per Issue*

Leaderboard: \$1,250*
728x90

Position 1: \$1,250*
300x250

Position 2: \$1,200*
300x250

Position 3: \$1,100*
300x250

Footer Position: \$1,000*
728x90

Targeted Email Blast

The IRE database consists of over 37,000 industry professionals, including past show attendees. The IRE database is a comprehensive database available for the roofing and exterior industry.

Opportunities for exhibitor's own dedicated emails during non-show cycle period are available to target the full database or by selections based on industry segment, geo-location, or audience demographics. Customers can 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 eblast(s).

Targeted Email Blast, Premium Dates\$ 450/CPM

Minimum of 10,000 names or \$4,500

Premium Dates are 30 days pre-show through 30 days post-show

Targeted Email Blast.....\$ 300/CPM

Minimum of 10,000 names or \$3,000



Webinars

Educate and engage your target audiences with our exclusive webinar services. Expand your industry thought leadership and generate leads with a one-hour live or on-demand webinar.

Whether you have custom content already or you need us to create content for you, we can help expand your brand reach to both residential and commercial roofing professionals.

Editorial Webinar\$ 10,000

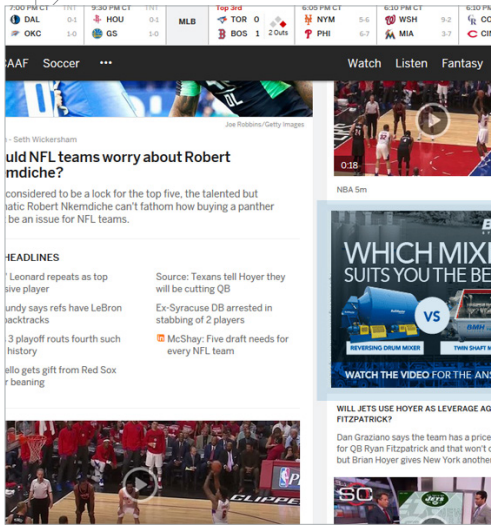
IRE editors lead topic creation and recruit speakers/presenters

Custom Webinar\$ 8,500

Client provides content and speakers/presenters

- One (1) one-hour live or on-demand webinar
- Event hosting and technical support included
- Lead collection including contact information (name, email, title, company)
- Promotion of webinar to included: one (1) ad in the IRE bi-weekly e-newsletter, one (1) targeted email blast to 10,000 contacts, webinar included on the IRE website, one (1) social media post on the IRE Facebook and LinkedIn accounts





Smart Ads Retargeting

Keep your brand in the forefront of the IRE audience with digital retargeting ads. Retargeting ads allow you to serve your company's display ads to those that have visited the IRE website. These ads will display on other websites they visit such as news sites, shopping sites, sports sites, and more.

Smart Ads Retargeting, 50K Impressions\$ 1,700
 Smart Ads Retargeting, 100K Impressions.....\$ 2,890

Audience Geo-Fencing Ads

Throughout the days of the show, and within the exhibit halls, 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 to deliver sponsor's marketing message directly to their mobile and desktop devices, wherever they are located.

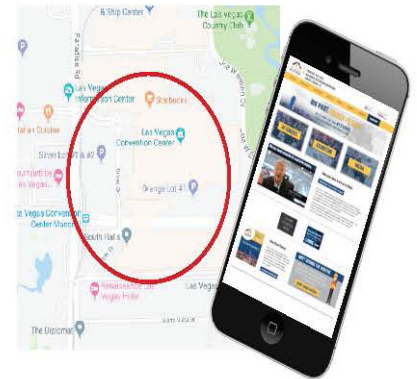
Geo-Fencing campaigns can be run during show hours, or post-show with campaign durations of three (3) or six (6) months.

Post-Show Audience Geo-Fencing Ads\$ 25/CPM
 1, 3 or 6 month options available

On-Site Audience Geo-Fencing Ads (*Exclusive*)\$ 4,700

Increase your digital ad reach with a custom audience extension program.

Audience Extension ProgramCall for Pricing



Cost Per Lead Program

This program is designed to deliver a specific number of market qualified leads into your company's funnel. Leveraging the IRE database and your company's content assets, we can execute a lead generating program on your behalf. Our team will evaluate your content assets to recommend those that will work best. We can help develop new content if needed.

Each program is custom tailored to fit your needs.

Cost Per Lead Program.....Call for pricing

Digital Show Guide Ads - NEW

The NEW Digital Show Guide is a resource for industry professionals attending or considering attending. It provides an overview of the show's programs and events, exhibitor lists, show floor plan, new product introductions, destination information, articles, and more.

The digital guide will be published four times, three times prior to the show and a final version for show site. **Purchasing of a digital show guide ad includes up to 4 ad insertions.**

Each version of the digital show guide will be emailed to attendees and prospects, posted to the IRE website, and promoted on social media. The final version will be available in the IRE mobile app.

You can choose to enhance your digital ad by adding:

- Links to your website or email address
- Video overlaid on the static artwork
- Tags and captions that include additional information and a URL link



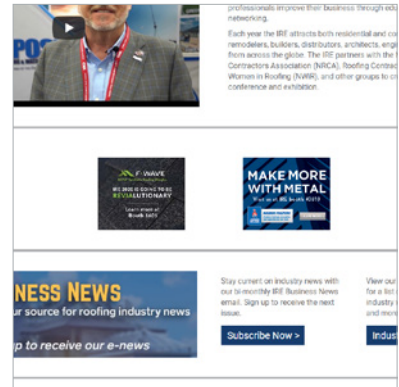
- Front Cover Note, 3" x 3" \$ 6,800
- Back Cover Ad \$ 4,600
- Inside Back Cover Ad \$ 4,350
- Inside Front Cover Ad \$ 4,350
- Full-Page Ad, Page 1 \$ 4,350
- Full-Page Ad \$ 3,150
- Half-Page Ad (Horizontal or Vertical)..... \$ 1,900
- Quarter-Page Ad \$ 1,200
- Program Category Ad, 2" x 2" \$ 525
Sponsor a product category and receive top billing
- Exhibitor Listing Logo \$ 470
Your company logo will appear next to your company name in the exhibitor listing



Website Banner Ads

Keep your brand in the forefront of the IRE audience with digital banner ads on the IRE website. Showcase your message on the homepage for the most visibility, or target other top web pages.

- Rotating Ads can feature up to four (4) ads per ad position.
- Premium months are November - April.
- All prices are for one month (30 days).

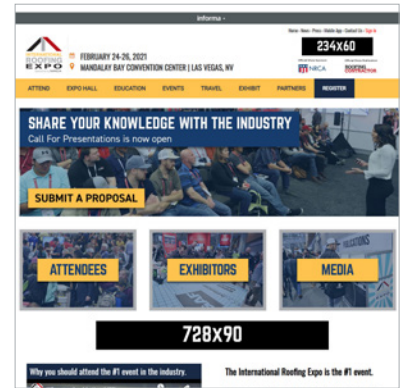


Website Header Bar *(shows on every page)* Rotating / Exclusive

Mini Leader Board Ad (234x60 px), Premium Months.....	\$600	\$1,650
Mini Leader Board Ad (234x60 px)	\$400	\$900

Home Page Ads Rotating / Exclusive

Leader Board Ad (728x90), Premium Months.....	\$750	\$1,350
Leader Board Ad (728x90)	\$550	\$1,200
Small Square Ad (200x200), Premium Months.....	\$300	\$700
Small Square Ad (200x200)	\$200	\$500



Website Sections Rotating / Exclusive

Leader Board Ad (728x90), Premium Months.....	\$500	\$800
Leader Board Ad (728x90)	\$350	\$650
Wide Skyscraper (160x600), Premium Months.....	\$300	\$500
Wide Skyscraper (160x600)	\$200	\$400

Website Section ads are based on menu areas (i.e. Attend, Expo Hall, etc.). Ads will be displayed on the main page and first layer of subpages.



Digital Marketing Packages

Digital Package AValue: \$3,620 Package Price: \$2,900

- Digital Show Guide Half-Page Ad
- Digital Show Guide Exhibitor Listing Logo
- One (1) IRE E-Newsletter Position 1 Ad

Digital Package BValue: \$3,620 Package Price: \$2,900

- Digital Show Guide Quarter-Page Ad
- Two (2) IRE E-Newsletter Position 2 Ad

Digital Package CValue: \$7,150 Package Price: \$5,350

- Digital Show Guide Full-Page Ad
- Two (2) IRE E-Newsletter Primary Leader Board & Position 1 Ads

Digital Package DValue: \$7,150 Package Price: \$5,350

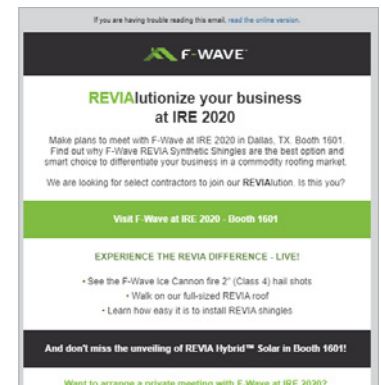
- Digital Show Guide Half-Page Ad
- Targeted Email Blast, (5,000 Names, Non-Premium Dates)
- Three (3) IRE E-Newsletter Position 1 Ad

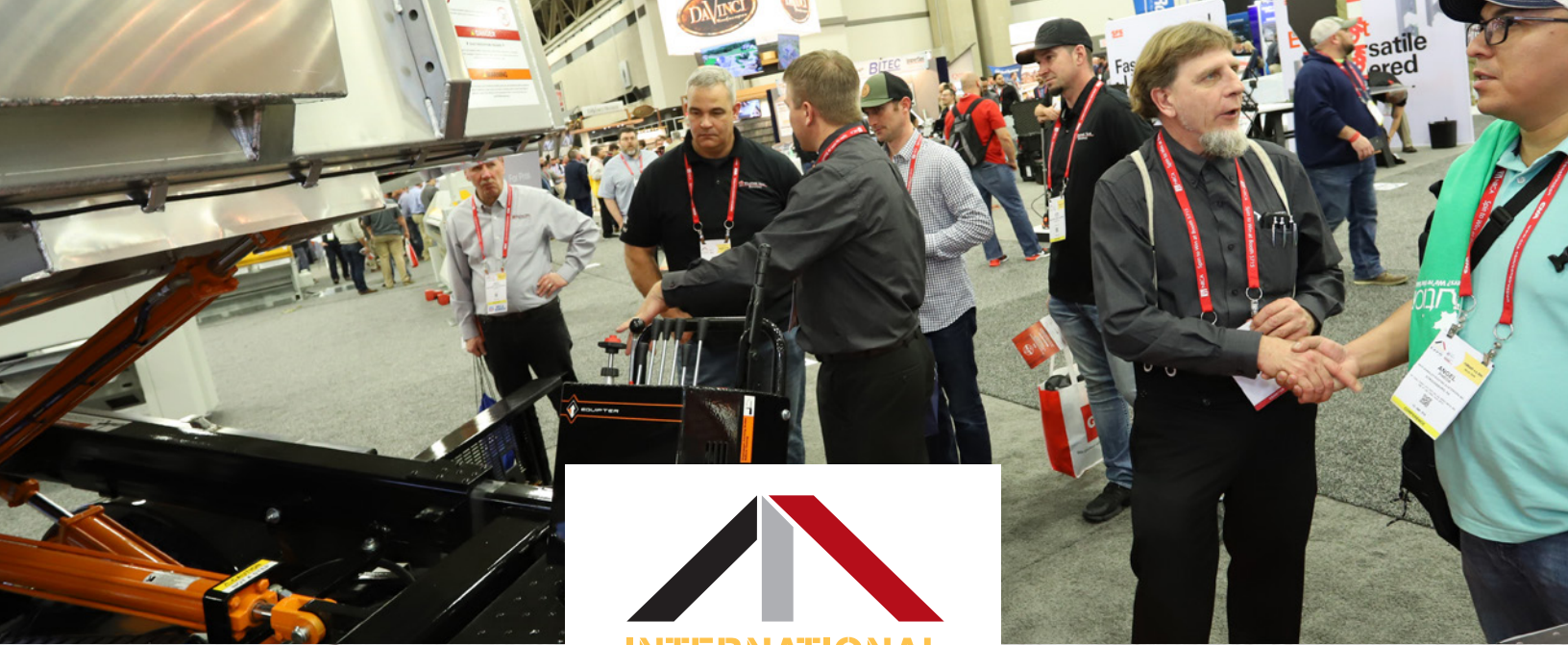
Digital Package EValue: \$10,900 Package Price: \$7,600

- Digital Show Guide Full-Page Ad
- Targeted Email Blast, (5,000 Names, Non-Premium Dates)
- Two (2) IRE E-Newsletter Primary Leader Board & Position 1 Ads
- IRE Website Homepage Leader Board Ad, Three (3) Months (Premium Months, Rotating)

Digital Package FValue: \$14,520 Package Price: \$9,400

- Digital Show Guide Full-Page Ad
- Digital Show Guide Exhibitor Listing Logo
- Two (2) Targeted Email Blast, (10,000 Names, Non-Premium Dates)
- Two (2) IRE E-Newsletter Primary Leader Board & Position 1 Ads
- IRE Website Homepage Small Square Ad, Three (3) Months (Premium Months, Rotating)





**INTERNATIONAL
ROOFING
EXPO**

Sponsored by **NRCA**

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