



2021 **LIVE IN LAS VEGAS**
AUGUST 10-12

MANDALAY BAY CONVENTION CENTER

Official Show Sponsor:



CONNECTING THE INDUSTRY

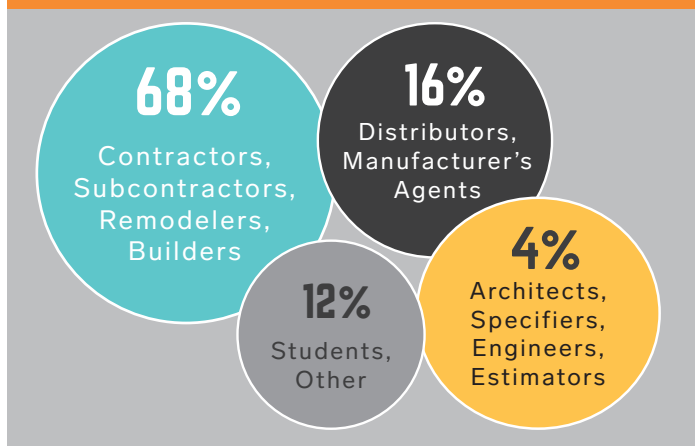
Digital Media Brochure



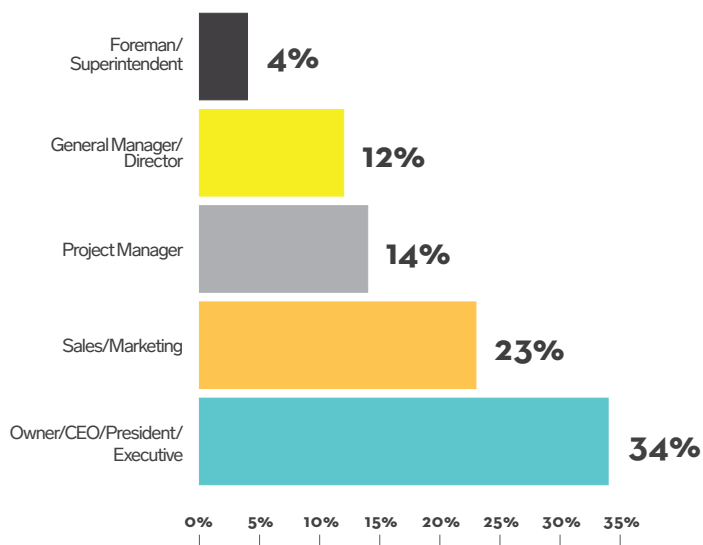
Reach Buyers and Decision Makers

The International Roofing Expo® has the premier events for the roofing and exterior construction industries. Through the IRE, contractors, remodelers, and builders connect with manufacturers to discover the latest products, technologies, and services on the market. By marketing with the IRE, you will reach new buyers, generate leads, expand into new markets, increase sales and strengthen your brand position. The IRE database consists of over 32,000 active industry professionals, including past show attendees.

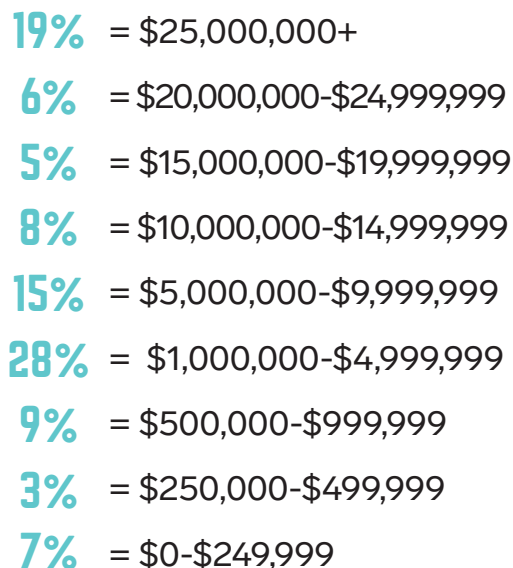
INDUSTRY SEGMENTS



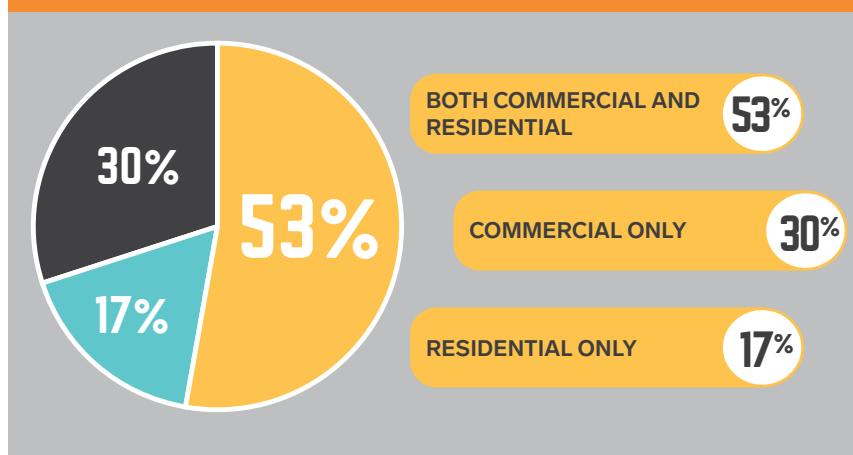
TOP ATTENDEE JOB FUNCTIONS



ANNUAL SALES BY COMPANY



PRIMARY MARKET



81%

of companies that attended the IRE reported annual sales exceeding \$1,000,000

69%

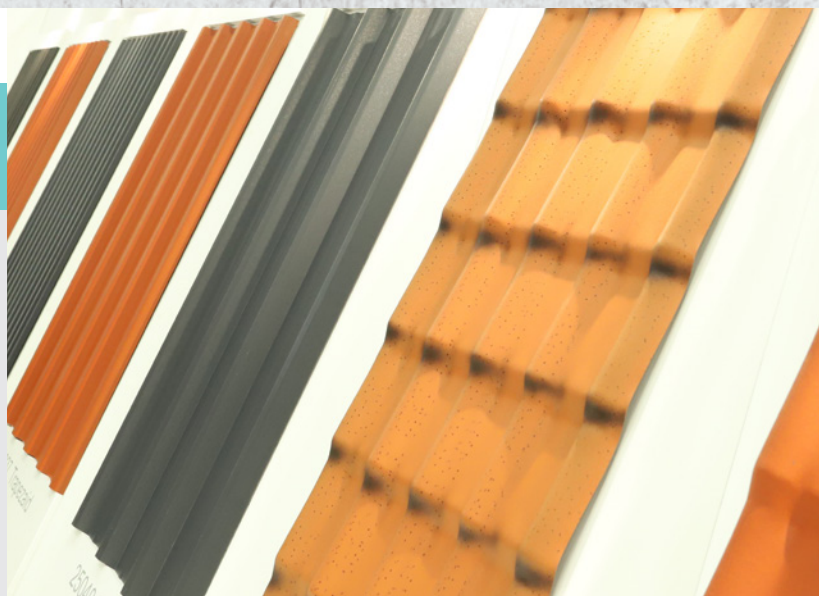
of attendees are actively involved in buying decisions

79%

of audience plans to place orders with exhibitors they have met within 12 months of the show

ATTENDEE PRODUCT INTERESTS

Bitumen/ Asphalt	28%
Built Up- Cold/ Hot Applied	19%
Business Services/ Insurance	11%
Coatings/ Sealants/ Adhesives	35%
Consulting/ Testing Services	11%
Curtain Wall Systems	6%
Drones/ Drone Software	19%
Electrical Supplies	4%
Fasteners	23%
Flashing	27%
Green/ Sustainable	12%
Guards	10%
Gutters/ Roof Drains	28%
HVAC	7%
Interior Protection	7%
Ladders/ Scaffolding	18%
Machinery/ Manufacturing Equipment	12%
Metal Panels/ Shingles	29%
Modified Bitumen	27%
Rollforming/ Metalforming	19%
Roof Decks/ Decking	35%
Roof Hatches/ Doors	24%
Roof Pavers/ Walkways/ Ballasts	22%
Safety/ Fall Protection	26%
Shingles	51%
Siding/ Insulation	23%



Single- Ply Roofing	41%
Skylights	28%
Slate	15%
Solar	18%
Spray Polyurethane Foam	13%
Synthetic	18%
Technology/ Software	15%
Tile	17%
Tools/ Accessories	23%
Underlayment	31%
Vapor Retarders	14%
Vehicles/ Rigging	11%
Ventilation	20%
Waterproofing	28%
Weather and Climate	12%
Windows & Doors	15%

Why IRE Marketing?

Goals & Objectives

Why should I use IRE as a marketing tool?

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

How can IRE sponsorships help my business?

Sponsorships 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 to 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
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

IRE E-Newsletter Ads

Sent bi-weekly, the IRE Business News Update e-newsletter is sent to over 32,000 active industry professionals. Increase your brand's reach and drive traffic to your website with banner ads.

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

**Contact your IRE Account Executive for frequency discounts on six or more advertisements.*

e-Newsletter Editorial information

Month	Drop Date	Ad Creative Due	Special Report
January	January 12	January 1	
	January 26	January 15	
February	February 9	January 29	
	February 23	February 12	IRE Virtual Edition Event
March	March 9	February 26	Metal Roofing
	March 23	March 12	
April	April 6	March 26	Lead Generation
	April 20	April 9	
May	May 4	April 23	Job Site Safety
	May 18	May 7	
June	June 1	May 21	Replacement Windows
	June 15	June 4	IRE Live Edition Pre-Show
July	July 6	June 25	Siding
	July 20	July 9	
August	August 3	July 23	Solar Update
	August 17	August 6	IRE Live Edition Recap
September	September 7	August 27	Resilient Building
	September 21	September 10	
October	October 5	September 24	Jobsite Equipment & Tools
	October 19	October 8	
November	November 2	October 22	Weatherization
	November 16	November 5	
December	December 7	November 26	
	December 21	December 10	

In Every Issue

IRE Updates – News and updates related to the International Roofing Expo, including the live show, virtual events, and other IRE produced programs

NRCA News – News and updates from the National Roofing Contractors Association

Market Updates – The latest news on residential and commercial construction updates of interest to roofing, siding, and window contractors, and their suppliers

Marketing & Sales – Specific to the needs of professional roofing, siding, window firms, and affiliated professionals.

Roofing Company Spotlights – Highlighting industry firms, successful business practices, and achievements

Product News – Covering roofing, siding, windows, and adjacent product categories

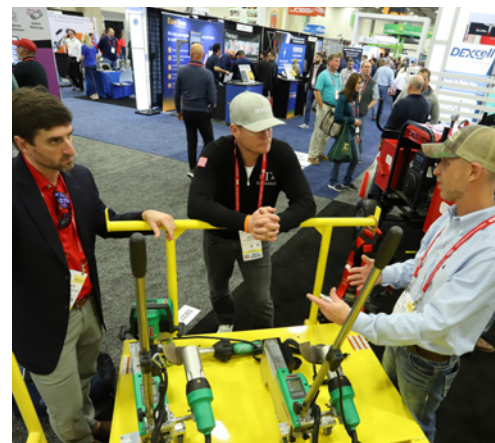
Technology – The latest technology solutions aimed at increasing productivity in the industry

Exhibitor Video Solutions

Leverage our on-site team of videographers and in-house video production and editing teams for producing your very own custom video. We have a variety of standard video packages available, including New Product Spotlight, Exhibitor Booth Tour, and Executive Viewpoint videos.

Video Package\$ 3,200

- One (1) 3-4 minute fully edited video (provided 30 days post-show)
- One (1) 45-minute filming session
- One (1) videographer and video coordinator
- One (1) interviewer (for Executive Viewpoint video option)
- Video included in IRE e-newsletter, on the IRE website



Targeted Email Blast

The IRE database consists of over 32,000 active industry professionals, including past show attendees. You can send your marketing message to the entire IRE audience or a target listed based on specific demographics.

You provide us with an HTML email, and to ensure higher open rates, we will send the message on your behalf. The minimum list quantity is 10,000 email addresses. Performance metrics will be provided two weeks after deployment.

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

*Contact your Account Executive for special rates for IRE exhibitors.

Rooftop Ruckus Shared Email

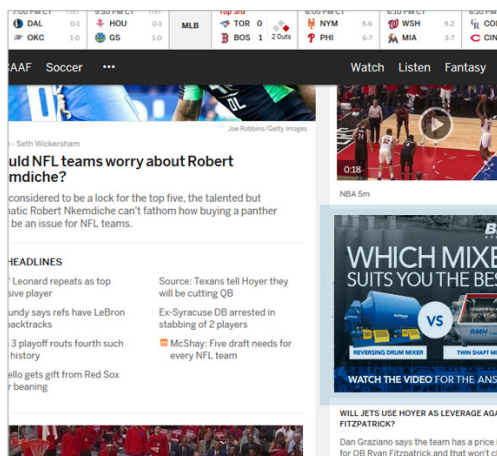
Highlight a product, equipment, or service in our monthly Rooftop Ruckus email. Whether it's a new product or a best seller, over 32,000 professionals will have the chance to see your item.

Rooftop Ruckus Product Spot, 3x Emails\$1,295

Rooftop Ruckus Product Spot, 6x Emails\$2,300

- Includes one (1) product listing per email blast
- Position available on first-come, first-serve basis
- Listing includes company logo, product image, tagline, product description and url link
- Performance metrics available





Smart Ads Retargeting

Keep your brand at 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 see, 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 show days 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 messages directly to their mobile and desktop devices, wherever they are located.

On-Site Audience Geo-Fencing Ads (*Exclusive*)\$ 4,500

Post-Show Audience Geo-Fencing Ads

1 Month\$3,300

3 Months.....\$9,900

6 Months.....\$19,800

The IRE is working with a leading programmatic technology partner, and we can deliver your message to industry professionals wherever they go on the Internet or on Facebook.

Audience Extension Program, Display Ads

6 Months.....\$3,250

12 Months.....\$6,500

Audience Extension Program, Facebook Link Ads

6 Months.....\$4,070

12 Months.....\$8,140



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 before the show, and a final version for the show. Purchasing a digital show guide ad includes up to three (3) 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
- Links to your social media channels
- Video overlaid on the static artwork

Front Cover Note, 3" x 3" <i>(Exclusive)</i>	\$ 6,800
Opposite Front Cover Ad <i>(Exclusive)</i>	\$ 4,600
Inside Front Cover Ad <i>(Exclusive)</i>	\$ 4,350
Opposite Table of Contents Ad <i>(Exclusive)</i>	\$ 4,350
Full-Page Ad, Page 3 <i>(Exclusive)</i>	\$ 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



**Digital Show Guide
Publishing Schedule**
June 7th, July 13th, and
August 9th

(Publishing dates are subject to change.)

Website Banner Ads

Leverage the IRE website traffic power and keep your brand at the forefront of the IRE audience. IRE website ads are ideal for promoting your show presence, highlighting new products, and increasing brand awareness. 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

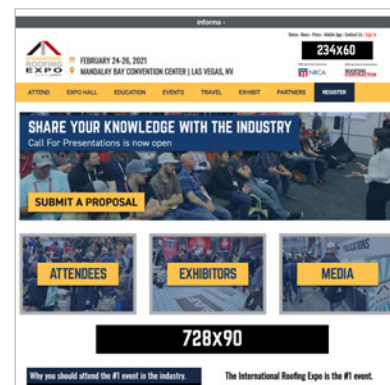
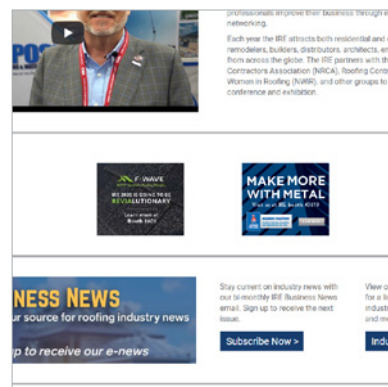
Home Page Ads

	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 sub pages.



Webinars

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

Custom Webinar | We will help expand your brand reach to residential and commercial roofing and exterior professionals with your custom content. IRE's Marketing Services Team can work with you to develop custom content for your webinar for an added fee.

Editorial Webinar | IRE editorial webinars are also available for sponsorship. The sponsor would be aligned with the content from a thought-leadership position and include their branding along with pre and post-roll messaging and include collateral assets; however, they would not have involvement in producing the editorial content.

Editorial Webinar\$ 8,500

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

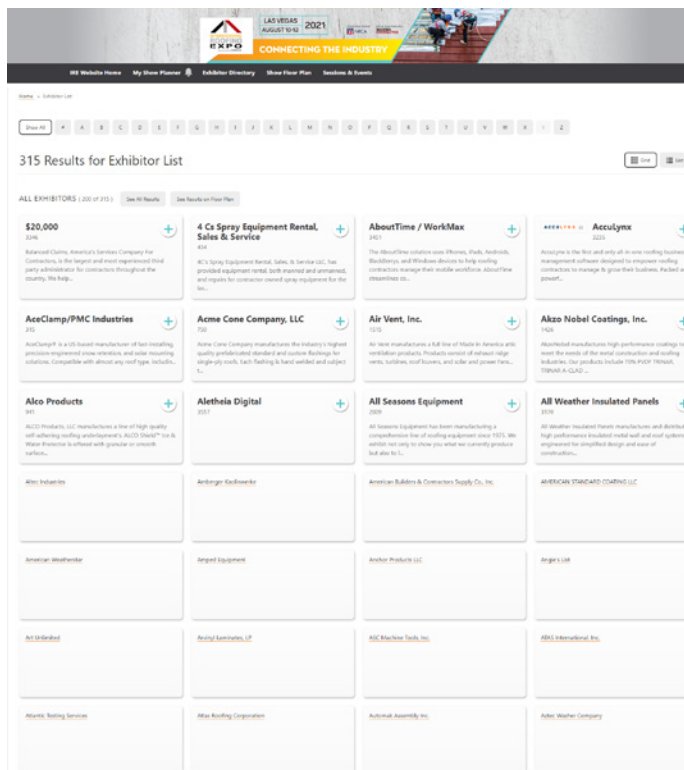


Cost Per Lead Program

Leveraging the IRE's database and your company's content assets, we can execute lead generation programs on your behalf. Programs are designed to deliver a specific number of market-qualified leads into your company's funnel. Our team will evaluate your content assets to recommend those that will work best and require at least three content assets per program. We also have the capabilities to help you develop new content if needed.

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





Digital Media Package

Every IRE exhibitor receives a standard Digital Media Package which includes your online exhibitor listing. Your digital exhibitor listing showcases your brand on the IRE website and mobile app. Attendees will search the exhibitor directory to find new brands, products and help them plan their trip to the IRE. Make sure to update your profile early to get the most exposure.

Digital Media Package *(Included with exhibitor space sign-up)*

- Company Name
- Company Contact Details
- Company Social Media Links
- Company Description
- Booth Number
- Five (5) Product Categories
- One (1) Company Logo
- Five (5) Product Images & Descriptions
- Three (3) Videos
- Five (5) Collateral Pieces
- Show Specials

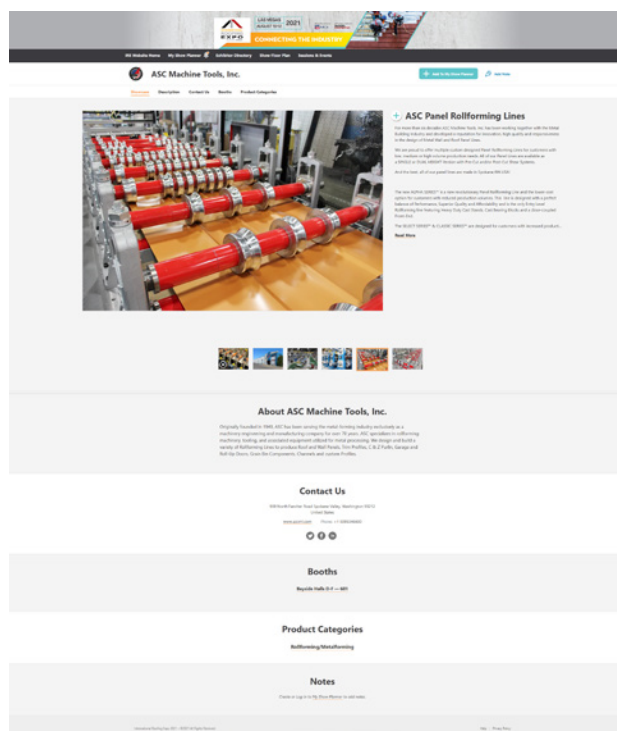
Maximum Exposure Upgrade

Increase your digital exhibitor listing exposure and gain access to leads with our Maximum Exposure Package. This package lets you upgrade your listing to include more company assets and gives you priority placement in the directory listing.

It also gives you access to online leads. IRE participants can create an IRE My Show Planner account. With a My Show Planner account, you can favorite company profiles, add events to a schedule, and more. You will receive leads for anyone with a My Show Planner account and visits or favorites your exhibitor profile page.

Maximum Exposure Upgrade \$895

- Additional three (3) Product Categories
- Additional five (5) Product Images & Descriptions
- Additional three (3) Videos
- Additional five (5) Collateral Pieces
- Priority Listing Placement
- Access to Online Leads



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

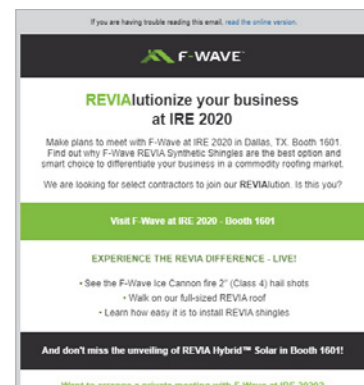
- Digital Show Guide Half-Page Ad
- Targeted Email Blast, (5,000 Names, Non-Premium Dates)
- Three (3) IRE E-Newsletter Position 1 Ad

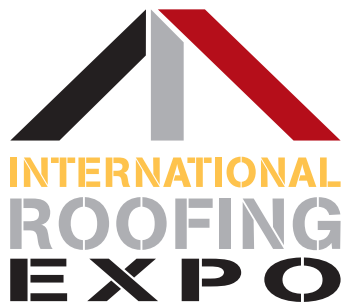
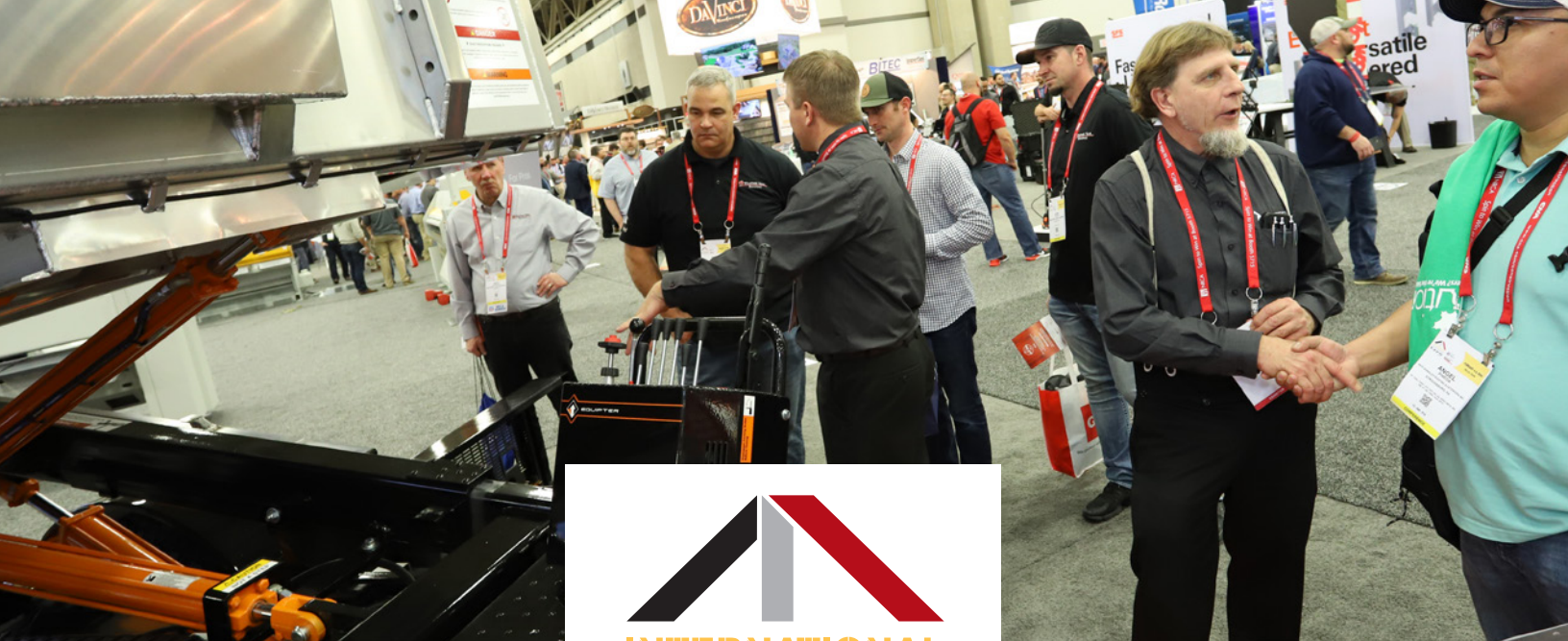
Digital Package EValue: \$10,900 Package Price: \$7,600

- 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)





YOUR ACCOUNT EXECUTIVE TEAM



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CONNECTING THE INDUSTRY
Conference | Exhibits | Networking