



February 24-26, 2021

Mandalay Bay Convention Center
Las Vegas

CONNECTING THE INDUSTRY

EXHIBITOR PROSPECTUS

Attendee Demographics • Booth Rates
Sponsorships • Housing Information

Official Show Sponsor:



Official Show Publication:

**ROOFING
CONTRACTOR**

WHERE THE INDUSTRY COMES TOGETHER



are First-Time Attendees that you won't see anywhere else.



of Attendees have not visited another event in the past 12 months.

The International Roofing Expo® is returning to Las Vegas, NV. By exhibiting at the IRE you will reach new buyers, generate leads, expand into new markets, increase sales and strengthen your brand position. Include IRE in your 2021 marketing strategy.

61

Countries Represented & All US States



541

Exhibiting Companies

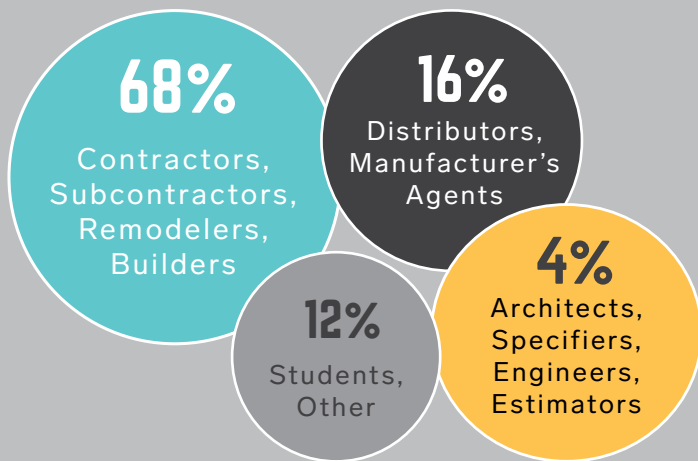


17,060

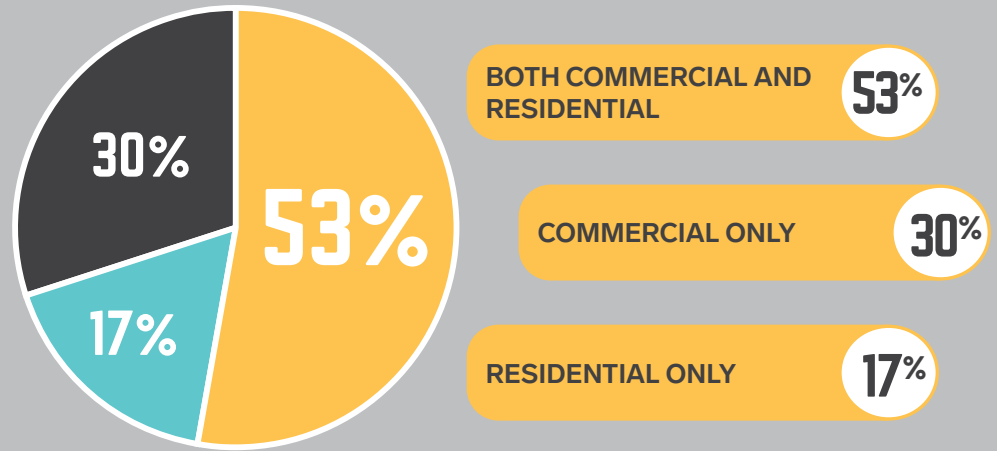
Professional Attendees



INDUSTRY SEGMENTS



PRIMARY MARKET





REACH BUYERS & DECISION MAKERS

81%

of attending companies reported annual sales exceeding \$1,000,000.

\$81,562

Average value of orders (per attendee) buyers intend to purchase in the next year from exhibitors they saw at IRE

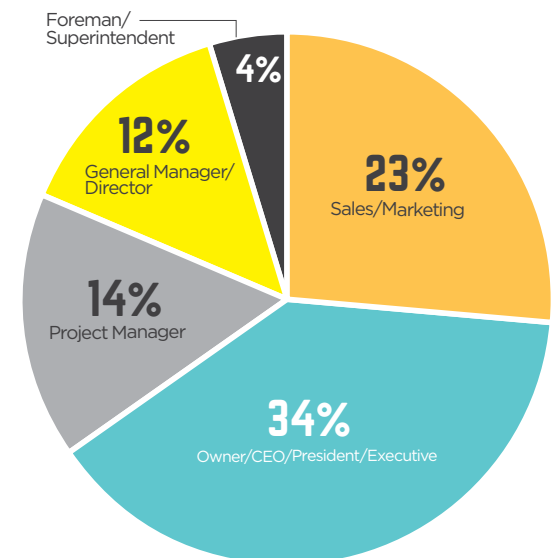
69% of attendees are actively involved in buying decisions

79% of audience plans to place orders with exhibitors they have met within 12 months of the show

ANNUAL SALES BY COMPANY

19%	= \$25,000,000+
6%	= \$20,000,000-\$24,999,999
5%	= \$15,000,000-\$19,999,999
8%	= \$10,000,000-\$14,999,999
15%	= \$5,000,000-\$9,999,999
28%	= \$1,000,000-\$4,999,999
9%	= \$500,000-\$999,999
3%	= \$250,000-\$499,999
7%	= \$0-\$249,999

TOP 5 ATTENDEE JOB FUNCTIONS



SHOWCASE YOUR BRAND & PRODUCTS

EXPO HALL & PAVILIONS

The vast exhibit hall features over 125,000 square feet of booth space. Align your brand with the top manufacturers in the industry. The show features three expo hall pavilions including the NEW Siding & Window Pavilion.

Business & Tech Pavilion

In this pavilion attendees can find the latest business and technology products and services that can help their businesses run more efficiently and effectively.

Metal Marketplace

The leading manufacturers that supply creative and innovative metal products, designs, building concepts, tools and services are located here.

NEW Siding & Window Pavilion

More roofing firms are expanding into exterior contract work. Feature your products in the new pavilion dedicated to exterior contract products.

The IRE is a fantastic Roofing Resource for Commercial and Residential Roofing Professionals. With market leading products and forward thinking manufactures in attendance, this conference provides excellent value to all!"

— Josh Barney, Ideal Building Solutions

The turnout of current customers and new customers is far greater there than any other show we exhibited at.

— Lawren Rider, D.I. Roof Seamers

ATTENDEE PRODUCT INTERESTS

Associations/ Agencies/ Publications	13%	Gutters/ Roof Drains	28%	Skylights	28%
Bitumen/ Asphalt	28%	HVAC	7%	Slate	15%
Built Up- Cold/ Hot Applied	19%	Interior Protection	7%	Solar	18%
Business Services/ Insurance	11%	Ladders/ Scaffolding	18%	Spray Polyurethane Foam	13%
Coatings/ Sealants/ Adhesives	35%	Machinery/ Manufacturing Equipment	12%	Synthetic	18%
Consulting/ Testing Services	11%	Metal Panels/ Shingles	29%	Technology/ Software	15%
Curtain Wall Systems	6%	Modified Bitumen	27%	Tile	17%
Drones/ Drone Software	19%	Rollforming/ Metalforming	19%	Tools/ Accessories	23%
Electrical Supplies	4%	Roof Decks/ Decking	35%	Underlayment	31%
Fasteners	23%	Roof Hatches/ Doors	24%	Vapor Retarders	14%
Flashing	27%	Roof Pavers/ Walkways/ Ballasts	22%	Vehicles/ Rigging	11%
Green/ Sustainable	12%	Safety/ Fall Protection	26%	Ventilation	20%
Guards	10%	Shingles	51%	Waterproofing	28%
		Siding/ Insulation	23%	Weather and Climate	12%
		Single- Ply Roofing	41%	Windows & Doors	15%

TOP REASONS EXHIBITORS PARTICIPATE IN THE IRE

1. IRE IS THE MARKET LEADING SHOW
2. EXPOSURE TO DECISION MAKERS & BUYERS
3. NETWORKING WITH CURRENT CLIENTS
4. DISCOVER NEW PROSPECT CLIENTS
5. GENERATING NEW SALES ORDERS
6. SHOWCASE NEW PRODUCTS & SERVICES
7. STAY AHEAD OF THE COMPETITION

WHY EXHIBIT AT THE IRE



BENEFITS & FEATURES OF EXHIBITING

- Discounts on educational seminars
- Access to education on the show floor
- Free expo hall passes for your customers and prospects
- Ten (10) or more exhibitor badges
- Featured product opportunities
- Sponsorship and marketing opportunities pre-show, during the show, and post-show
- Tickets to the Welcome Party*
- Upgraded listing on the IRE website
- Listing on the printed show floor plan**
- Listing in mobile app**

2021 BOOTH RATES

NRCA Member Rates (per square foot) ⁽¹⁾	On-site Booth Rate Through Feb. 6 ⁽²⁾	Regular Booth Rate After Feb. 6	NON-MEMBER RATES (per square foot)	On-site Booth Rate Through Feb. 6 ⁽²⁾	Regular Booth Rate Through Feb. 13
599 sq. ft. or less	\$39.25	\$40.50	599 sq. ft. or less	\$42.00	\$43.50
600 - 999 sq. ft.	\$37.75	\$39.00	600 - 999 sq. ft.	\$40.50	\$42.00
1,000-1,999 sq. ft.	\$33.50	\$34.75	1,000-1,999 sq. ft.	\$36.25	\$37.75
2,000 sq. ft. & more	\$32.00	\$32.50	2,000 sq. ft. & more	\$32.25	\$32.75

Additional corner booth rates and insurance fees may apply. ⁽¹⁾NRCA membership must be in good standing and verified to receive NRCA Member Booth Rates. ⁽²⁾Contract and 25% deposit must be submitted by February 6, 2020 to qualify for on-site booth rates.



SPONSORSHIP & MARKETING OPPORTUNITIES

IRE sponsorships and marketing opportunities are the most effective way to increase your impact pre-show, on-site, and post-show. Our wide selection of options can help you increase your sales funnel, generate new orders, and expand your brand position in the market. Whether you are looking to launch a new product, penetrate a new market segment, or maintain customer relations - **we can help you achieve your business goals in 2021!**

DIGITAL

- Targeted Email Blasts
- Product Shared Email Blasts
- Pre-Show Planner
- IRE Website Banner Ads
- Registration / Travel Sponsor
- Retargeting Ads
- Geo-Fencing Ads
- Mobile App Sponsorships
- Sponsored Social Media Posts
- Chatbot Sponsor

PRINT & SIGNAGE

- On-site Show Program
- Hanging Aisle Signs
- Billboard and Kiosk Signs
- Hanging Banner Ads
- Column Wraps
- Window Clings
- Escalator Graphics
- On-site Registration Sponsor
- Conference Bags & Inserts
- Show Lanyards

EVENTS & EDUCATION

- First-Timer Reception
- Welcome Party
- Keynote Address
- Conference Program Sponsor
- Exhibitor Product Clinics
- Exhibitor-Presented Seminars
- Exhibit Hall Private Meeting Rooms
- Outdoor Demos & Events
- Webinars
- Custom Packages



HOUSING & TRAVEL INFORMATION

PLAN AHEAD FOR LAS VEGAS, NV

In partnership with onPeak, we've secured discounted rates at a selection of Las Vegas hotels. Through onPeak we're able to offer you convenient and affordable options for your trip to International Roofing Expo 2021. onPeak is the only hotel provider endorsed by IRE, and we encourage you to book early for the best selection and price.



DEEP DISCOUNTS

Buy-in-bulk hotel rates, with savings passed on to you.



PAY DELAY

With onPeak you can book your room today and cancel without penalty a week before the event.



EXCEPTIONAL SERVICE

We're your advocate before, during and after your stay.



HOTEL REWARDS POINTS

Get credit for your hotel loyalty program.



BEST RATE PLEDGE

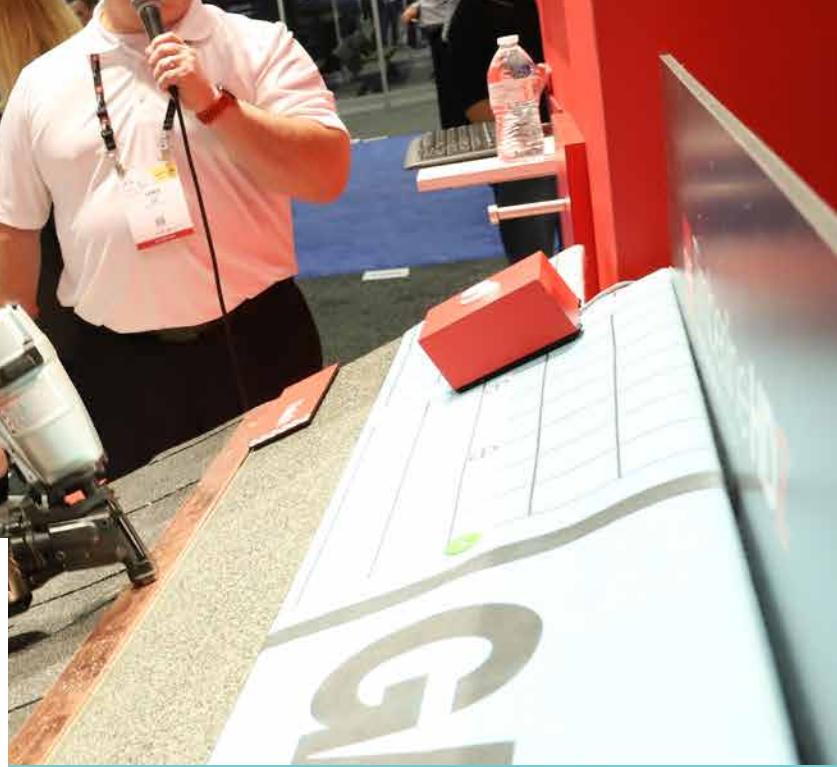
We comparison shop to ensure our rates remain the lowest.



GROUP RESERVATIONS

Easily manage hotel reservations with onPeak's group tools.





YOUR ACCOUNT EXECUTIVE TEAM



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Steve Schlange
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For information about becoming an NRCA member, including the numerous perks like discounted booth rates, contact NRCA's Membership Department at (800) 323-9545.