



2021 Sponsorship and Marketing Application & Contract

February 24-26, 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: _____

A completed 2021 IRE Booth Contract must be received to be eligible for sponsorship and/or marketing opportunities. Sponsorships are only available to 2021 contracted IRE exhibitors. The 2020 exclusive sponsorship holders have first right-of-refusal for the 2021 IRE until June 8, 2020. Promotion rates are non-commissionable. All sponsorships must be paid in full prior to fulfillment. All sponsorships and marketing items are nonrefundable. Detailed descriptions of all promotions are available at www.theroofingexpo.com.

Items in red are exclusive sponsorships. Items in blue are suggested as year-round solutions.

SIGNAGE & GRAPHICS

Aisle Signs

- Aisle Signs - 3 Main Aisles**\$ 4,250
- Aisle Signs - 3 Common Aisles\$ 3,650
- Aisle Signs - 1 Common Aisle\$ 1,325

Hanging Banners

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

Clings

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

Other

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

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

NEW PRODUCT SPOTLIGHT

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

- New Product Spotlight, 3x2' Table Top Display\$ 925
- New Product Spotlight, 6x2' Table Top Display\$ 1,025
- New Product Spotlight, 4x4' Freestanding Display\$ 1,125
- New Product Introduction\$ 500

ON-SITE OPTIONS

- Welcome Party**\$ 25,000
- Keynote Speaker**\$ 12,500
- On-site Registration Sponsor**\$ 16,500
- Booth Tour Video\$ 3,200

Education & Clinics

- Exhibitor Presented Seminar\$ 3,900
- Exhibitor Product Clinic, Standard\$ 16,250
- Exhibitor Product Clinic, Large\$ 19,750

Exhibit Hall Private Meeting Rooms

Private meeting rooms are available during expo hall hours only.

- Large (approx. 300 sq. ft)\$ 4,950
- Medium (approx. 200 sq ft.)\$ 3,950
- Small (approx. 100 sq. ft)\$ 2,950
- NEM Medium (approx. 200 sq ft.)\$ 9,350
- NEM Small (approx. 100 sq. ft)\$ 5,850

Conference Bag Options

- Conference Bag Logo (Shared)\$ 7,700
- Conference Bag Insert\$ 2,750

SHOW PROGRAM PRINT ADS

- Front Cover Note**\$ 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\$ 1,900
- Quarter-Page Ad\$ 1,200
- Program 2x2" Ad\$ 525
- Exhibitor Listing Logo\$ 470



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DIGITAL OPTIONS

Digital Pre-Show Planner

- Full-Page Ad \$ 1,500
- Half-Page Ad \$ 1,000
- Quarter-Page Ad \$ 750

Email

- Target Email Blast, Premium \$ 450/CPM
Minimum of 10,000 Names or \$4,500
- Target Email Blast** \$ 300/CPM
Minimum of 10,000 Names or \$3,000
- Rooftop Ruckus 3X Shared Email \$ 1,295
- Rooftop Ruckus 6X Shared Email \$ 2,300

Business Update E-Newsletter Banner Ads

- 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

Retargeting & Geo-Fencing

- Smart Ads Retargeting (50K Impressions)** \$ 1,700
- Smart Ads Retargeting (100K Impressions)** \$ 2,890
- Post Show Audience Geo-Fencing Ads** \$ 25/CPM
3 Months/500K Impressions
- Post Show Audience Geo-Fencing Ads** \$ 25/CPM
6 Months/1 million Impressions
- Audience Extension Program** *Call for Pricing*

Website

- Registration/Travel Sponsor \$ 2,500
- IRE Website Banner Ads** \$ 200 - \$ 1,650

Mobile App

- Gold Mobile App Package** \$ 5,900
- Silver Mobile App Package \$ 3,700
- Mobile App Banner Ad \$ 1,900
- Mobile App Push Notification \$ 950

Video Wall

- 60 Second Video Clip \$ 3,650
- 30 Second Video Clip \$ 2,650

Other

- Editorial Webinar** \$ 10,000
- Custom Webinar** \$ 8,500
- Cost Per Lead Program** *Call for Pricing*

TOTAL SPONSORSHIP AMOUNT: \$

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.

- _____ \$ _____
- _____ \$ _____
- _____ \$ _____
- _____ \$ _____
- _____ \$ _____

YOUR ACCOUNT EXECUTIVE TEAM

Darrin Cayton
Accounts A-K | Sr. Account Executive
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Robert Leal
Accounts L-V | Account Executive
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Steve Schlange
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+1 972-536-6386

RETURN APPLICATION & PAYMENT TO:

International Roofing Expo
222 West Las Colinas Blvd., Ste. 450E
Irving, Texas USA 75039

METHODS OF PAYMENT:

Please check one:

- Check made payable to:** International Roofing Expo
- Wire / ACH*:** Refer to clause 7 of the Exhibitor Terms & Conditions
- 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.

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

QUESTIONS?

Contact IRE Show Management at:
Toll-free: 800-684-5761 | Outside USA: 972-536-6415
Email: sales@theroofingexpo.com
www.theroofingexpo.com

FOR SHOW MANAGEMENT USE ONLY

Date Received: _____ Deposit Received: _____

Exh ID#: _____ AE: _____

We have read and understand the eligibility requirements stated above. We also understand this application becomes a binding contract when accepted by Informa Exhibitions U.S. Construction & Real Estate, Inc. We understand that all deposits/final payments are non-refundable.

Required

Signature: x _____

Printed Name: _____

We agree to abide by the terms and conditions of the 2021 International Roofing Expo Booth Application & Contract.