INTERNATIONAL ROOFING EXPO

Sponsored by NRCA

2021

VIRTUAL EDITION
MARCH 2-4

LIVE IN LAS VEGAS
AUGUST 10-12

Official Show Sponsor: NRCA

Official Show Publication: ROOFING CONTRACTOR

CONNECTING THE INDUSTRY
Virtual Edition Exhibitor FAQs

Conference | Exhibits | Networking

FREQUENTLY ASKED QUESTIONS

When will the IRE Virtual Edition platform open? The platform will open in late January.

How will I access the platform?
Once the platform opens your company's primary contact will receive an email with a customized access link. They will be able to login and:

- Set up their personal profile and update their schedule
- Register colleagues and invite them to set up their personal profile
- Set up their company profile and virtual booth
- Add products to the product directory

How many colleagues can we have registered? You can register an unlimited number of colleagues.

What is included with my virtual booth?
Your virtual booth includes:

Company Profile & Booth

- Virtual Booth
- Company Logo & Description
- Company Website
- Social Media Links

Content & Products

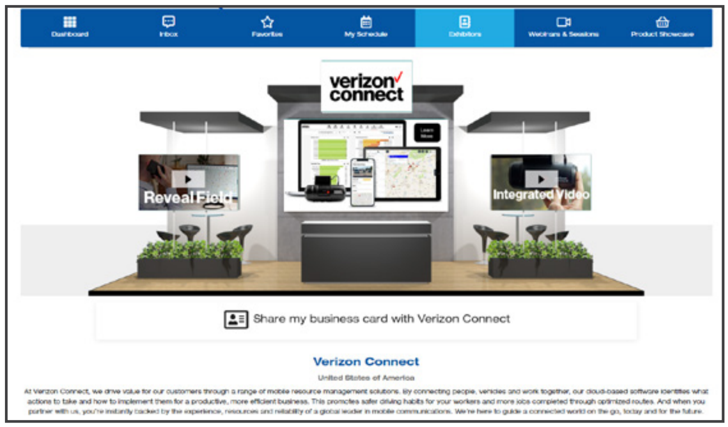
- Promotional Videos
- Product/Service Listings
  - PDF Brochure Attachment
  - Product Promo Video
  - External URL Link
- Product Category Tagging
- Download Content Pieces

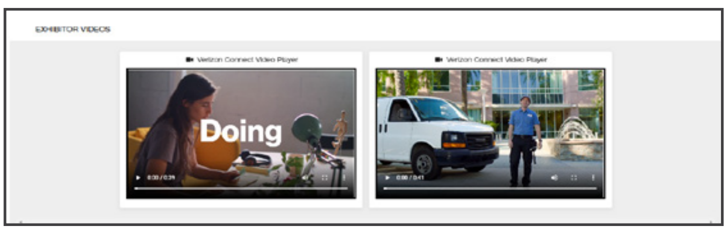
Matchmaking & Networking

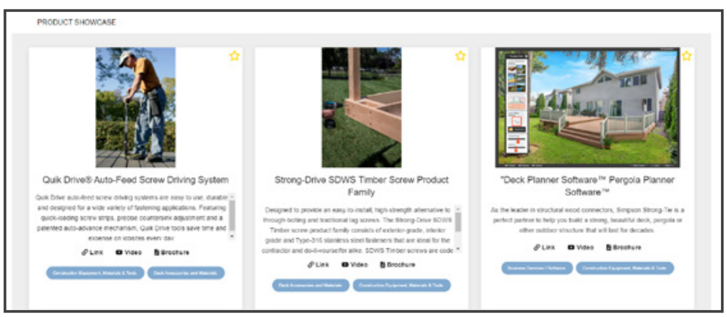
- Unlimited Staff Registrations
- Pre-Scheduled Meetings
- Drop-In Meetings
- Matchmaking Tool
- Concierge Service

Customer Invite Program

- 20 Free IRE Virtual Event Access Passes

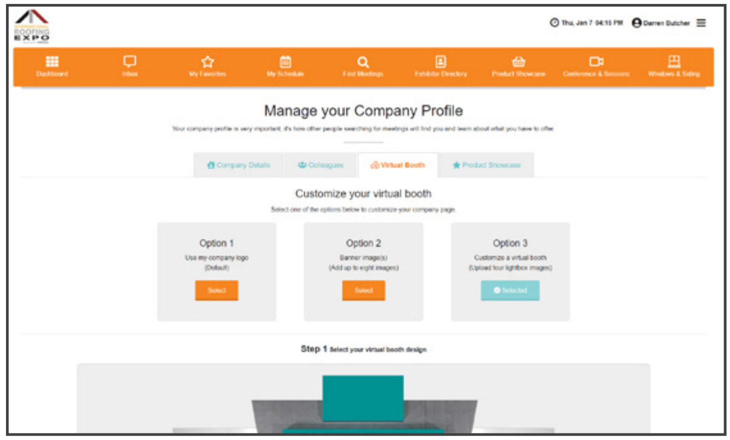




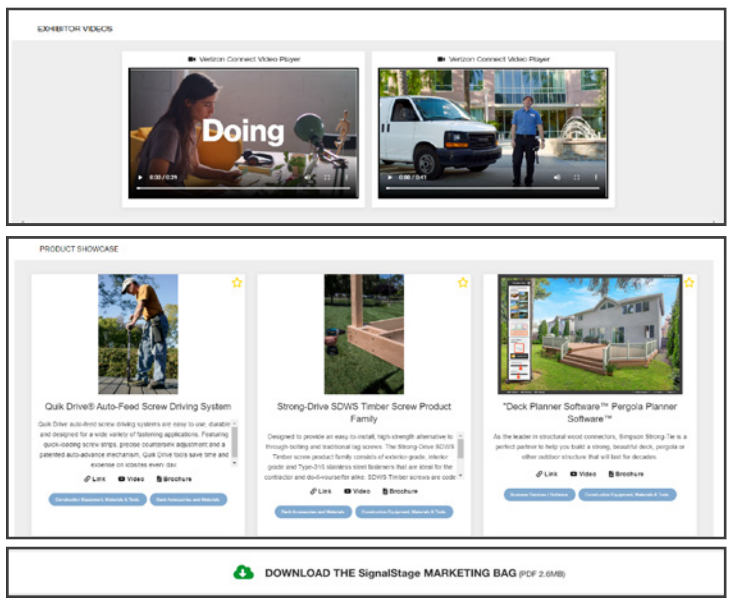


FREQUENTLY ASKED QUESTIONS

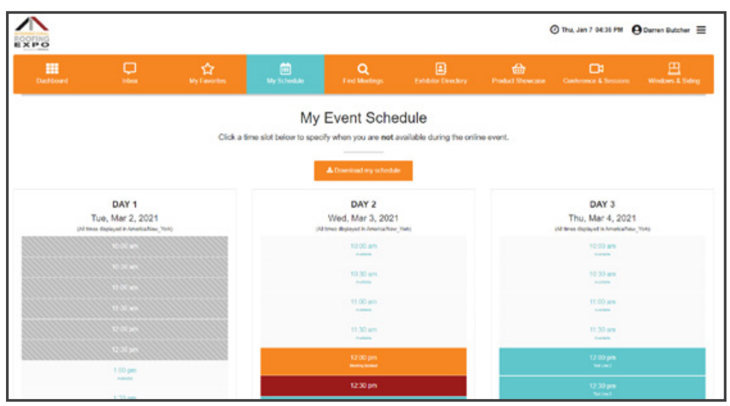
How long will it take me to set up my company profile and virtual booth?
The set-up time will vary a little depending on the virtual booth design you select, but it should only take a couple of hours. If you are having any issues during the set up process you can email ire@meetingsservice.com for help.



How many products, videos, images, and content can I add?
You can upload an unlimited number of products and images, up to three (3) videos, and one (1) pdf/jog docmuent for download. Each products you upload features a banner image, brief descitpion and link to external content that can include a website, video or marketing materials.



How do I manage my schedule?
You can manage your full schedule from the “My Schedule” tab. You can update the times you are unavailable, block out time for lunch, and see the meeting invites and sessions you have added to your schedule. You will also be able to download a PDF of your complete schedule.



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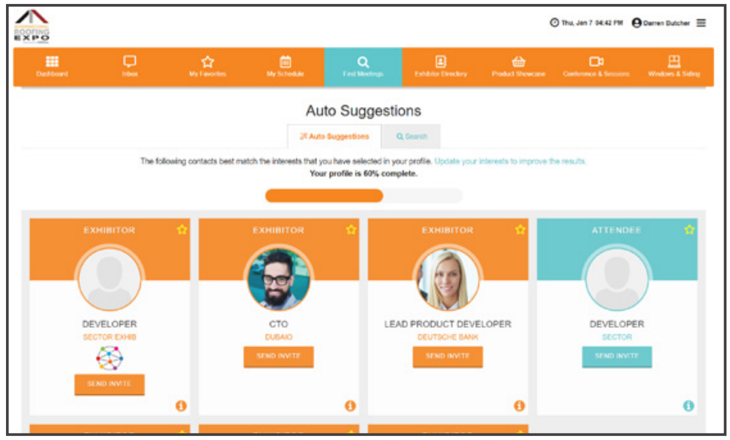
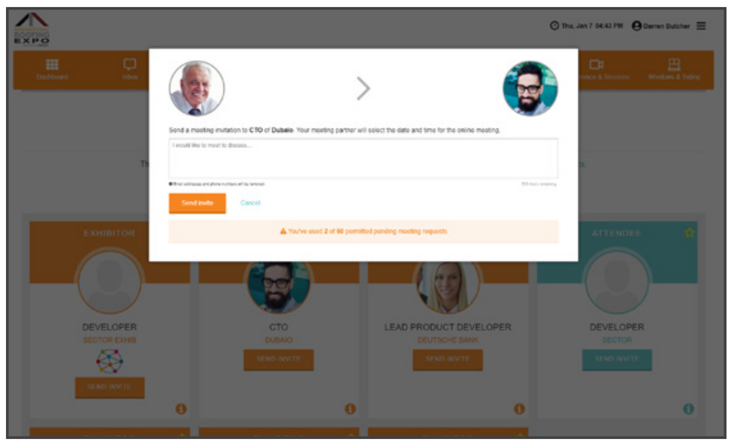
FREQUENTLY ASKED QUESTIONS

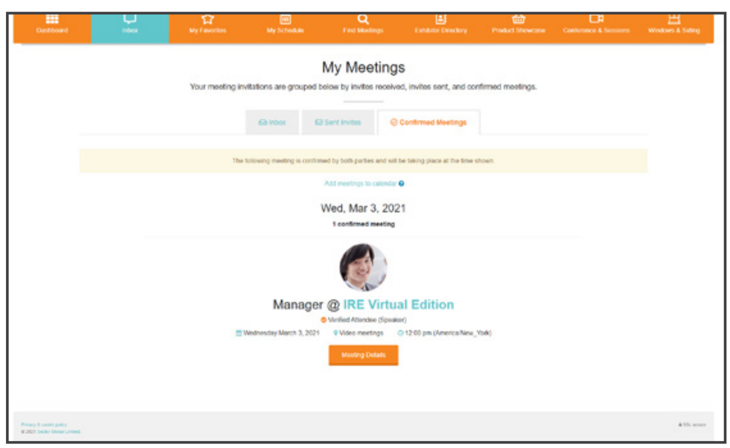
How does the matchmaking work?
The platform uses AI technology to match attendees and exhibitors based on the information loaded into their profiles. The platform will suggest appropriate contacts and of course you will also be able to search attendees based on a variety of demographics including product categories, business type, job function, markets served and more.



How many meetings can I schedule?
Each registered participant can schedule an unlimited number of meetings, including up to 6 participants per meeting. Please note each participant is permitted up to 50 pending invites at a time. You can send follow up messages to pending invites, as well as cancel invites as needed. As part of the concierge service, pending invites will receive reminder emails and a phone call to assist with confirming meetings.



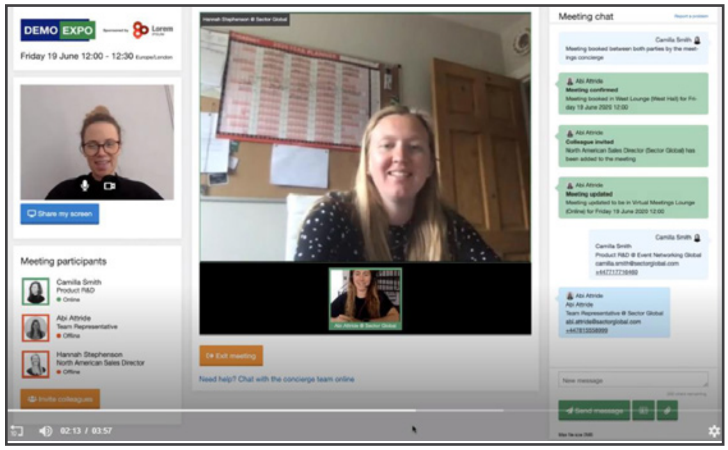
What happens when a meeting is confirmed?
Once a meeting is confirmed, it is added to your schedule. You may add up to a total of 6 participants per meeting. You can also chat with the contact in the confirmed meeting interface. 15 minutes prior to a scheduled meeting you will receive a notification and an SMS text message reminder.



FREQUENTLY ASKED QUESTIONS

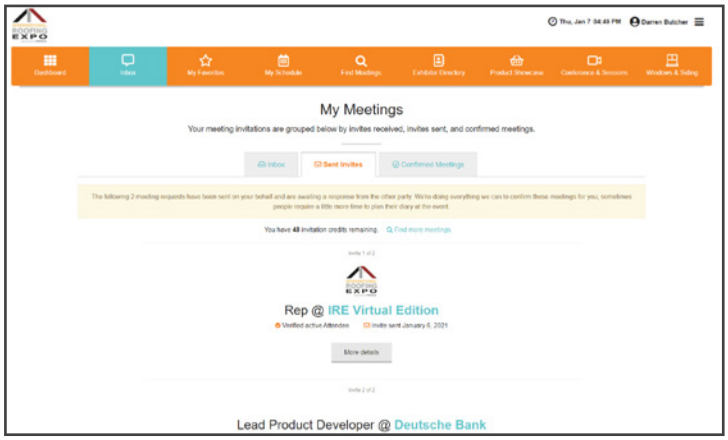
How do the meetings take place?

All meetings take place on the platform and there is no need to download any additional software. It includes video and chat functions, and you can share presentations and contact details.



How do I manage my meetings?

You can keep track of your incoming and outgoing meeting invites in the “inbox” section of the platform. You can respond to an invite by accepting, declining or forwarding the invite to a registered colleague. When you accept a meeting invite you are able to select the time and date for the meeting.

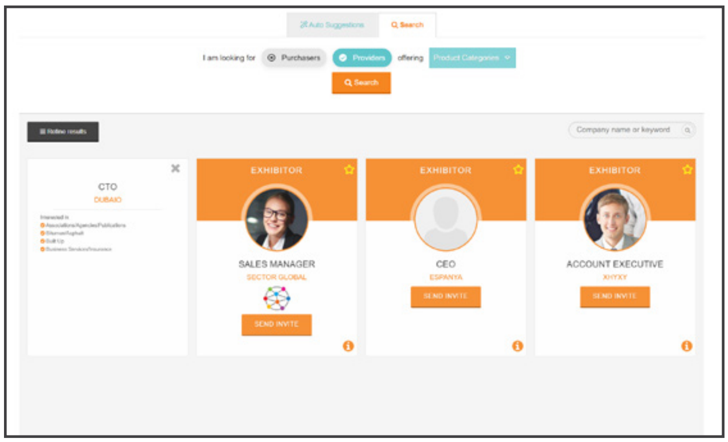


What attendee data do I get?

When you search for an attendee you will see their name, company and job title, and product interests. Once a meeting invite is confirmed you will receive their email address. Click on the “i” at the bottom right corner to flip each contact card over for additional info.

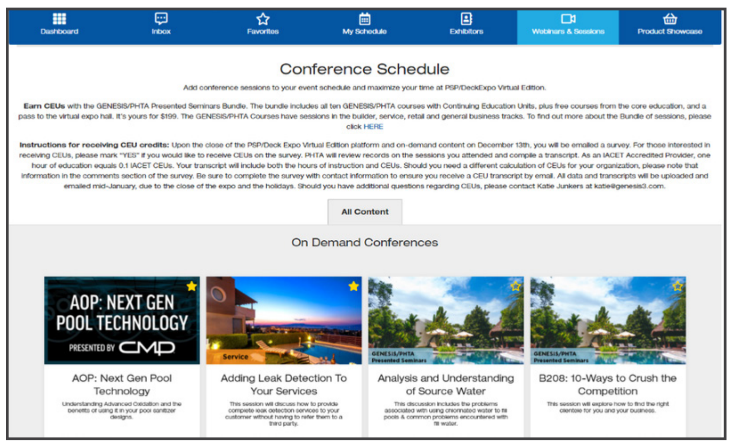
Can I get a list of all attendees?

We do not provide a list of attendees. Some sponsorships do include lead lists. An example is if an exhibitor sponsors a session, they receive a lead list that includes the people that attend that specific session.



What is the business card drop off feature?
Attendees have the ability to drop off their virtual business card with an exhibitor. The business card will include the person's name, company, job title, email address and phone number that is included in their profile. You can access the leads in your exhibitor zone.

Can exhibitors attend conference sessions?
All IRE conference sessions are included and available to exhibitors. You can add sessions to your schedule under the "Conference Sessions" tab.



Can I invite clients to the event?
Exhibitors will be able to invite up to 20 clients to the IRE Virtual Edition for free (a $55 value). You will receive access via email to your personalized Customer Invite Dashboard where you can access a marketing toolkit to help you promote your presence at the event and invite customers to attend.