



**2021** **VIRTUAL EDITION**  
MARCH 2-4  
**LIVE IN LAS VEGAS**  
AUGUST 10-12

Official Show Sponsor:



Official Show Publication:

**ROOFING  
CONTRACTOR**

# CONNECTING THE INDUSTRY

## Virtual Edition Exhibitor Brochure



**Conference | Exhibits | Networking**

### ONE YEAR | TWO EVENTS

More Education, Products and Networking

**We're excited to announce that we have added a virtual event in addition to our physical event.**

The IRE Virtual Edition will take place March 2-4, 2021 and allows the roofing and exterior construction communities to come together to share ideas, learn from industry experts, access the latest industry innovations, and connect during networking events.

The goal is to provide valuable content to attendees and create anticipation for our live event in August.



### WHY YOUR VIRTUAL PRESENCE IS IMPORTANT?

For a low investment you can expand your company's reach and connect with a broad audience.



Connect with roofing and exterior construction professionals that are actively involved in buying decisions.



Build brand awareness and position your company as a thought leader alongside the highly respected IRE brand.



Reach your company's goals by gaining new customers, reinforcing current relationships and generating sales.



Increase the visibility of your products, services and/or technology and showcase new additions to your product line.

The virtual event and networking platform allows you to search contacts and arrange online meetings throughout the event, and participate in video conference sessions and seminars run by industry experts.

COMPANY PROFILE	PRODUCT DIRECTORY	NETWORKING	EDUCATION
<p>Create a virtual booth to promote your company. Include general company information and upload digital content.</p> <p>Add keywords that describe your company and products/services offered to help attendees find you.</p>	<p>Showcase your products or services on your company profile page and in the dedicated Product Directory.</p> <p>For each item you can include an external link, pdf, video and tag with categories to help with product search inquiries.</p>	<p>Exhibiting companies can register an unlimited number of contacts and each one can create a profile/e-business card.</p> <p>You set which colleagues are able to receive meetings and set the times they will be available during the show.</p>	<p>Stay up to date on the latest industry trends and expand your knowledge by attending the IRE educational sessions.</p> <p>Every registered colleague will be able to participate in the live and on-demand educational sessions at no additional costs.</p>

## CONNECTING WITH BUYERS

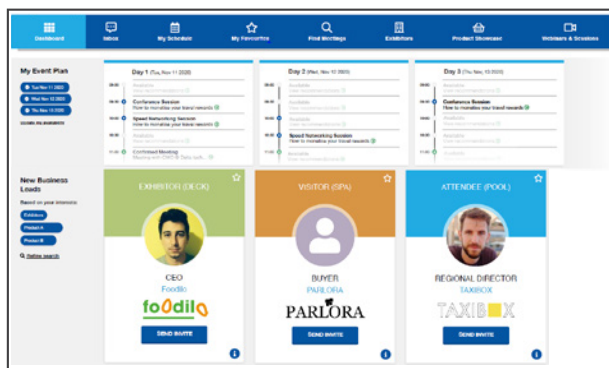
Manage your own schedule with full calendar integration, and put yourself in the best position for three productive days of networking. Take control of your prospects and find buyers relevant to you.

### SMART SEARCH

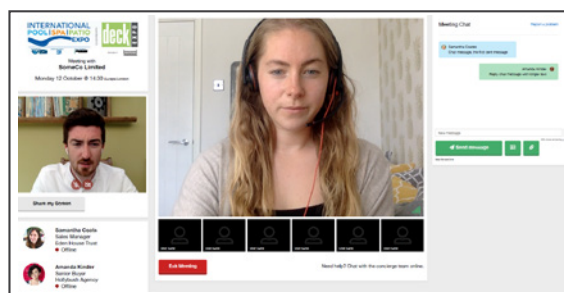
Broaden the reach of your leads with the smart search functionality. This allows users to search and filter contacts to a wider range of companies, personal profiles and products.

### MATCH-MAKING

The advanced meetings algorithm matches users directly with the most relevant profiles in the database through the power of targeted networking.



DASHBOARD: Confirmed meetings & new leads



VIDEO CHATS & PRE-SCHEDULED MEETINGS  
(P.S. - We can schedule on your behalf!)

We have designed two booth packages to fit your needs, depending on your business size and objectives. Both packages give you the option to benefit from:

Building your customer base and business network	Increasing your industry brand awareness
Promoting your products and services	Promoting current solutions and areas of expertise

## VIRTUAL BOOTH RATES

**VIRTUAL ADD-ON RATE** **\$1,850**  
(Participation in both the 2021 Virtual Event and Live Event is required.)

**VIRTUAL ONLY RATE** **\$2,350**  
(Participation in the 2021 Virtual Event only.)

## WHAT'S INCLUDED

### COMPANY PROFILE & 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 Meeting

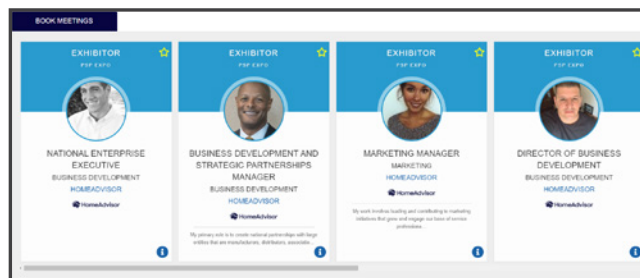
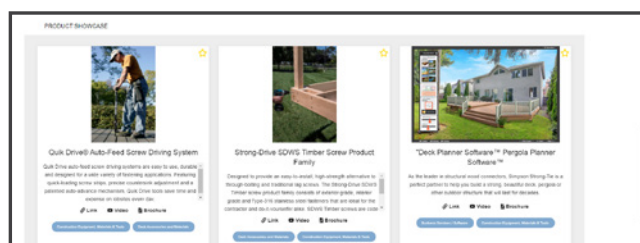
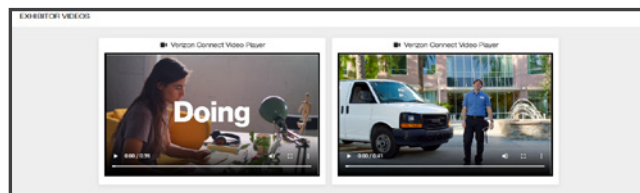
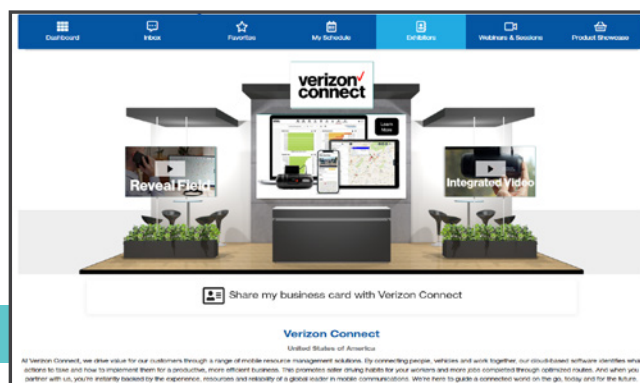
Drop-In Meetings

Matchmaking Tool

Concierge Service

### CUSTOMER INVITE PROGRAM

20 Free IRE Virtual Event Access Passes



Beyond your virtual booth package, exhibitors can feature their brands through special sponsorship opportunities. Expand your reach and increase your brand's exposure by securing one or more of these limited opportunities.



OPPORTUNITY	DESCRIPTION	COST
Title Sponsor	Exclusive overall event "Sponsored By" opportunity	\$30,000
Registration Sponsor	Exclusive event registration branding opportunity	\$25,000
Matchmaking Sponsor	Exclusive matchmaking area branding opportunity	\$15,000
Exhibitor Presented Seminar	Share your expertise by presenting your own session (6 available)	\$6,000 ea.
Dashboard Tile Ad	Highly visible event platform dashboard ad (3 available)	\$2,500 ea.
Educational Session Sponsor	Educational session "Sponsored By" opportunity (10 available)	\$2,000 ea.
Product Category Ad	Product directory tile ad for selected categories (up to 44 available)	\$750 ea.
Custom Sponsorship	We can work with you to create a custom sponsorship	Call for Info

## ADD DIGITAL MARKETING

Take your virtual event participation to the next level by including IRE digital marketing options.



DIGITAL OPTION	COST
Targeted Email Blast, Premium <i>(Sent 30 days pre-show or post-show)</i>	\$450/CPM
Targeted Email Blast	\$300/CPM
IRE E-Newsletter Ads	\$1,000 - \$2,000
Smart Ads Retargeting	\$1,700 - \$2,890
Website Banner Ads	Starting as low as \$200 per month

See the IRE Digital Marketing Brochure for additional details.

## CUSTOMER INVITE PROGRAM

Promote your brand and event participation to both current and potential customers. Invite them to attend the virtual event and offer them a FREE IRE Virtual Edition Access Pass.

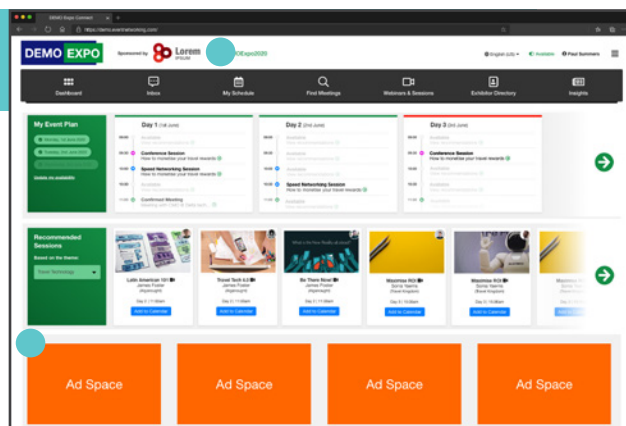
EVENT PARTICIPATION LEVEL	# OF INVITES
Virtual Booth Only	20 Free Access Passes
Virtual Booth & \$5,000 - \$9,999 in Sponsorship Spend	100 Free Access Passes
Virtual Booth & \$10,000 or more in Sponsorship Spend	150 Free Access Passes

## TITLE SPONSOR

*Exclusive opportunity – \$30,000*

Gain maximum visibility for your company as the top sponsor of the IRE Virtual Edition.

- Branding as Title Sponsor in all event communications and on the IRE website
- Exclusive placement of your logo in the virtual platform header alongside the IRE logo
- Opportunity to provide up to three on-demand webinars that will be featured in each daily schedule
- One dashboard tile ad to be placed in position one
- Recognition in session IRE Walk-In / Walk-Out video
- Receive attendee leads for those who attended the event within 30 days of the conclusion of the event

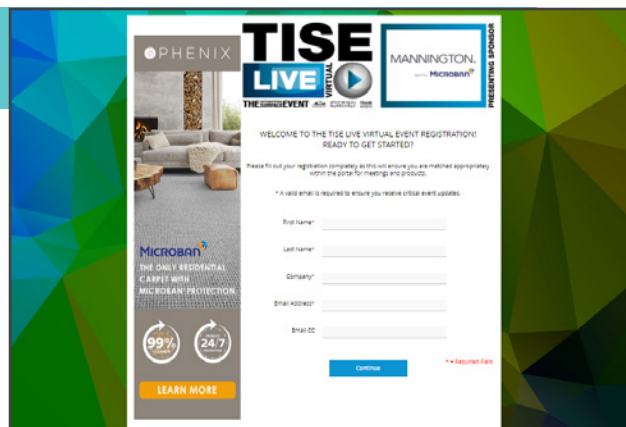


## REGISTRATION SPONSOR

*Exclusive opportunity – \$25,000*

Welcome visitors as they register for the IRE Virtual Edition with this dominant branding opportunity.

- Branding as the Registration Sponsor on each page of the registration form
- Exclusive banner on the registration confirmation page and branding on the confirmation email
- One targeted email blast sent to the registration database post show (deployed by IRE)
- Recognition in session IRE Walk-In / Walk-Out video

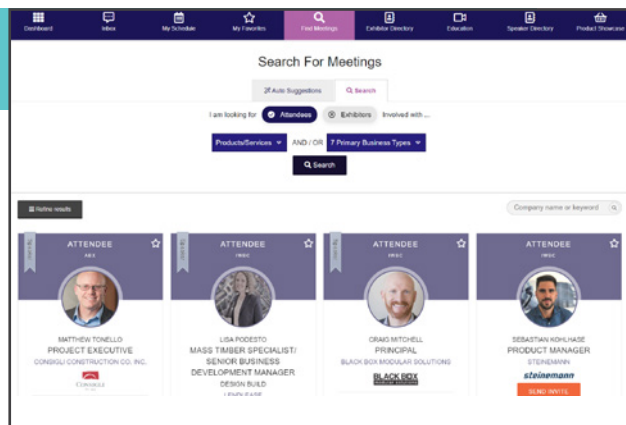


## MATCHMAKING SPONSOR

*Exclusive opportunity – \$15,000*

Position your brand in front of customers as they access the platform and select their meetings.

- Branding as Matchmaking Sponsor on all pre-event communications
- Branding as Matchmaking Sponsor on the IRE website
- Branding across the Matchmaking space within the virtual platform during the event days
- Branding across email communications for Matchmaking
- Receive attendee leads for those who attended the event within 30 days of the conclusion of the event

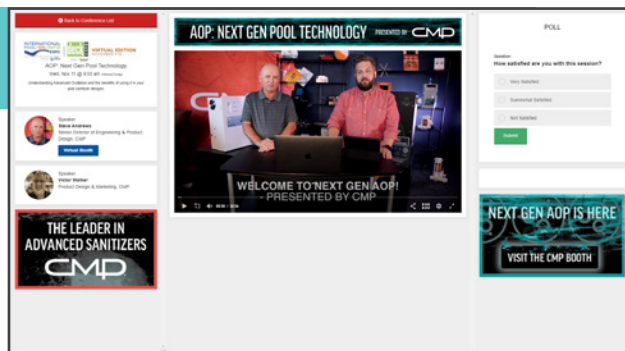


## EXHIBITOR PRESENTED SEMINAR

*Six available – \$6,000 each*

Share your expertise with the industry and position your company as a thought leader.

- One on-demand webinar (up to 60 minutes) made available throughout the event and 30 days post-show
- “Sponsored By” branding included on the session tile card
- Up to three banner ads included on the session page
- Receive attendee leads on those that attend your session within 30 days of the conclusion of the event

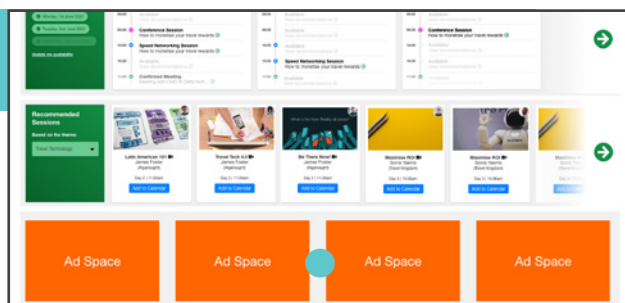


## DASHBOARD TILE AD

*Three available – \$2,500 each*

Showcase your brand prominently on the dashboard for event attendees to see when they log in to the platform.

- One static tile ad with a link to your company profile
- Positions two through four are available and are on a first-come, first-serve basis

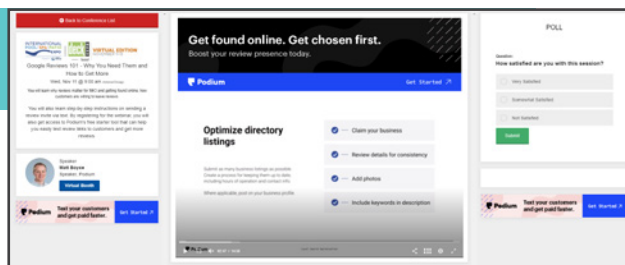


## EDUCATIONAL SESSION SPONSOR

*Ten available – \$2,000 each*

Help event attendees discover your company with this highly visible branding opportunity.

- “Sponsored By” branding included on the session tile card
- Up to three banner ads included on the session page
- Promotional video (up to 15 seconds) at the beginning of the session
- Receive attendee leads on those that attend your session within 30 days of the conclusion of the event

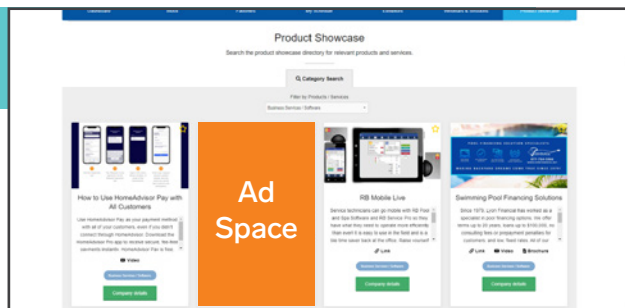


## PRODUCT DIRECTORY CATEGORY AD

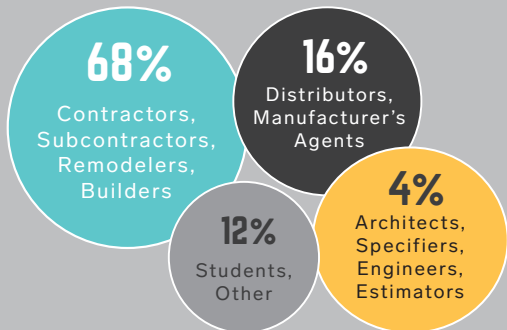
*One per category (up to 44 categories) – \$750 each*

Set your company apart from the competition and feature your brand prominently in specific product category.

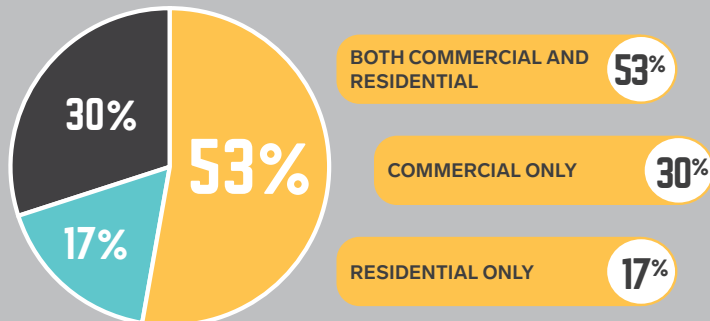
- One static ad featured in selected category with link to your company profile
- Categories are available on a first-come, first-serve basis
- Receive leads of attendees who have indicated interest in the product category that is sponsored within 30 days of the conclusion of the event



## INDUSTRY SEGMENTS



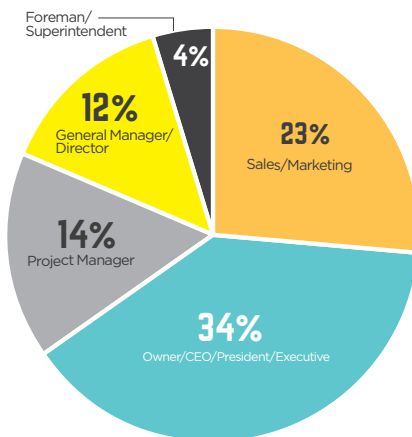
## PRIMARY MARKET



## 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



## BUYING POWER

**81%**

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

**69%**

of attendees are actively involved in buying decisions

For more information contact your account executive today  
or at [sales@theroofingexpo.com](mailto:sales@theroofingexpo.com).

## IRE ACCOUNT EXECUTIVE TEAM



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