



2020 Year-Round Digital Marketing Solutions

IRE is the premiere trade show for the commercial and residential roofing industry along with other exterior products. 14,000 + industry professionals attend annually. In addition to meeting in-person during the annual show, IRE offers a variety of digital solutions for engaging with our database of 37,000 + active industry professionals throughout the year.

Whatever your goals and objectives, our team can design a marketing and sales engagement program for any budget level.



The IRE database consists of 37,000 active industry professionals who have attended past shows along with pre-registered attendees from upcoming shows (unduplicated of course).

IRE has developed a suite of digital products to target this database on behalf of our customers while partnering with best-in-class technology partners to take advantage of today's leading-edge digital tools.

IRE NEWS E-NEWSLETTER

Premiering at the end of January 2020, the IRE e-newsletter will be sent bi-weekly on Tuesdays to more than 37,000 industry professionals.

Each issue of the IRE e-newsletter will include:

- Industry News and Information
- Company Profiles
- New Product Information
- Industry Research
- Exclusive content from the IRE event

Semi-exclusive advertising opportunities are available for up to four customers in each newsletter.

Advertising Rates Per Newsletter*

Primary Sponsor Leader Board Position 1	\$2,000/issue
Position 2	\$1,200/issue
Position 3	\$1,100/issue
Footer Position	\$1,000/issue

*Packages available based on 6X+ frequency



Hi, I'm Regina The Roofer!

It's really nice to meet you. I am your virtual, interactive source for all things related to the 2020 International Roofing Expo. I can help you with questions about the event, including: schedules, planning your trip, and getting around Dallas.

Learn more about me [here](#), or look for my icon across the IRE website to ask your questions!

Let's chat about some of the fun things happening at the event...

Welcome Party

Relax, unwind and get to know your industry peers in a fun environment (the venue is The Bomb Factory, located in one of Dallas' coolest neighborhoods, Deep Ellum). Entertainment provided by The Rich Girls.

Complimentary drinks and hors d'oeuvres will be served.

Admission is included with your Super Pass, but reservations are required. [Login to your attendee portal](#) to add the Welcome Party to your registration.



Community Service Day

Volunteers are needed! Come to Dallas a day early and give back to the local community by participating in the 11th Annual Community Service Day's home renovation project.

Thank you to our Primary Sponsor, Sika Sarnafil and all of our Contribution Sponsors.

TARGETED E-MAIL MARKETING

The IRE database is the industry's most comprehensive database available for the roofing and exteriors industry.

Opportunities for exhibitor's own dedicated emails during non-show cycle period are available to target the full database or by selections based on industry segment, geo-location, or audience demographics.

Base pricing for email marketing is \$300 CPM. IRE exhibitors receive special pricing starting at \$225 CPM. There is an additional charge for special selections from the database.

Please consult with your IRE Account Manager for details and to schedule a time to get a tour of our database using the Tableau visualization tool.

The image shows a map of the United States with blue callouts indicating the number of attendees in various states: North Dakota (8), Minnesota (151), Wisconsin (187), Michigan (223), Illinois (500), Indiana (385), Ohio (101), Kentucky (87), Missouri (691), Pennsylvania (171), New York (4), Maryland (15), and Florida (31). Overlaid on the map are two promotional cards. The first is an eBook titled '6 Best Practices for Running a Profitable Roofing Company' by ACCULYNX, with a 'Download the eBook' button. The second is a flyer for 'MAKE MORE WITH METAL' from the International Roofing Expo, featuring products like FLUROPON, Geocel, and KOOL SEAL.

IRE 2020 SHOW AUDIENCE GEO-FENCING

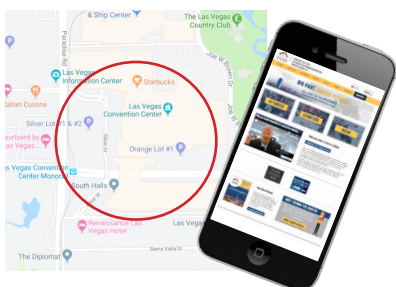
Would your company like to continue engaging with IRE attendees after the show? Throughout the days of the show, and within the exhibit halls, IRE works with a technology partner to identify every individual on the show floor using their mobile ID. This allows us to follow those individuals post show and deliver your marketing message directly to their mobile and desktop devices, wherever they are located.

Packages available:

Three (3) Months	500,000 impressions
Six (6) Months	1,000,000 impressions

Pricing is \$25 CPM.

Show Special for Exhibitors: \$20 CPM on three (3) and six (6) month programs booked by end of February and launching in Q1 2020.

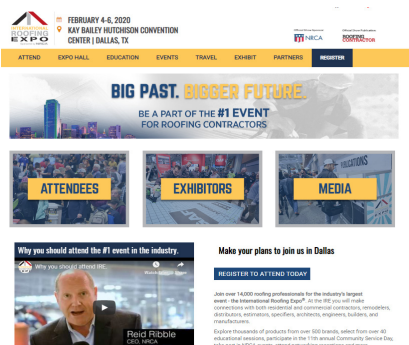


ADVERTISING PROGRAMS ON WWW.THEROOFINGEXPO.COM

The IRE website provides essential and detailed information for the show on educational sessions, demos, new products, and events taking place at IRE.

The site will become an even more valuable resource for industry professionals and will open up significantly larger opportunities for banner advertising, native programs, and client content programs such as webinars.

Consult your IRE Account Manager for more details.



AUDIENCE EXTENSIONS PROGRAMS TO QUALIFIED WEBSITES

IRE has partnered with a leading programmatic technology partner, and we can deliver your message to industry professionals wherever they go on the Internet. Are they sports enthusiasts on ESPN.com, checking the stock market performance on WSJ.com, or catching up with the latest news on Yahoo.com? We are of course careful to exclude any questionable sites!

Through these audience extension programs we can deliver significant online impressions to industry pros who have interacted with www.theroofingexpo.com. We have program packages available delivering 160,000 or 320,000 impressions during specific time periods.

Sample Audience Extension Programs

160,000 Impressions delivered over a 3-month time period \$3,200	320,000 Impressions delivered over a 6-Month time period \$6,400
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Work with your IRE Account Manager to develop customized programs that fit within your budget and time period.

IRE COST PER LEAD (CPL) PROGRAMS

Programs are designed to deliver a specific number of market qualified leads into your company's funnel. Leveraging the IRE database and your company's content assets, we can execute lead generation programs on your behalf. 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 work with you in developing new content if needed.

Typical starting pricing point for MQL lead programs are \$60 per lead. Additional charges are added for specific lead filters including geographic and demographic selections.





Additional Products and Services Available

Content Creation
No matter what type of content or format, our team of experts can support your needs. Whitepapers, video, e-books, industry reports, infographics, custom newsletters and more...

Custom Research Surveys Conducted Over The IRE Audience Base

Focus Groups with Industry Professionals

Social Media Programs

Online Events
Webinars, Educational Courses

Custom In-Person Events
Local Market Events, Multi-Day Conference Events, Mobile Tours.



Consult with your IRE sales team for more detailed information.

Darrin Cayton, Accounts A-K
972-536-6360, Darrin.Cayton@informa.com

Robert Leal, Accounts L-V
972-536-6381, Robert.Leal@informa.com

Steve Schlange, Accounts W-Z, #s
972-536-6386, Steve.Schlange@informa.com



International Roofing Expo 365

Welcome to the 2020 International Roofing Expo!

We appreciate the investment your company is making as a valued exhibiting partner at the 2020 International Roofing Expo (IRE). We know that over the next several days your firm will have the opportunity to engage face-to-face with the estimated 14,000 industry professionals attending the show, and leave the show with hundreds, if not thousands, of valuable leads.

We also want to make you aware of some new and exciting ways to engage with the IRE audience throughout the year with the launch of our IRE 365 digital solutions portfolio of products.

This new platform of products will leverage the IRE brand, and our database of more than 32,000 industry professionals. Our digital solutions include targeted email marketing, post-show geo-fencing and audience extension programs, and the launch of the IRE News bi-weekly E-Newsletter.

To learn more about these new digital solutions, and get in on the ground floor, visit:

International Roofing Expo Rebook Office
Level 2, Room D220

Tuesday, February 4, 2020: 11:00am - 5:00pm

Wednesday, February 5, 2020: 11:00am - 5:00pm

Thursday, February 6, 2020: 11:00am - 3:00pm

Ask for Nick Judah, Director Client Solutions, or e-mail Nick at Nick.Judah@Informa.com