

NEW PRODUCT INTRODUCTION

Do you have a product, tool, or service introduced to the market after February 1, 2021? Promote it to thousands of qualified industry buyers through our New Product Introduction program. The program will showcase your company's latest innovation through multiple digital channels.

The New Product Introduction Program includes:

- One (1) listing in the digital show guide
- One (1) listing on the IRE website
- One (1) listing included in one (1) shared attendee email
- One (1) new product introduction sign provided for your booth
- New Product Introduction included in the IRE mobile app

PRICING..... \$500

PRODUCT SHOWCASE

The product showcase is where buyers discover the latest and greatest products and services they need for their business. Participating in the showcase provides you with the opportunity to gain easy, cost-effective exposure to the top buyers in the industry. On-site at the show, attendees will vote for their favorites in:

- Best New Product, Residential
- Best in Show, Residential
- Best New Product, Commercial
- Best in Show, Commercial

The Product Showcase Program includes:

- One (1) product featured in the showcase
- One (1) product included in voting in one (1) category
- Attendee lead data scanned at the product showcase pavilion

PRICING

PRODUCT SHOWCASE, 3'X2' TABLE..... \$925

PRODUCT SHOWCASE, 6'X2' TABLE..... \$1,025

PRODUCT SHOWCASE, 4'X4' SPACE..... \$1,125

Product Category Winners will receive:

- An award presented by the IRE Show Management
- Winner sign place by product in the showcase
- Push notification announcing winners
- Inclusion in the Rooftop Ruckus email post-show
- Recognition on the website, social media posts, and other marketing materials (when applicable)

NEW PRODUCT SHOWCASE



Below is just a sample of the new products that you will have a chance to explore and see in person at this year's IRE. Make sure to visit with the exhibitors of these products in the exhibit hall, or see all the products in the New Product Pavilion – Booth #5952.



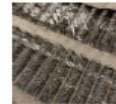
Carlisle Construction Materials – WIP GRIP Premium Shingle Underlayment
Booth #3604

WIP GRIP Premium Shingle Underlayment is a flexible, 55-mil-thick, rubberized asphalt membrane that seals and protects the roofing structure and interior spaces from water penetration caused by wind-driven rain and ice dams. It features a slip-resistant top film that improves roofer safety on wet and dry installations, as well as a slit in the release film for quick removal.



Global Dec-K-ing Systems – Wood Plank Vinyl Decking
Booth #6022

Introducing the look of wood on your sundeck or rooftop patio with a 100% watertight vinyl membrane. DEC-K-ING membranes are easy to install fully approved roof surface designed for use as an outdoor living space. Maintenance free, the surface offers protection from UV and salt. In business over 40 years we offer warranties up to 15 years.



Keene Building Products, Inc. – Viper Intake Vent
Booth #318

VIPER INTAKE VENT, a patented, lightweight vent that provides an industry leading 7.5 square inches of net free vent area (NFVA) per linear foot (7.5sq"/LF). Keene Building Products VIPER VENT Roof Vent System products include a ridge vent and intake vent that work hand in hand to provide industry leading performance, while providing a best in class visual aesthetic.



Leister Technologies – UNIDRIVE 500
Booth #2204

Thousands of dollars are left on the table in business for one reason: lack of follow-up. No sales

