

IRE show attendees are highly qualified, decision-makers actively looking to source new and innovative products and services for their company. With a database of over 32,000 industry professionals, the IRE offers you access to a comprehensive list of contractors, builders, remodelers, distributors, and more.

Put the power of the IRE database to work for you and reach the right audience with an IRE targeted email blast. You can increase your brand's exposure in the marketplace by showcasing new products, promoting special offers, or driving traffic to your website.

Opportunities for exhibitor's dedicated emails are available to target the complete IRE professionals or creating a custom list by selecting specific audience demographics.

You provide an HTML email message and a subject line message for distribution, and we handle the rest. To ensure high open rates, the show team will send your email out on behalf of you, a valued industry partner. You will receive metrics reporting two weeks after we deploy your email blast.

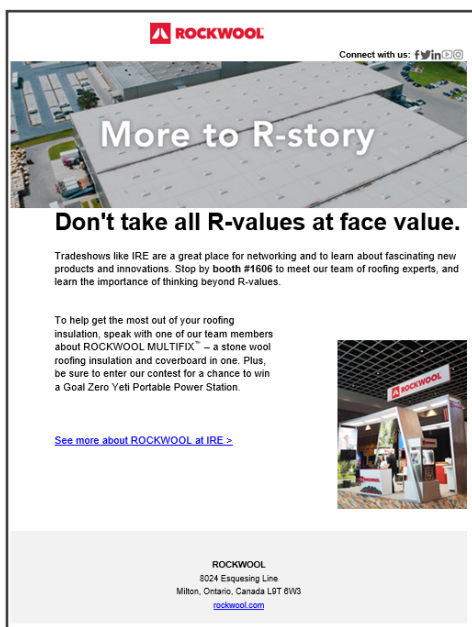
## PRICING

### TARGETED EMAIL BLAST, PREMIUM DATES ..... \$450/CPM

Premium dates are 30 days pre-show and 30 days post-show.

### TARGETED EMAIL BLAST ..... \$300/CPM

Email blasts have a 10,000 email list size minimum.



**ROCKWOOL** Connect with us: [f](#) [t](#) [in](#) [@](#)

**More to R-story**

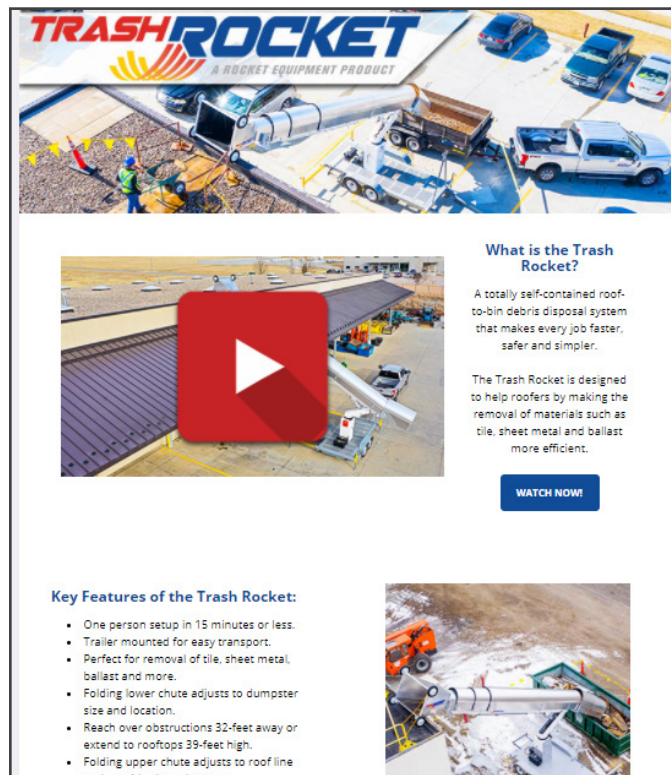
**Don't take all R-values at face value.**

Tradeshows like IRE are a great place for networking and to learn about fascinating new products and innovations. Stop by booth #1606 to meet our team of roofing experts, and learn the importance of thinking beyond R-values.

To help get the most out of your roofing insulation, speak with one of our team members about ROCKWOOL MULTIFIX™ – a stone wool roofing insulation and coverboard in one. Plus, be sure to enter our contest for a chance to win a Goal Zero Yeti Portable Power Station.

[See more about ROCKWOOL at IRE >](#)

**ROCKWOOL**  
8024 Esquing Line  
Milton, Ontario, Canada L9T 6W3  
[rockwool.com](http://rockwool.com)



**TRASH ROCKET**  
A ROCKET EQUIPMENT PRODUCT

**What is the Trash Rocket?**

A totally self-contained roof-to-bin debris disposal system that makes every job faster, safer and simpler.

The Trash Rocket is designed to help roofers by making the removal of materials such as tile, sheet metal and ballast more efficient.

**WATCH NOW!**

**Key Features of the Trash Rocket:**

- One person setup in 15 minutes or less.
- Trailer mounted for easy transport.
- Perfect for removal of tile, sheet metal, ballast and more.
- Folding lower chute adjusts to dumpster size and location.
- Reach over obstructions 32-feet away or extend to rooftops 39-feet high.
- Folding upper chute adjusts to roof line and eave height.



**SHERWIN-WILLIAMS**

**YOU'RE INVITED TO**  
**MAKE MORE WITH METAL**

**INTERNATIONAL ROOFING EXPO**  
FEBRUARY 4-6, 2020  
BOOTH #3610  
DALLAS, TX

**Elevate your products, elevate your business at IRE.**

Already a \$3.3 billion industry, the metal roofing market is poised to surpass 7% through 2020. Sherwin-Williams can help you grow your business to meet the need.

From high-end homeowners upgrading their designs to complete metal roofing solutions, Sherwin-Williams is your resource for this booming industry.