



2020 Show Site Sponsorship Opportunities Application & Contract

February 4-6, 2020 | Kay Bailey Hutchinson Convention Center | Dallas, TX USA | www.TheRoofingExpo.com

A completed 2020 IRE Booth Contract must be received to be eligible for sponsorship and/or promotional opportunities.

Company Legal Name: _____ Booth #: _____

Exhibiting As Company Name: _____

Contact: _____ Phone: _____ Email: _____

Fulfillment Contact: _____ Phone: _____ Email: _____

***Exclusive Sponsorships** - Sponsorships are only available to 2020 contracted IRE exhibitors. The 2019 exclusive sponsorship holders have first right-of-refusal for the 2020 IRE until May 10, 2019. Above promotion rates are non-commissionable. All sponsorships must be paid in full prior to fulfillment. Sponsorships, advertising and digital are nonrefundable. Detailed descriptions of all promotions are available at www.theroofingexpo.com.

DIGITAL MARKETING

Web/Email

- Registration/Travel Sponsor \$ 2,350
- Email Blast Targeted Attendee..... \$ 3,850
- Rooftop Ruckus 1X Shared Email \$ 495
- Rooftop Ruckus 3X Shared Email \$ 1,295
- Rooftop Ruckus 6X Shared Email \$ 2,300
- Web Ad Banner 150hx180w (4 Available)..... \$ 1,950

Mobile App

- Gold Sponsor* \$ 10,000
- Silver Sponsor..... \$ 4,000
- Multimedia Package \$ 2,650
- Custom Push Notification \$ 950
- Smart Ads 50,000 Retargeting..... \$ 1,700
- Smart Ads 100,000 Retargeting \$ 2,890

Media Packages

- Bronze Package..... \$ 950
- Silver Package..... \$ 4,470
- Gold Package..... \$ 7,950

A Total Digital Marketing \$ _____ (Due @ 25%)

PRINT ADVERTISING

Pre-Show Advertising

- Attendee Pre-Show Brochure Ad* \$ 8,500

Print Advertising / Show Program

- Front Cover Note 4C*..... \$ 6,800
- Back Cover Ad 4C*..... \$ 4,600
- Inside Back Cover Ad 4C*..... \$ 4,350
- Inside Front Cover Ad 4C*..... \$ 4,350
- Full Page Ad Page 1 4C*..... \$ 4,350
- Full Page Ad 4C..... \$ 3,150
- Half Page Ad 4C..... \$ 1,900
- Quarter Page Ad 4C..... \$ 1,200
- Program 2"x2" Ad 4C..... \$ 525
- Exhibitor Listing Logo 4C..... \$ 470
- Additional Listing..... \$ 375
- Floor Plan Ad \$ 1,200
- Floor Plan Back Cover Ad \$ 4,000

B Total Print Advertising \$ _____ (Due @ 25%)

PRODUCT CLINICS

- Exhibitor Product Clinic (Large) \$ 19,000
- Exhibitor Product Clinic (Small) \$ 15,500

C Total Print Advertising \$ _____ (Due @ 25%)

PAYMENT TERMS

- 25% deposit due on contracts submitted prior to March 15, 2019
- 50% deposit due on contracts submitted between March 16 and May 10, 2019
- Full payment is due on September 20, 2019 for new contacts and all outstanding balances on previously submitted contracts

RETURN APPLICATION & PAYMENT TO:

International Roofing Expo
6191 N. Hwy. 161, Suite 500
Irving, Texas USA 75038

Toll-free: 800-684-5761
Outside USA: 972-536-6415
www.theroofingexpo.com

METHOD OF PAYMENT: Please check one:

Check made payable to: International Roofing Expo

Wire / ACH*
*Refer to clause 7 of the Exhibitor Terms & Conditions

Credit Card: PCI compliance requires credit card information must only be received via our secure fax line 972-550-5390 or through our online contract portal.

QUESTIONS?

Please contact IRE Show Management at 800.684.5761, 972.536.6415 or Exhibit@TheRoofingExpo.com.

All payments should be in USD funds. Exhibitors are responsible for all bank collection fees and/or discounts associated with their payments.

FOR SHOW MANAGEMENT USE ONLY

Date Received: _____
Deposit Received: _____
Exh ID#: _____
AE: _____

Stay tuned for location-based sponsorships!

CALCULATE THE CONTRACT TOTAL

- A** Digital Marketing \$ _____
- B** Print Advertising \$ _____
- C** Product Clinics \$ _____

CONTRACT TOTAL: \$ _____

DEPOSIT TOTAL (25%): \$ _____

We have read and understand the eligibility requirements stated above. We also understand this application becomes a binding contract when accepted by Informa Exhibitions U.S. Construction & Real Estate, Inc. We understand that all deposits/final payments are non-refundable.

Required

Signature: x _____

Printed Name: _____

We agree to abide by the terms and conditions of the 2020 International Roofing Expo Booth Application & Contract.