

DIGITAL SHOW GUIDE ADS

Exclusive sponsorships are subject to the first right of refusal on a year-over-year basis.

The Digital Show Guide is a resource for industry professionals attending or considering attending. It provides an overview of the show's programs and events, exhibitor lists, show floor plans, new product introductions, destination information, articles, etc.

The digital guide will be published three times, twice before the show and a final version for the show. Purchasing a digital show guide ad includes up to three (3) ad insertions.

Each version of the digital show guide will be emailed to attendees and prospects, posted to the IRE website, and promoted on social media. The final version will be available in the IRE mobile app.

You can choose to enhance your digital ad by adding:

- Links to your website or email address
- Links to your social media channels
- Video overlaid on the static artwork

PRICING

EXCLUSIVE AD OPTIONS

Front Cover Note, 3"x3"	\$6,800
Opposite Front Cover Ad	\$4,600
Inside Front Cover Ad	\$4,350
Opposite Table of Contents Ad	\$4,350
First Full-Page Ad, Page 3	\$4,350
NON-EXCLUSIVE AD OPTIONS	
Full-Page Ad	\$3,150
Half-Page Ad	\$1,900

Digital Show Guide Publishing Schedule

November 1, January 10, and March 7

(Publishing dates are subject to change.)



2022 FEBRUARY 1-3
NEW ORLEANS, LA
ERNEST N. MORIAL CONVENTION CENTER

INTERNATIONAL ROOFING EXPO
Sponsored by NRCA

NEW ORLEANS SHOW GUIDE
SHOW EDITION

WELCOME TO NOLA
Thank you for attending IRE 2022!

IRE EVENT SCHEDULE
See what's happening at the show

PRODUCT SOURCING
See who's exhibiting at IRE 2022

GET THE MOBILE APP
Navigate the show with ease

#1 CONCERT EVENT AT THE 2022 INTERNATIONAL ROOFING EXPO!
PRESENTED BY SRS DISTRIBUTION
Big & Rich
FEATURING RANDY ROGERS BAND & PARKER MCCOLLUM
GET YOUR TICKETS!



ARMA Virtual Asphalt Roofing Recycling Forum
OCTOBER 29, 2021

For more information contact April Elgison, ARMA Director of Meetings, at aelgison@asphaltroofing.org

INTERESTED IN EXHIBITING
Reaching the right prospects can be challenging. The International Roofing Expo audience is made up of highly qualified owners, buyers and influencers that are actively seeking new brands and products to help them improve their business. 85% of IRE attendees are actively involved in buying decisions.

Whether your goals are to reach more of your current market or expand your customer base by finding new clients, the IRE puts you in front of the right audience.

Take the next step in reaching more industry professionals by becoming an IRE Exhibitor. Contact us to secure your booth at the IRE.

CONTACT OUR SALES TEAM



THE Kruise BROTHERS

Randy and Steve Kruise are nationally recognized, award-winning siding contractors who have used LP SmartSide® for over 2 decades. In 2012, Randy and Steve were the first contractors to sell and install LP SmartSide on over 300 homes to a publicly traded national builder. Since then, the Kruise Brothers have partnered with LP to train tens of thousands of contractors nationwide on the installation, features & benefits of LP SmartSide.

Don't miss the opportunity to attend an LP SmartSide Product Clinic session on booth 2051 with the Kruise Brothers in the Windows & Siding Pavilion!

LP SmartSide
FORM & FUNCTION

ADVANCED DURABILITY FOR LONGER LASTING BEAUTY.