



MARCH 7-9, 2023 | DALLAS, TX
KAY BAILEY HUTCHISON CONVENTION CENTER

THE PREMIER ROOFING & EXTERIORS EVENT



OFFICIAL SHOW SPONSOR



OFFICIAL SHOW PUBLICATION

**ROOFING
CONTRACTOR**

OFFICIAL DIGITAL MEDIA BRAND



**SPONSORSHIPS &
MARKETING OPPORTUNITIES**

www.TheRoofingExpo.com

Goals & Objectives

Why should I use IRE marketing tools?

Reaching the right prospects can be challenging. The IRE audience consists of highly qualified owners and buyers who actively seek new brands and products to help them improve their business. Additionally, trade shows attract companies that have just entered the market and are looking for products and services to enhance their offerings.

How can IRE sponsorships help my business?

Sponsorships help build brand awareness, drives traffic to your booth, and creates contact points with your products and services before attendees even make it to your booth. Additionally, sponsorships allow you to engage with your target audience on a personal level, helping to increase your brand's equity and increase your company's exposure.



Whether your company is looking to change industry perception from a mid-market brand to a high-level brand or target a new audience, we have options to help you achieve your company's goals. Our account executives can tailor a plan to help you drive business results. We can also create custom sponsorships based on ideas you may have.

BRANDING & INDUSTRY POSITION

Set your brand apart from the competition, position your company as an industry leader, and increase your brand's equity. Stay top of mind with customers and prospects.

- Wall Cling Graphics
- Exhibitor Video Solutions
- Exhibitor-Presented Seminar
- Video Wall Ad
- Show Bag Sponsor



CUSTOMER ACQUISITION

Generate leads and create connections. During the show you can experience face-to-face interactions and increase your brand's visibility in the market.

- Targeted Email Blast
- On-site Geo-Fencing
- Smart Ad Retargeting
- Mobile App Push Notifications
- Hanging Banners



NEW PRODUCT PROMOTION

Increase the visibility of your new product, equipment, or service to a highly qualified audience actively seeking new suppliers and the latest items in the market.

- Exhibitor Product Clinic
- Rooftop Ruckus Shared Email
- Exhibitor Spotlight Ad
- Digital Show Guide Ads
- IRE Website Ads



SALES DRIVERS

Reach your company's goals through short-term sales results and influence long-term sales. Reinforce current customer relationships and build new partnerships.

- Targeted Email Blast
- Maximum Exposure Package
- Exhibit Hall Private Meeting Rooms
- Qualifi Select
- Lightbox and Billboard Signs



"The IRE provides our company with an opportunity to meet new and existing customers, generate new sales, service existing customers, promote brand awareness, and monitor advancements in roofing during one fast paced week."

Chris Allen, International Code Council

THE IRE AUDIENCE REACH



10,002

Number of Professionals
in Attendance at IRE 2022



200,000

Average Number of Annual
IRE Website Visitors



375,000

Average Number of Annual
IRE Website Page Views



50,000+

IRE Attendee Email
Database Size

IRE SOCIAL MEDIA REACH

35,250+

Number of IRE Social
Media Followers

425,000+

Average Number of Annual
IRE Social Media Impressions



**Roofing & Exteriors is the Official Digital Media
Brand of the International Roofing Expo**

Roofing & Exteriors leverages industry partnerships, speakers, and thought leaders seen at the IRE—but goes beyond that to be a 24/7, 365 resource for the industry. Its mission is to empower roofing and exteriors professionals with news, market data, and industry resources that can grow their revenues and expand their businesses.

Visit www.RoofingExteriors.com today.

**Leverage the power of Roofing & Exteriors to
expand your market reach. Learn more about
R&E advertising and marketing services.**

ACCESS THE MEDIA KIT

EXHIBITOR LISTING PACKAGES

Showcase your brand to IRE attendees year-round through your digital exhibitor listing. Attendees search the exhibitor directory to find new brands, products, and services and to help them plan their trip to the IRE. Every IRE exhibitor receives a Digital Media Package that includes your website and mobile app listing.

The Digital Media Package includes:

- Company Name
- Company Contact Details
- Company Description
- Booth Number
- Five (5) Product Categories
- One (1) Company Logo
- Five (5) Product Images & Descriptions
- Three (3) Videos
- Five (5) Collateral Pieces
- Show Specials

Increase your digital exhibitor listing's exposure and gain access to leads with our Maximum Exposure Package. This package lets you upgrade your listing to include more company assets, gives you priority placement in the directory listing, and access to online leads. When you upgrade, you will receive a lead from anyone with a My Show Planner account that visits or favorites your exhibitor profile.

The Maximum Exposure Package includes everything in the Digital Media Package plus:

- Additional three (3) Product Categories
- Additional five (5) Product Images & Descriptions
- Additional five (5) Collateral Pieces
- Additional three (3) Videos
- Priority Listing Placement
- Access to Online Leads
- Ten (10) Virtual Business Cards

PRICING

Digital Media Package **\$295** (Included in Exhibit Space)

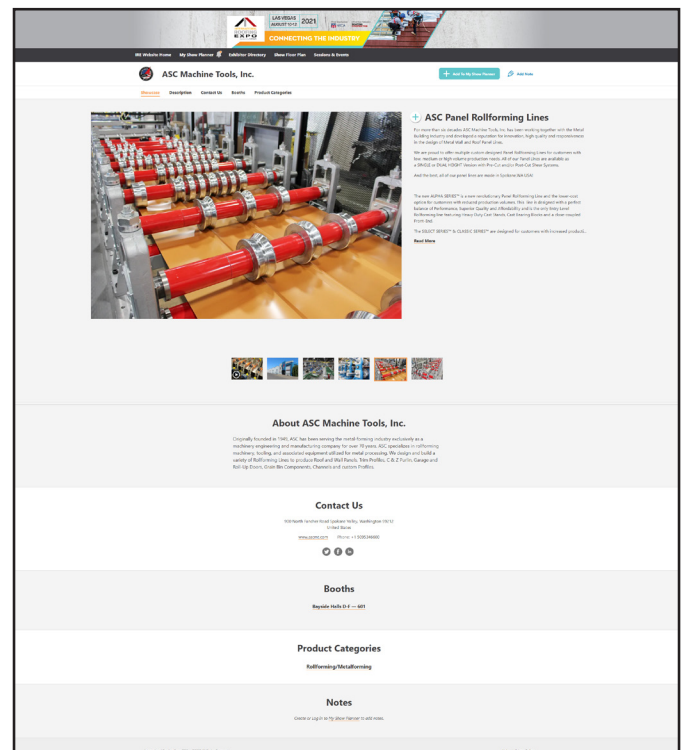
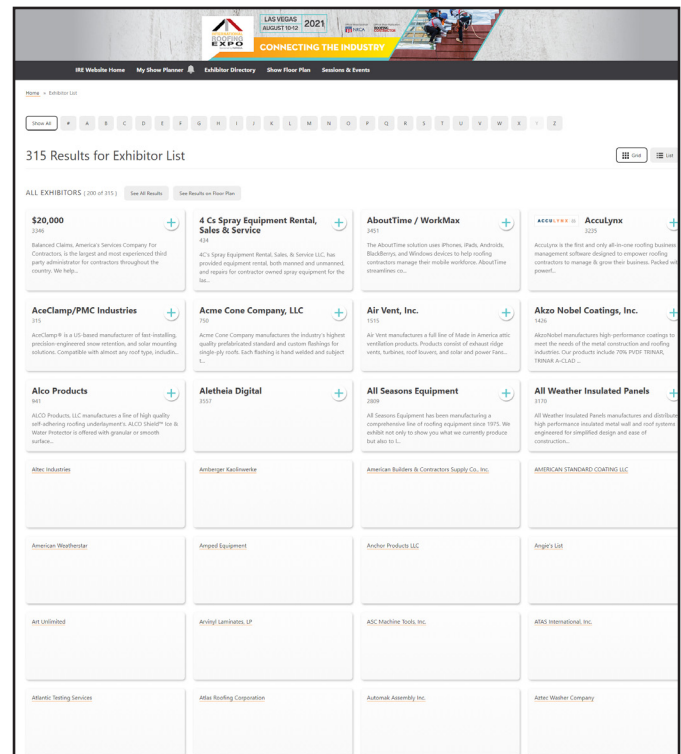
Digital Media Lead Retrieval Bundle **Additional \$555**

Includes three (3) lead retrieval app licenses at a 15% discount.

Maximum Exposure Package..... **Additional \$895**

Maximum Exposure Lead Retrieval Bundle..... **Additional \$1,350**

Includes three (3) lead retrieval app licenses at a 25% discount.



ON-SITE SIGNAGE & GRAPHICS

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

Signage and graphics at the show are ideal ways to drive traffic to your booth, showcase new products, and build brand awareness. Display your message prominently throughout the show lobby areas and the expo hall.

There is something to fit every budget, from hanging banners to back-light billboard signs. In addition to the options below, we can offer custom signage, graphics, and bundled packages. Contact your account executive for details and pricing.

AISLE SIGNS

| | |
|---|---------|
| Aisle Signs - 3 Main Aisles, Exclusive | \$4,450 |
| Aisle Signs - 1 Common Aisle..... | \$1,450 |

CLINGS

| | |
|---|----------|
| Wall Cling in Hall A Lobby, 29'x21' (AA.7)..... | \$17,000 |
| Window Clings in Hall D Lobby, Set of 6..... | \$12,500 |
| <i>Select Left Side or Right Side</i> | |
| Window Clings in Hall A Lobby, Set of 15 (AB.2) | \$13,500 |
| Window Clings in Lobby Café, Set of 4 (101)..... | \$4,000 |

HANGING BANNERS

| | |
|--|----------|
| Banner in Hall A/B Lobby, 50'x19' (AB-3.2) | \$25,000 |
| Banner in Hall D/E Lobby, 25'x16' (Double-Sided) | \$25,000 |
| Banner in Hall C Lobby, 50'x15' (C.4) | \$23,000 |
| Banner in Hall D/E Lobby, 25'x16' | \$16,000 |
| <i>(DE.7A, DE.7B, DE.7C)</i> | |
| Banner in Hall C Lobby, 50'x8' (C.5)..... | \$15,000 |

OTHER

| | |
|---|----------|
| Expo Hall Entrance Banner (AB.1, AB.4)..... | \$25,000 |
| Billboard Expo Hall, Double-sided | \$2,000 |
| Billboard Lobby, Double-sided | \$2,500 |
| Lightbox Lobby, Double-sided..... | \$4,000 |
| Lobby Floor Graphic, 6x6' | \$1,700 |
| Expo Hall Floor Graphic, 6x6' | \$1,200 |
| Expo Hall Floor Graphic, 4x4' | \$500 |
| Expo Hall Floor Graphic, 2x2' | \$250 |



HANGING BANNER



LIGHTBOX



AISLE SIGN



CUSTOM SIGN



FLOOR GRAPHIC



SHOW BAG SPONSORSHIPS

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

SHOW BAG SPONSOR

Sponsoring our show bags offers your brand a chance to gain unprecedented coverage across the whole event and long after the event ends. Attendees will have the opportunity to pick up a reusable show bag as they enter the expo hall. This opportunity is ideal for a company looking to increase its brand awareness.

These bags will be on full display as attendees carry them around the event. In addition, your branding will continue to be seen as attendees in their everyday life reuse the bags.

~~PRICING \$25,000~~ **SOLD**

EXCLUSIVE SPONSORSHIP



SHOW BAG INSERT

Each show attendee has the opportunity to pick up a complimentary show bag as they enter the expo hall. Ensure your company's branding and messaging are included in the bag. Invite attendees to visit your booth, feature a new product, or promote a special offer.

Your insert can be a flyer, a promotional item, or another small item that can fit into a standard reusable tote. The sponsor must produce and supply enough items to include one in each conference bag.

PRICING \$3,500



BADGE LANYARD

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

This exclusive sponsorship puts your brand around the neck of everyone in attendance! This high-profile opportunity delivers highly visible, eye-level brand recognition. Be one of the first brands seen as each person picks up their badge. A lanyard is provided to each IRE participant as they pick up their badge at registration.

This sponsorship allows you to purchase the lanyards yourself and ship them to the show, or IRE can purchase the lanyards for you.

PRICING **SOLD**

Sponsor Provides Lanyards..... \$10,000

Sponsor responsible for producing and shipping a minimum of 10,000 lanyards to show.

IRE Provides Lanyards \$25,000

You will receive one logo printed in one color on the lanyard.

EXCLUSIVE SPONSORSHIP



WELCOME PARTY

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

Put your brand front and center at the most prominent social event at the IRE. Attendees and exhibitors come together at the Welcome Party to celebrate this year's show and network with their peers. Sponsoring this memorable event provides your company with highly visible brand recognition pre-show and on-site. In addition, you will receive customer leads for anyone that attends the event.

Your company will receive branding on all marketing materials and signage promoting the Welcome Party, an exclusive VIP area at the event, and VIP event tickets you can distribute to clients and prospects. A company representative will be allowed to briefly speak onstage during the party.

The IRE Welcome Party sponsorship includes:

- Reserved VIP area at event
- VIP tickets for distribution (*limited quantity*)
- Opportunity to display slides on monitors during the event (*subject to venue*)
- Five (5) minutes of stage time (*mid-way through the party*)
- One (1) full-page ad in the digital show guide
- Recognition in the digital show guide, website, social media posts, event signage, and additional marketing materials (*when applicable*)
- Attendee lead data scanned at the event (*delivered after the event*)

PRICING \$30,000

EXCLUSIVE SPONSORSHIP



First Time Attendee Reception

5:30 PM - 6:00 PM

Sponsored by: **THE ROOFERS**
= COFFEE SHOP =

Welcome Party

6:00 PM - 8:00 PM

Sponsored by: **ABC**
Supply Co. Inc.



FIRST-TIME ATTENDEES RECEPTION

Put your brand front and center with first-time IRE attendees. The First-Time Attendees Reception is designed to help industry professionals new to attending the IRE network and engage with fellow newcomers. The reception is held for 30 minutes before the IRE Welcome Party. Sponsoring this event provides your company with prominent brand recognition pre-show and on-site.

Your company will receive branding on all marketing materials and signage promoting the First-Time Attendee Reception, and you will receive customer leads for anyone that attends the event. This is a co-sponsorship with a limit of two sponsors.

The First-Time Attendees Reception sponsorship includes:

- Opportunity to display slides on monitors during the event *(subject to venue)*
- One (1) full-page ad in the digital show guide
- Recognition in the digital show guide, website, social media posts, event signage, and additional marketing materials *(when applicable)*
- Attendee lead data scanned at the event *(delivered after the event)*

PRICING \$7,500



**First Time
Attendee Reception**
5:30 PM - 6:00 PM
Sponsored by: **ROOFERS**
= COFFEE SHOP =

Welcome Party
6:00 PM - 8:00 PM
Sponsored by: **ABC**
Supply Co. Inc.



KEYNOTE SPEAKER

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

Showcase your brand before a captive and engaged crowd at the IRE. The keynote session draws the largest crowd during the show. Sponsoring this high-profile session provides your company with a high level of brand recognition and provides you with customer leads.

Your brand will be featured on all marketing materials and signage promoting the event. Your company will receive reserved seating and a meet & greet with the keynote speaker.

The Keynote Speaker sponsorship includes:

- Logo on the podium and on overhead screen
- Distribution of sponsored-produced handout as a seat drop
- One (1) full-page ad in the digital show guide
- Recognition in the digital show guide, website, social media posts, event signage, and additional marketing materials *(when applicable)*
- Reserved VIP area at session
- Meet & greet photo session with keynote speaker (10 minutes)
- Opportunity to address the audience on stage for 5 minutes
- Attendee lead data scanned at the session *(delivered after the event)*

PRICING \$17,500

EXCLUSIVE SPONSORSHIP





IRE CORE CONFERENCE SPONSORSHIP

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

The IRE Core Conference Sponsorship is your opportunity to showcase your brand and align with the industry's top conference program. Your company will gain exposure to thousands of industry professionals before and during the conference program.

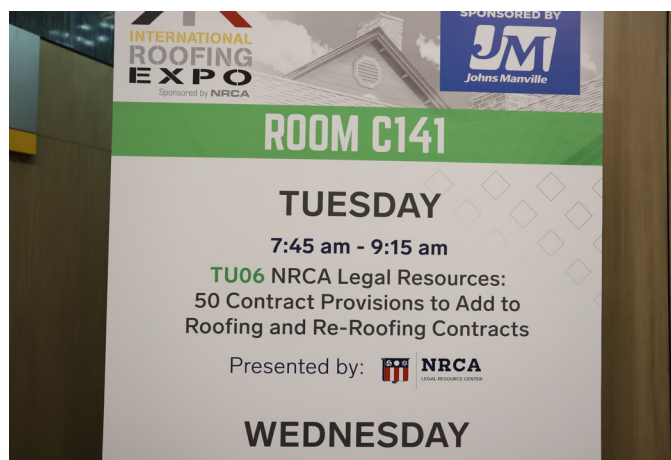
As the exclusive IRE Core Conference Sponsor, your brand will receive premium positioning on all conference marketing assets, including signage, digital collateral, event marketing, and pre-conference exposure through the IRE website.

The IRE Core Conference Sponsorship includes:

- Conference Sponsor and Logo listed on marketing materials related to conference when possible (*website, emails, digital show guide, social media post, etc.*)
- Conference Sponsor and Logo on conference signage (*room meter boards an schedule-at-a-glance*)
- Ability to provide one handout in each conference classroom and will be placed in the back for pick up. Handout must be supplied and we reserve the right to not distribute the handout in classes where the speaker is from a competitive exhibitor.
- One full-page ad in the Digital Show Guide

PRICING \$20,000

EXCLUSIVE SPONSORSHIP





IRE CORE CONFERENCE COFFEE BREAK SPONSORSHIP

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

Gain premium brand exposure by offering conference attendees that much-needed cup of coffee, or tea, so they get the jump start they need for the rest of the day. The coffee breaks are offered in the conference areas before each session.

Your brand will be featured on all coffee break area signage. In addition, you can provide a pop-up banner and a company handout to be placed in the coffee break areas.

The IRE Core Conference Coffee Break Sponsorship includes:

- Logo and Conference Break Sponsor listed on signage at each coffee break area
- Ability to place one pop-up/retractable banner (not to exceed 35" wide) near each coffee break area. Banner(s) must be supplied by sponsor.
- Ability to provide handouts at the conference break area(s). Handout must be supplied.
- One half-page ad in the Digital Show Guide

PRICING \$13,500

EXCLUSIVE SPONSORSHIP



REGISTRATION SPONSORSHIPS

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

ON-SITE REGISTRATION SPONSORSHIP

Be seen by thousands of attendees throughout the registration process. Your company's branding will be visible pre-show during the registration and on-site as they stop to pick up their badge.

The On-site Registration Sponsorship includes:

- Logo included in IRE registration web page and registration site
- One (1) 600x75 banner ad included on the attendee registration confirmation email
- Logo included on registration area signage, counters, and meter boards
- Logo included on all badge
- One (1) 6x6' floor cling located in the registration area and two (2) 2x2' floor clings located at registration entrances
- Recognition in the digital show guide and additional marketing materials *(when applicable)*

PRICING \$17,000



WEBSITE REGISTRATION & TRAVEL SPONSORSHIP

Maximize your brand presence to the thousands of industry professionals that register online for the IRE. This digital sponsorship will showcase your logo on the travel web page and the attendee registration pages. Also, you will receive a digital banner ad in the attendee confirmation email.

The Website Registration & Travel Sponsorship includes:

- One (1) logo on the travel page
- One (1) logo on the registration site
- One (1) 180x75 px banner ad in the attendee registration confirmation email

PRICING \$3,500

possible discounts on your travel needs. onPeak is the only
ns? Contact onPeak at 855.992.3353 or ire@onpeak.com.

cial hotel vendor, IRE Housing powered by onPeak offers you
ings and valuable perks to make sure you have a great time in

tion

ng by air, land or sea, find travel discounts to make your trip
e and resources for navigating Las Vegas, NV efficiently.

al Visitors

nal participant of IRE, this section features information about
itation, VISA application form and links to locate your U.S.
nsulate.

Sponsored By:





Quick Links

- › Sign Up for IRE Emails
- › Registration Info

EXHIBITOR-PRESENTED SEMINAR

Exhibitor-presented seminars provide outstanding opportunities for exciting new information and in-depth analysis to be presented by industry experts from our exhibitor community. Position your company as an industry thought leader and knowledge source by presenting an educational seminar on the show floor. From general business topics to solutions for overcoming common challenges, share your knowledge while your brand gains vital industry exposure.

Purchasing an exhibitor presented seminar gives you another opportunity to gain sales leads from the show. You will receive a post-show lead list of everyone that participated in your session. These sessions are open to everyone attending the IRE and are included on the registration site, allowing people to register in advance. Seating is on a first-come, first-serve basis. These sessions are extremely popular and are always packed.

Session content must be educational.

An Exhibitor Presented Seminar includes:

- One (1) 45-minutes session slot
- Inclusion of session in registration
- Post-show list of leads scanned during your session
- Distribution of company handout during your session
- Recognition on the event signage, website, social media posts, digital show guide, and additional marketing materials *(when applicable)*

PRICING \$4,500





EXHIBITOR PRESENTED SEMINARS



EXHIBITOR PRESENTED SEMINARS

TUESDAY

11:30 am - 12:15 pm
EP1: Grow Your Company the Right Way

Presented by: 

12:45 pm - 1:30 pm



EXHIBITOR PRESENTED SEMINARS

WEDNESDAY

11:30 am - 12:15 pm
EP6: Different Third Party Programs – Tested? Evaluated? Certified? What's the Difference and Why It Matters To You

Presented by: 

One of the top reasons attendees come to the IRE is to source new products and services that can help them improve the way they do business. Make your brand a primary show floor feature by purchasing an Exhibitor Product Clinic for your company.

The Product Clinic provides you with a dedicated space, separate from your regular exhibit space, where attendees can watch your innovations and technology in action. The IRE markets all Product Clinics as must-see show floor features.

Active product demos must take place in a product clinic area. A minimum of a 10x10' booth space must be purchased in addition to the product clinic space.

An Exhibitor Product Clinic includes:

- Product clinic space, plus seating, sound system, and mic
- Hanging banner above clinic
- Logo and schedule on billboard
- Recognition included on the website, social media posts, digital show guide, and additional marketing materials *(when applicable)*

PRICING

Small Clinic (400 sq. ft.).....\$15,000

Medium Clinic (600 sq. ft.)\$21,250

Large Clinic (800 sq. ft.)\$26,750



EXPO HALL PRIVATE MEETING ROOM

Are you looking for a more private experience for your customers right on the show floor? Having a dedicated private meeting room on the show floor will keep attendees close to your booth while offering a place to have a more personal conversation away from the crowds.

Each enclosed meeting room comes complete with furnishings and an identification sign and features a door for more privacy. We offer different room sizes and layouts depending on your company's needs.

An Expo Hall Private Meeting Room includes:

- Dedicated enclosed room on the show floor
- Either conference-style or reception-style furnishings*
- 8.5x11" identification sign on room door
- Standard carpet

PRICING

Small Meeting Room (100 sq. ft./4 People) \$3,400

Medium Meeting Room (200 sq. ft./6 People) \$4,550

Large Meeting Room (300 sq. ft./6-8 People) \$5,700

**Furnishings vary depending on the meeting room size and layout selected.
No furnishing substitutions will be allowed.*





VIDEO WALL ADVERTISING

Video marketing is a powerful tool that can help increase engagement with your audience. Maximize your company's investment in the IRE by showcasing your brand's message with a larger-than-life video ad on the IRE Media Wall. Use your ad to promote traffic to your booth, generate brand awareness, or promote new products or services.

The IRE video wall is a central focal point of the event displaying show schedules, special event details, and more. The media wall is located in the high-traffic registration lobby.

The attention-grabbing video wall features a 100 square foot LED video screen complete with audio. The large display area provides ample room for supporting text, pictures, or your logo alongside your video. You can supply ready-to-go artwork, or you can supply product videos, images, text, and your logo, and our media partner can create a video for you.

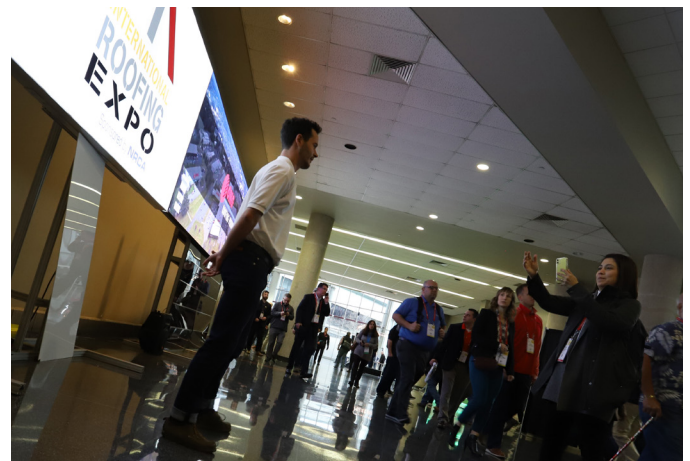
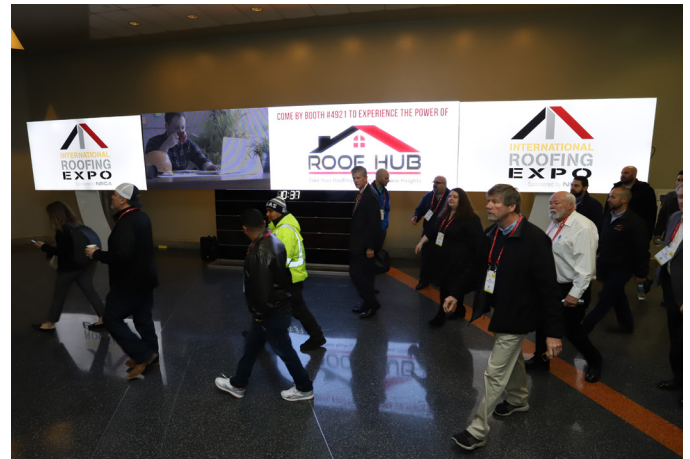
The Video Wall Ad includes:

- One (1) video spot (30 or 60 seconds) within the IRE video wall content rotation
- Optional video creation services

PRICING

30-Second Video \$3,000

60-Second Video \$5,000





EXHIBITOR VIDEO SOLUTIONS

Exhibitors at the International Roofing Expo® are eligible to leverage our on-site team of videographers and in-house video production and editing teams for producing their own custom videos. We have a variety of standard video packages available including:

- New Product Spotlight Videos
- Exhibitor Booth Tour Videos
- Executive Viewpoint Videos
(these can be video-taped on-site at IRE or pre/post show)

Leverage your investment and participation in the IRE with a custom video that can be used to reach an expanded audience and provide valuable content for you own web site and sales efforts.

Each Video Includes the Following:

- Scheduling of a 45 minute filming session on the show floor or in our IRE meeting room. Team will include cameraman and video coordinator. Client to supply on air presenter. For Executive Viewpoint videos, IRE will provide interviewer to ask pre-selected questions for client response if needed.
- Post show editing of raw footage to deliver a fully edited 3-4 minute video. Sponsor receives one round of edits to preliminary video. Final videos delivered within 30-days of event conclusion.
- Customer receives copy of video to use for their own promotional purposes.

In addition, all IRE Video Solutions will receive the following promotion package in Roofing & Exteriors media.

- Featured in a special Roofing & Exteriors e-Newsletter.
- Featured on Roofing & Exteriors website in a special video section.
- Editorial promotion on the home page of the Roofing & Exteriors website.

PRICING \$3,200



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Leverage the power of Roofing & Exteriors
to expand your market reach.

ACCESS THE MEDIA KIT

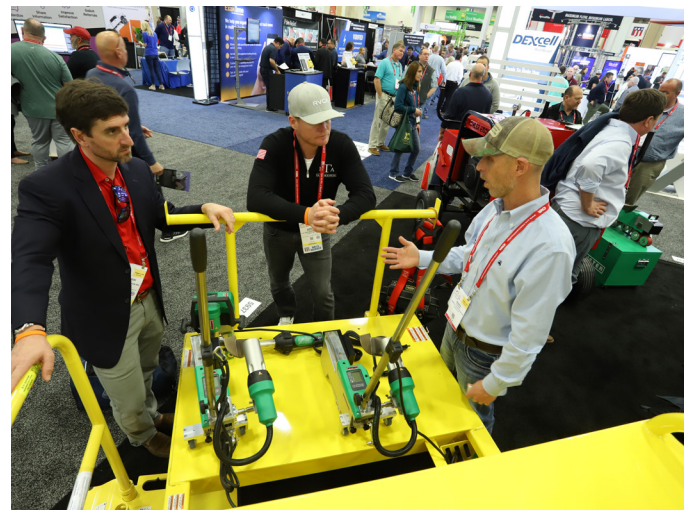
ON-SITE FOCUS GROUP

The IRE team is offering two exclusive focus group opportunities during the 2023 Show. One opportunity will be available on Tuesday morning and one on Wednesday.

For exhibitors looking for a qualitative research opportunity to gain a better understanding of buying practices, get honest feedback on new product development, identify key trends, opportunities, and industry challenges or any number of other research needs, we're offering this opportunity to explore with a group of industry professionals.

What does the focus group opportunity include:

- Meeting room at the convention center for the focus group
- Focus groups will be 90 minutes in length, and include food and beverages
- Recruiting of 8 to 10 participants. Recruitment effort can be targeted to the types of professionals of most interest to the client. The advantage of a focus group at IRE, also results in a good regional distribution of participants.
- We would offer each participant a gift card as an honorarium for their participation
- We would provide "audio recording". If the client wants something more elaborate such as video recording, there would be at an added fee.
- We would provide an experienced focus group moderator.
- The moderator would also work with the client to develop a "Discussion Guide" for the focus group. And offer guidance on what can be accomplished during the 1 ½ hour focus group



PRICING \$12,000



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**Leverage the power of Roofing & Exteriors
to expand your market reach.**

ACCESS THE MEDIA KIT

TARGETED EMAIL BLASTS

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 create 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, *Ultra Premium Dates* ... \$3,350


- Flat rate for a 5,000 email list
- One week prior to show dates and the week of the show

Targeted Email Blast, *Premium Dates* \$2,105

- Flat rate for a 5,000 email list
- Two to four weeks prior to show dates

Targeted Email Blast, *Non-Premium Dates* \$325/CPM

- Minimum of a 5,000 email list



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 provides extra support.




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.



**ROOFING &
EXTERIORS**

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www.RoofingExteriors.com

Roofing & Exteriors leverages industry partnerships, speakers, and thought leaders seen at the IRE—but goes beyond that to be a 24/7, 365 resource for the industry. Its mission is to empower roofing and exteriors professionals with news, market data, and industry resources that can grow their revenues and expand their businesses.

Leverage the power of Roofing & Exteriors
to expand your market reach.

[ACCESS THE MEDIA KIT](#)

ROOFTOP RUCKUS SHARED EMAIL

Put the power of the IRE database to work for you and reach the right audience at the right time. 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.

The IRE Rooftop Ruckus email offers you a cost-effective way to promote your brand to thousands of industry professionals. The shared email blast is ideal for promoting a new product or service, one of your best sellers, or even a special offer.

You can purchase three or six spots in our monthly Rooftop Ruckus email program. Each month you can update the product, service, or special offer you want to promote

The Rooftop Ruckus Shared Email includes:


- Includes one (1) product listing per email blast
- Position available on first-come, first-serve basis
- Listing includes company logo, product image, tagline, product description and URL link
- Performance metrics available

PRICING

Product Spots x3..... \$1,295


Product Spots x6..... \$2,300

If you are having trouble reading this email, [read the online version.](#)




ROOFTOP RUCKUS

FEBRUARY 24-26, 2021 Mandalay Bay Convention Center
Las Vegas, NV

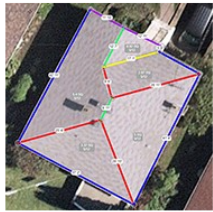


We had a great show in Dallas with over 540 companies exhibiting. As you continue to look for new products and services to improve your business, make sure to check out the ones below. Mark your calendar and make plans to join us for IRE 2021 in Las Vegas, February 24-26.

Roofgraf




Roofgraf is a simple yet powerful measurement solution that allows roofing contractors to build professional, accurate roofing quotes, bill of materials and roof reports 80% faster than existing methods. Using the latest in HD aerial imagery and A.I. technology, Roofgraf lets users draw and measure roofs across any device and find roof lines and the pitch in one click. Custom solutions available.




[read more >](#)

Insurance Claim Recovery Support




Insurance Claim Recovery Support (ICRS) is a leading Public Insurance Adjusting firm specializing in settling large Commercial and Multifamily property damage insurance claims such as fire, hail, wind loss, water and other losses. We boast 10 years of experience and \$100M in claim settlements advocating documenting and vigorously settling claims "Pro-Policyholder". **FREE INSURANCE CLAIM REVIEW** Contact scott@insuranceclaimrecovery.com.

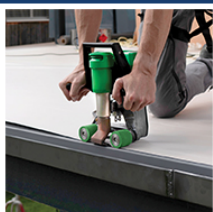


[read more >](#)

Leister



For over 70 years, Leister has been the global leader in plastic welding and industrial hot-air applications. Professional roofing contractors worldwide rely on the performance and reliability of Leister products for welding PVC, TPO and Modified Bitumen, flat and sloped roofs, as well as edges and parapets.



[read more >](#)


New Product Showcase Highlights

Carlisle Construction Materials

WIP GRIP Premium Shingle Underlayment

Winner: Best New Residential Product

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.



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@asphaltring.org



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.

LP SmartSide
FORM & FUNCTION

ADVANCED DURABILITY FOR LONGER LASTING BEAUTY.

IRE WEBSITE BANNER ADS

Leverage the power of the IRE website traffic to keep your brand at the forefront of the right audience. Showcase your message on the homepage for the most visibility or target other high-traffic locations on the IRE website.

Placing a banner ad on the IRE website is a cost-effective way to create brand awareness and generate click-throughs that can turn into valuable leads. Banner ads are ideal for highlighting your company's show presence, showcasing new products and services, promoting show specials, or increasing brand awareness.

PRICING

HOME PAGE ADS

Leader Board Ad (728x90px), Exclusive \$750

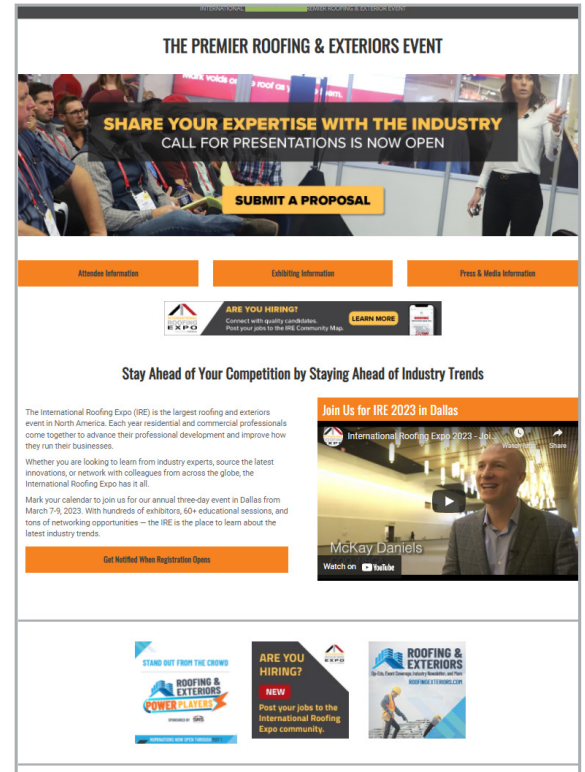
Small Square Ad (200x200px), Limited Quantity. \$300

REGISTRATION PAGE ADS

Leader Board Ad (728x90px), Exclusive \$500

Wide Skyscraper Ad (160x600px), Exclusive \$300

Please note: All prices are for one month (30 days).



THE PREMIER ROOFING & EXTERIORS EVENT

SHARE YOUR EXPERTISE WITH THE INDUSTRY
CALL FOR PRESENTATIONS IS NOW OPEN

SUBMIT A PROPOSAL

Attendee Information Exhibiting Information Press & Media Information

ARE YOU HIRING?
Connect with quality candidates.
Post your jobs to the IRE Community Map. LEARN MORE

Stay Ahead of Your Competition by Staying Ahead of Industry Trends

The International Roofing Expo (IRE) is the largest roofing and exteriors event in North America. Each year residential and commercial professionals come together to advance their professional development and improve how they run their businesses.

Whether you are looking to learn from industry experts, source the latest innovations, or network with colleagues from across the globe, the International Roofing Expo has it all.

Mark your calendar to join us for our annual three-day event in Dallas from March 7-9, 2023. With hundreds of exhibitors, 60+ educational sessions, and tons of networking opportunities — the IRE is the place to learn about the latest industry trends.

Get Notified When Registration Opens

Join Us for IRE 2023 in Dallas

International Roofing Expo 2023 - Dallas

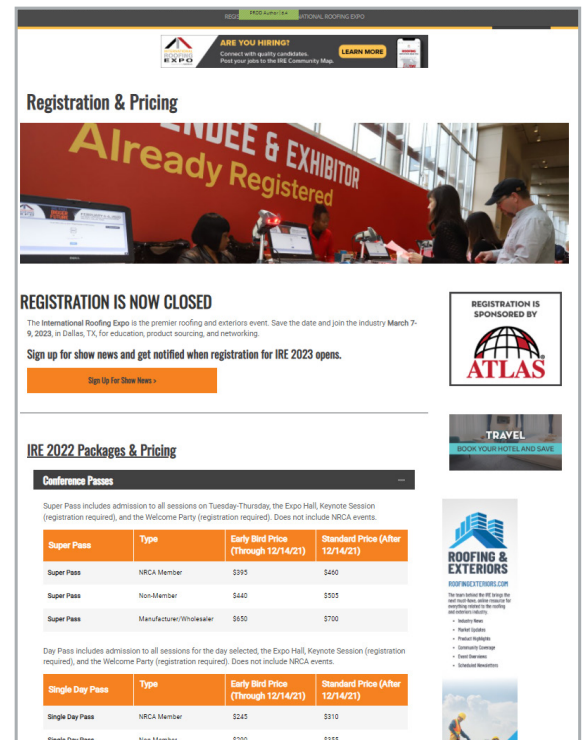
McKay Daniels

Watch on YouTube

STAND OUT FROM THE CROWD
ROOFING & EXTERIORS
POWER PLAYERS

ARE YOU HIRING?
NEW
Post your jobs to the International Roofing Expo community.

ROOFING & EXTERIORS
www.theroofingexpo.com



Registration & Pricing

ALREADY REGISTERED

REGISTRATION IS NOW CLOSED

The International Roofing Expo is the premier roofing and exteriors event. Save the date and join the industry March 7-9, 2023, in Dallas, TX, for education, product sourcing, and networking.

Sign up for show news and get notified when registration for IRE 2023 opens.

Sign Up For Show News

REGISTRATION IS SPONSORED BY
ATLAS

TRAVEL
BOOK YOUR HOTEL AND SAVE

IRE 2022 Packages & Pricing

Conference Passes

Super Pass includes admission to all sessions on Tuesday-Thursday, the Expo Hall, Keynote Session (registration required), and the Welcome Party (registration required). Does not include NRCA events.

| Super Pass | Type | Early Bird Price (Through 12/14/21) | Standard Price (After 12/14/21) |
|------------|-------------------------|-------------------------------------|---------------------------------|
| Super Pass | NRCA Member | \$395 | \$400 |
| Super Pass | Non-Member | \$440 | \$505 |
| Super Pass | Manufacturer/Wholesaler | \$650 | \$700 |

Day Pass includes admission to all sessions for the day selected, the Expo Hall, Keynote Session (registration required), and the Welcome Party (registration required). Does not include NRCA events.

| Single Day Pass | Type | Early Bird Price (Through 12/14/21) | Standard Price (After 12/14/21) |
|-----------------|-------------|-------------------------------------|---------------------------------|
| Single Day Pass | NRCA Member | \$245 | \$310 |
| Single Day Pass | Non-Member | \$290 | \$355 |

ROOFING & EXTERIORS
www.theroofingexpo.com

The International Roofing Expo (IRE) is the largest roofing and exteriors event in North America. Each year residential and commercial professionals come together to advance their professional development and improve how they run their businesses.

- Industry News
- Product Updates
- Product Highlights
- Technical Content
- Best Practices
- Network Resources

IRE EXHIBITOR DIRECTORY ADS

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

Enhance your visibility in the exhibitor directory and increase your brand awareness. Our exhibitor directory ads will drive more traffic to your exhibitor profile listing and help you generate more leads and sales.

The exclusive directory homepage ad provides your company with a high level of visibility when attendees and prospect attendees land on the exhibitor directory.

The floor plan banner ad provides your company with an exclusive banner ad placement on the expo hall floor plan. This ad is displayed on the IRE website and in the mobile app.

The exhibitor spotlight sponsorship showcases your company's first image or video loaded on your exhibitor profile listing on the homepage of the exhibitor directory. This sponsorship has a limited number of spots available.

The product category banner increases your visibility when an attendee or prospect attendee searches for brands by category. One only product category banner ad is featured per category, and they are on a first-come, first-serve basis. These ads are displayed on the IRE website and in the mobile app.

PRICING

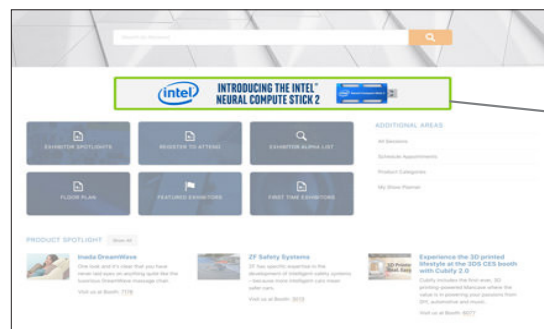
Directory Homepage Banner, Exclusive \$5,000

Floor Plan Banner, Exclusive \$2,500

Exhibitor Spotlight, Limited Quantity \$1,500

Product Category Banner \$500

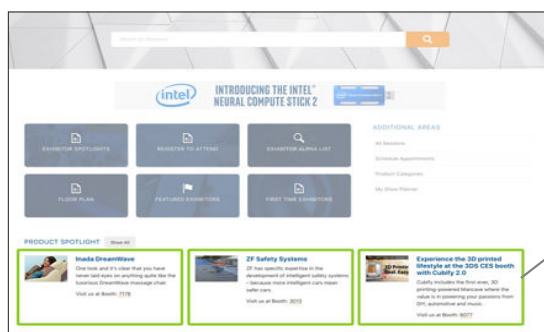
One (1) ad per product category.



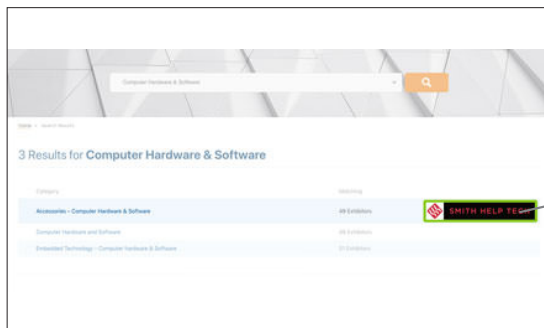
**Directory
Homepage
Banner**



**Expo Hall
Banner**



**Exhibitor
Spotlight**



**Product
Category
Banner**

MOBILE APP SPONSORSHIPS

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

Reinforce your brand, drive traffic to your booth, or highlight new products with our mobile app sponsorship options. The IRE mobile app is the simplest and most efficient way for attendees to navigate the show. Attendees use the mobile app constantly throughout the event.

The Gold Mobile App Package includes:

- The exclusive splash page ad
- One rotating banner ad
- Recognition at the mobile app sponsor

The splash page fills the entire screen and offers optimal brand exposure in the mobile app. With the addition of the recognition of the mobile app sponsor and a banner ad, this sponsorship gives you maximum visibility in the show app.

Rotating banner ads are the most effective way to build brand awareness and reach users using the mobile app. You can link the ad to a customized landing page or your website.

Push notifications are the perfect way to reach attendees directly during the show. They provide your company with the opportunity to make an announcement, showcase a promotion, or remind attendees to stop by your booth. You can include a link within your push notification to drive traffic to a customized landing page or your website.

PRICING

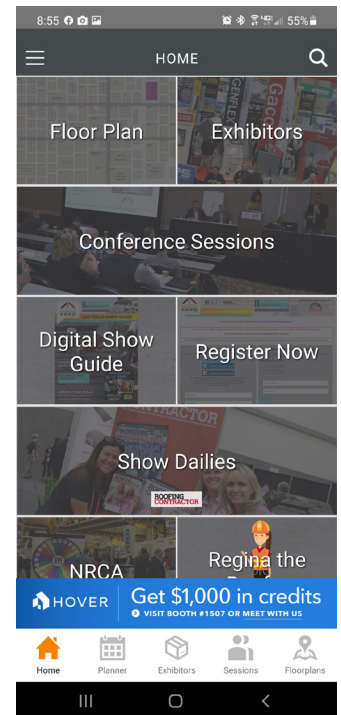
Gold Mobile App Package, Exclusive..... \$9,500

Rotating Banner Ad, Limited Quantity \$2,500

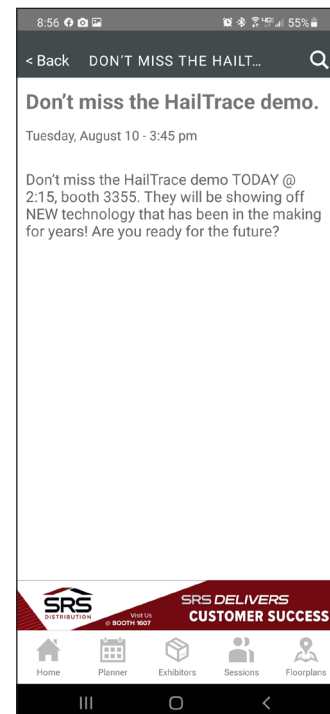
Push Notification, Limited Quantity \$3,000



SPLASH PAGE AD



ROTATING BANNER AD



PUSH NOTIFICATION

DIGITAL AUDIENCE MARKETING

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

SMART AD RETARGETING

Expand your brand's reach by leveraging the power of the IRE website's traffic. With our Smart Ad Retargeting program, you can deliver your message to potential customers that have visited the IRE website.

We take your banner ads and load them into our retargeting ad network. Then your ads are delivered to the IRE website audience when they visit other 1,000s of popular websites.

PRICING

50K Impressions \$1,700

100K Impressions \$2,890



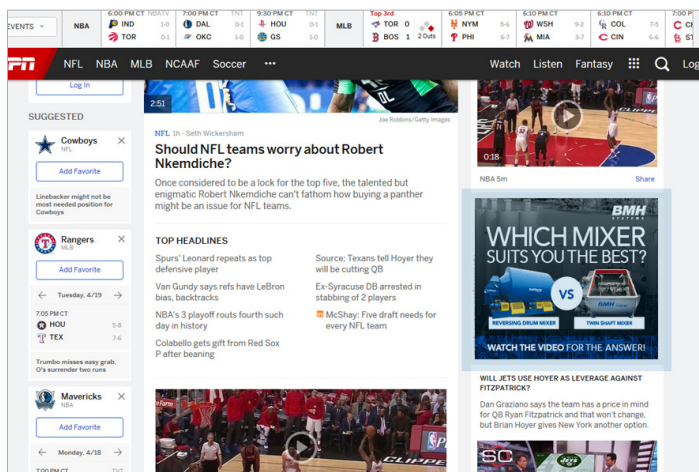
ON-SITE GEO-FENCING

Reach the International Roofing Expo attendees in real time. We can create a virtual boundary around the show's physical, geographic area, enabling us to serve your marketing message to the IRE attendees.

Leveraging mobile to target event attendees will help you reach key audiences with precision, to create far more effective marketing campaigns. You can deliver relevant media for more efficient targeting and ROI.

PRICING \$4,200

Two opportunities are available, and each will deliver 1400,000 impressions during show hours.



QUALIFI SELECT

Find New Customers with Qualifi Select. Using our Qualifi Select program, we can put your message in front of potential customers using our authenticated, unique, database of registered attendees and visitors.

You'll be able to reach your ideal buyers wherever they are online via trustworthy websites in our network. The International Roofing Expo audience will be targeted using our valuable first party data which is captured from trade show attendees, website visitors and highly engaged audiences.

The Qualifi Select program includes 100K web advertising impressions delivered over 30 days.

PRICING \$3,600



Leverage the power of Roofing & Exteriors to expand your market reach.

ACCESS THE MEDIA KIT

SPONSORSHIP PACKAGES

DIGITAL ADVERTISING PACKAGE

Expand your brand's reach by leveraging the power of digital advertising. This digital package allows you to take advantage of multiple products to help you increase brand awareness, promote products and services, and generate traffic to your website.

The Digital Media Package includes:

- One (1) Targeted Email to a 5K List (*Non-Premium Dates*)
- Three (3) Rooftop Ruckus Product Spots (*Pre-Show*)
- Post-Show Geo-Fencing, 100K Impressions

PRICING \$5,195



ON-SITE BRANDING PACKAGE

Signage and graphics at the show are ideal ways to drive traffic to your booth, showcase new products, and build brand awareness. Display your message prominently throughout the show.

The On-Site Branding Package includes:

- Three (3) Aisle Signs (*Common Aisles*)
- One (1) 6x6' Expo Hall Floor Graphic
- One (1) Lightbox, Double-Sided

PRICING \$7,995



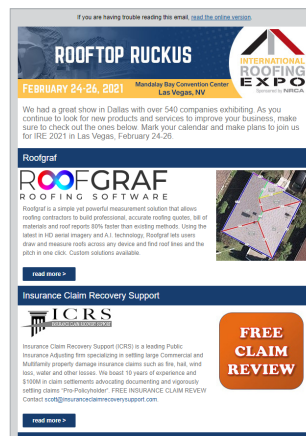
PRODUCT PROMO PACKAGE

Increase the visibility of your new product, equipment, or service to a highly qualified audience actively seeking new suppliers and the latest items in the market.

The On-Site Branding Package includes:

- One (1) Full Page Digital Show Guide Ad
- Six (6) Rooftop Ruckus Product Spots
- Exhibitor Directory Spotlight

PRICING \$6,095





MARCH 7-9, 2023 | DALLAS, TX
KAY BAILEY HUTCHISON CONVENTION CENTER

www.TheRoofingExpo.com

OUR ACCOUNT EXECUTIVE TEAM

Contact our knowledgeable account executive team with any questions you may have. Our teams can help develop a custom sponsorship and marketing package tailored just for you.



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