



# 2020 Sponsorship Opportunities Application & Contract

February 4-6, 2020 | Kay Bailey Hutchison Convention Center | Dallas, TX USA | [www.TheRoofingExpo.com](http://www.TheRoofingExpo.com)

Company Legal Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

Exhibiting As Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Fullfillment Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**A completed 2020 IRE Booth Contract must be received to be eligible for sponsorship and/or promotional opportunities. Sponsorships are only available to 2020 contracted IRE exhibitors. The 2019 exclusive sponsorship holders have first right-of-refusal for the 2020 IRE until August 20, 2019. 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](http://www.theroofingexpo.com). **Items in bold and red are exclusive sponsorships.****

## ONSITE SPONSORSHIPS

- Aisle Signs - 3 Main aisles** .....\$ 4,125
- Shuttle Package**.....\$ 10,250
- Aisle Signs - 1 aisles.....\$ 1,250
- Aisle Signs - 3 aisles.....\$ 3,400
- Billboard (Double Sided) - Show Floor.....\$ 1,975
- Conference Bags (Shared).....\$ 7,700
- Conference Bag Insert.....\$ 2,750
- Exhibitor Product Clinic (Large).....\$ 19,750
- Exhibitor Product Clinic (Standard).....\$ 16,250
- Exhibitor Presented Seminar.....\$ 3,800
- Exhibit Hall Floor Graphics (4'x4').....\$ 1,150
- Keynote .....\$ 10,000
- Kiosk - Full Kiosk (4 panels) .....\$ 5,500
- Onsite Reg Sponsor .....\$ 16,500
- Welcome Party .....\$ 25,000

### Banners (Lobby) \*All banners are single-sides

- Banner C.1 (15' x 30').....\$ 11,750
- Banner C.2 B-C (15' x 20') (2 available).....\$ 9,500
- Banner C.3 (15' x 30') .....\$ 11,750
- Banner C.4 (15' x 20').....\$ 9,500
- Banner C.5 (20" x 8") .....\$ 6,500
- Banner DE. 7B-7C (24' x 16') (2 available).....\$ 10,750
- Banner DE. 1A-B (20' x 15') (2 available).....\$ 8,500
- Lobby Column Wrap (4-sided) .....\$ 5,500

### Window Clings

- WC-101 (9 Clings).....\$ 6,000
- DE.2 (6 clings; top left section).....\$ 10,750
- DE.2 (6 clings; bottom left sections).....\$ 10,750
- WC-104 - WINDOW A - SS .....\$ 4,995
- WC-104 - WINDOW B - SS .....\$ 3,995
- WC-104 - A & B Pkg (Omni Side) .....\$ 7,000
- WC-104 - A & B Pkg (KBHCC Side).....\$ 7,000

### Escalator Graphics

- Rail Cling DE.1C - Hall Side Interior (6 clings available).....\$ 3,300
- Rail Cling DE.1C - Street Side Interior (6 clings available).....\$ 3,300
- Rail Cling DE.1C - Hall Side Exterior (6 clings available).....\$ 3,300
- Rail Cling DE.1C - Street Side Exterior (6 clings available).....\$ 3,300
- Escalator Package (center rail & both interior side panels).....\$ 9,600

### Exhibit Hall Private Meeting Rooms (during show hours)

- Large (approx. 300 sq. ft) .....\$ 4,850
- Medium (approx. 200 sq. ft.).....\$ 3,850
- Small (approx. 100 sq. ft).....\$ 2,850
- NEM Medium (approx. 200 sq. ft.).....\$ 9,250
- NEM Small (approx. 100 sq. ft).....\$ 5,750

## DIGITAL MARKETING

### Web/Email

- 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
- Registration/Travel Sponsor.....\$ 2,350
- Smart Ads Retargeting (50,000 impressions) .....\$ 1,700
- Smart Ads Retargeting (100,000 impressions).....\$ 2,890
- Web Ad Banner - 150' x 180' (4 available).....\$ 1,950

### Mobile App

- Gold Sponsor**.....\$ 7,950
- Silver Sponsor.....\$ 4,470
- Multimedia Package.....\$ 2,650
- Custom Push Notification .....\$ 950

## 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" x 2" Ad 4C.....\$ 525
- Exhibitor Listing Logo 4C.....\$ 470
- Additional Listing .....\$ 375
- Floor Plan Ad .....\$ 1,200
- Floor Plan Back Cover Ad.....\$ 4,000

## Custom Sponsorship (IRE to complete)

- \_\_\_\_\_ \$ \_\_\_\_\_
- \_\_\_\_\_ \$ \_\_\_\_\_

TOTAL SPONSORSHIP AMOUNT:

## 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](http://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**  
Complete the online contract or contact us for a credit card form.

*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 Show Management at 800.684.5761, 972.536.6415 or [Exhibit@TheRoofingExpo.com](mailto:Exhibit@TheRoofingExpo.com).

All payments should be in U.S. 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: \_\_\_\_\_

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.