

UNLIMITED POTENTIAL ENDLESS OPPORTUNITIES

2018 International Roofing Expo[®]
Exhibits & Conference: February 6-8
Ernest N. Morial Convention Center | Halls B-D | New Orleans, Louisiana

EXHIBITOR PROSPECTUS



Official Show Sponsor:



Official Show Publication:



Info@TheRoofingExpo.com
800.684.5761 | 972.536.6415

www.TheRoofingExpo.com



REACH NEW BUYERS. GENERATE LEADS. PENETRATE NEW MARKETS. INCREASE SALES. STRENGTHEN YOUR POSITION.

Exhibiting at the 2018 International Roofing Expo® [IRE] is the must-exhibit event to connect face-to-face with thousands of qualified buyers from every segment of the industry. To increase sales, reach new buyers, close deals, strengthen your brand and achieve highly profitable results, sign up today to lock in your prime booth space.



“

We obtained a lot of leads from the show, and I had the chance to meet some people that I only get to talk to over the phone. We were pleased with the quality of the attendees. The show was a big success.

”

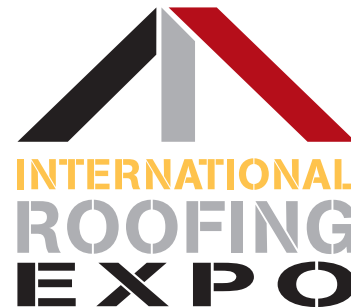
- Keith Javins | CHUTES International

476

Exhibiting Companies

131,700

Square Foot Exhibit Floor



Sponsored by NRCA

2017 IRE RECAP

11,273

Total Attendance

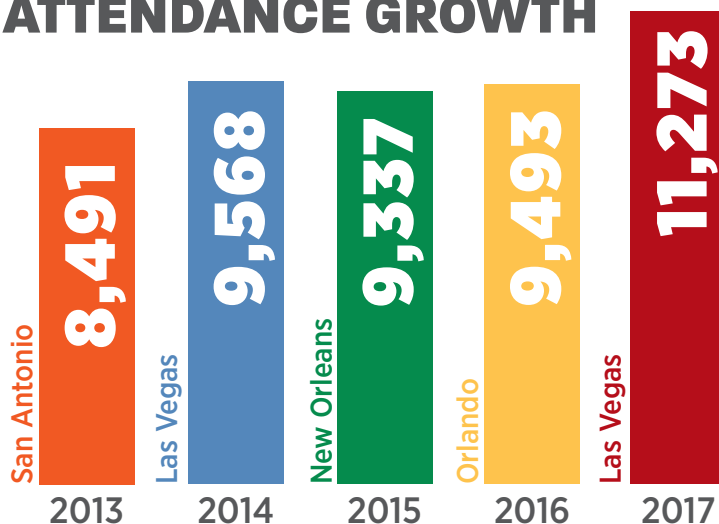
28%

Year-Over-Year Attendee Growth

74

Countries Represented

ATTENDANCE GROWTH



“ We had great success with growing interest during our live demonstrations of the products industry-leading walkability under wet and dirty conditions. Next year DuPont™ Tyvek® Protec™ will return bigger and better with more to showcase in a booth almost four times the size! ”

- Julie Short | DuPont™ Tyvek® Protec™ Roofing Underlayments

ATTENDEE DEMOGRAPHICS

Business Type

67% 

Roofing Contractors

20% 

Distributors/Manufacturers' Agents

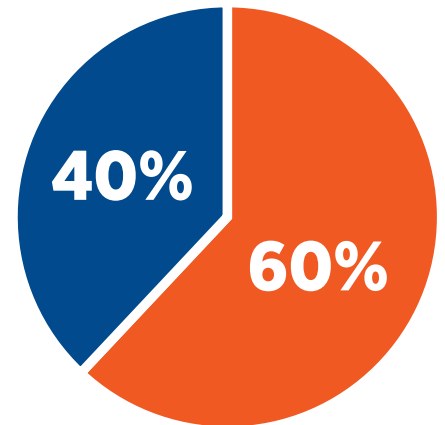
13% 

Architecture/Engineering/Designing/
Building/Remodeling Firms

Markets Served

Residential

Commercial



Why They Attend

- 22% Education and professional development
- 22% Networking with industry professionals
- 21% New products
- 10% Gather product information for future purchases
- 9% Meet with current suppliers
- 7% Purchase/place orders for products
- 5% Find, add or change suppliers
- 4% Product/equipment demonstrations

43% of attendees were new



“ The IRE continues to expand our business on an international level. Great investment exhibiting at this expo, and relationship building opportunities are endless. The IRE brings large and small companies together impacting the metal roofing industry around the world. ”

- Eric Velliquette
Lakeside Construction Fasteners



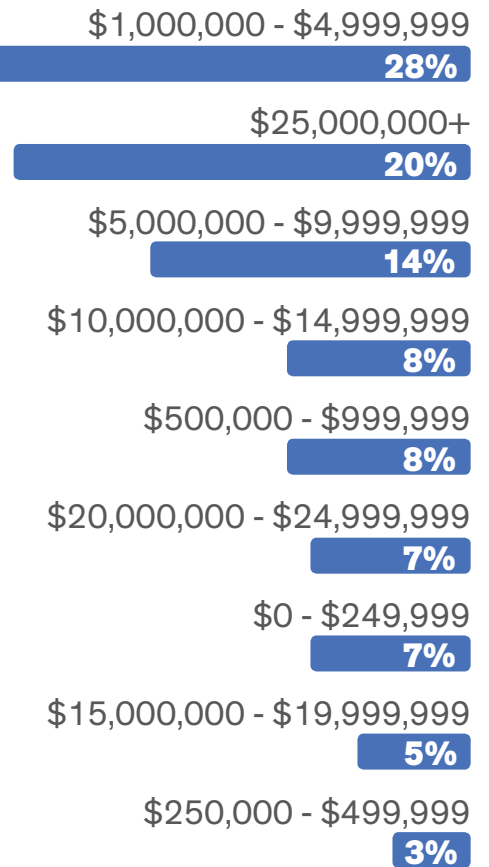
ATTENDEE DEMOGRAPHICS

Job Function

- 29%** Owner/CEO/President
- 22%** Sales/Marketing
- 12%** General Manager/Director
- 12%** Project Manager
- 11%** Facility Manager/Owner
- 7%** Spouse/Guest
- 5%** Foreman/Superintendent
- 2%** Technician/Installer
- 1%** Student



Annual Sales



Purchasing Authority



72% of attendees make or influence buying decisions

Age Range

29%
Age 41-50

27%
Age 31-40

19%
Age 51-60

14%
Age 21-30

7%
Age 61+



PRODUCT CATEGORIES

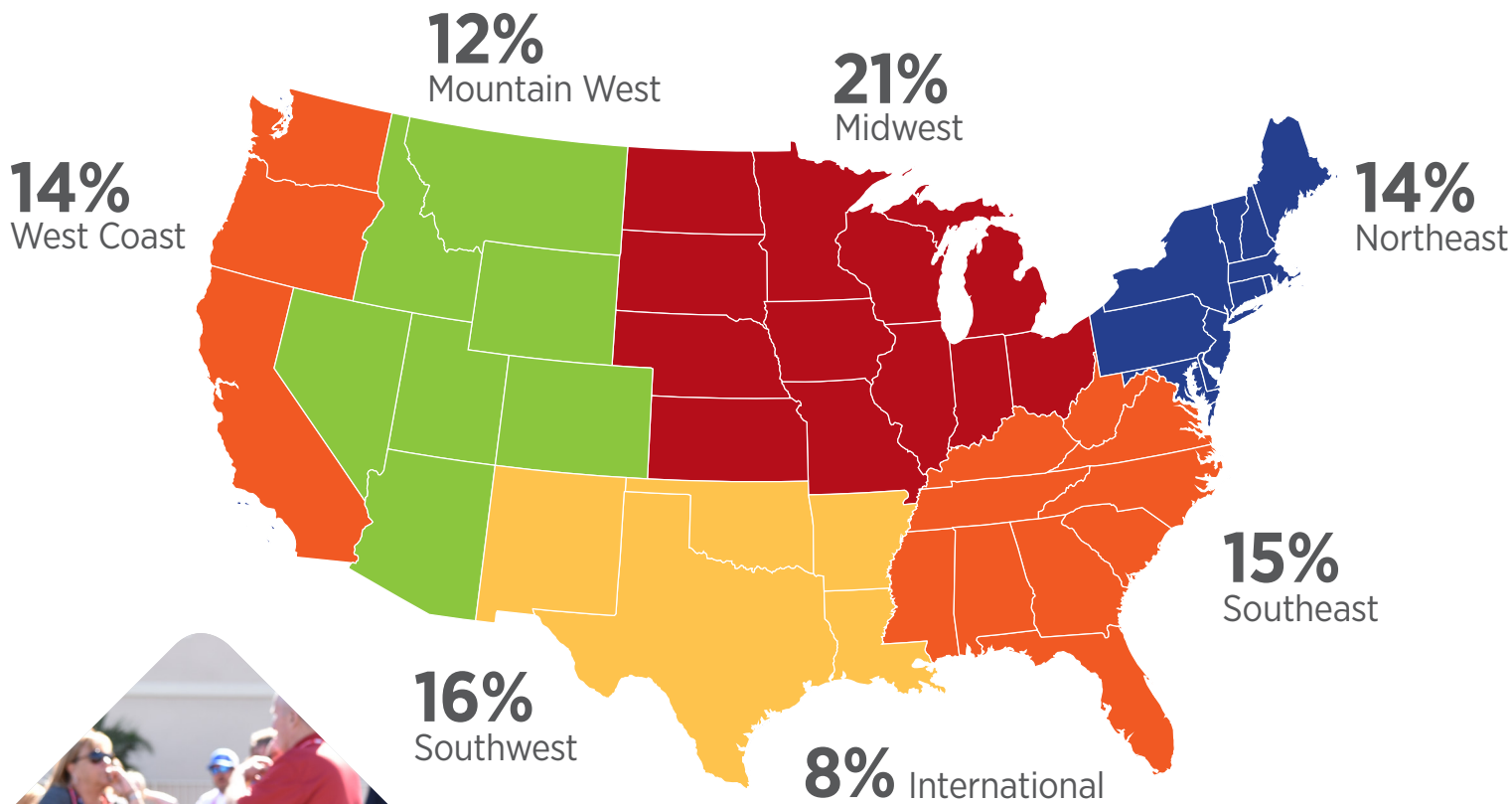
- 45% Single-Ply Roofing
- 43% Shingles
- 39% Coatings/Sealants/Adhesives
- 35% Waterproofing
- 34% Metal Panels/Shingles
- 33% Flashing
- 33% Underlayment
- 32% Roof Decks/Decking
- 30% Gutters/Roof Drains
- 30% Skylights
- 29% Modified Bitumen
- 29% Safety/Fall Protection
- 28% Bitumen/Asphalt
- 27% Built Up - Cold/Hot Applied
- 27% Fasteners
- 24% Tools/Accessories
- 23% Roof Hatches/Doors
- 23% Roof Pavers/Walkways/Ballasts
- 23% Ventilation
- 22% Ladders/Scaffolding
- 21% Siding/Insulation
- 21% Solar
- 21% Synthetic
- 19% Tile
- 18% Rollforming/Metalforming
- 17% Slate
- 16% Green/Sustainable
- 16% Vapor Retarders
- 15% Technology/Software
- 13% Spray Polyurethane Foam
- 12% Associations/Agencies/Publications
- 12% Guards
- 11% Business Services/Insurance
- 11% Machinery/Manufacturing Equipment
- 11% Vehicles/Rigging
- 10% Consulting/Testing Services
- 9% Interior Protection
- 8% Weather & Climate
- 7% HVAC
- 4% Electrical Supplies



“ The IRE just gets better every year. We made many new critical contacts at the show as well as seeing our biggest customers. We look forward to exhibiting at the IRE for many years to come. ”

- Ken Fournier | Skyco Skylights

GEOGRAPHIC ATTENDEE BREAKDOWN



Top 12 International Countries Represented at IRE:

- Canada
- Mexico
- Japan
- Denmark
- Australia
- Columbia
- China
- United Kingdom
- Belgium
- Ecuador
- France
- Trinidad and Tobago



“ IRE 2017 was incredible! I have not witnessed quality leads and such high attendance at show since before 2008. A great success for our team and company! ”
- Jonathan L. Rider, CSI | D.I. Roof Seamers

EXHIBITOR BENEFITS

As an exhibitor, you will receive these benefits to build your company name recognition and achieve a measurable ROI:

- 10 booth staff badges per sq. ft.
- Two Welcome Party tickets per sq. ft.
- One listing in the printed Show Program
- One listing on www.TheRoofingExpo.com
- One listing in the Mobile App
- Complimentary Marketing Toolkit
 - Free Expo Pass PDF
 - Discount registration link/code
 - Web banners in various sizes
 - Sample email copy
 - Social media post samples
 - Registered press list
 - Press release template
- Discounts on educational seminars
- Access to show floor education
- 8' high black drape for in-line booths
- 3' high side drape for in-line booths
- One 7" x 44" booth identification sign



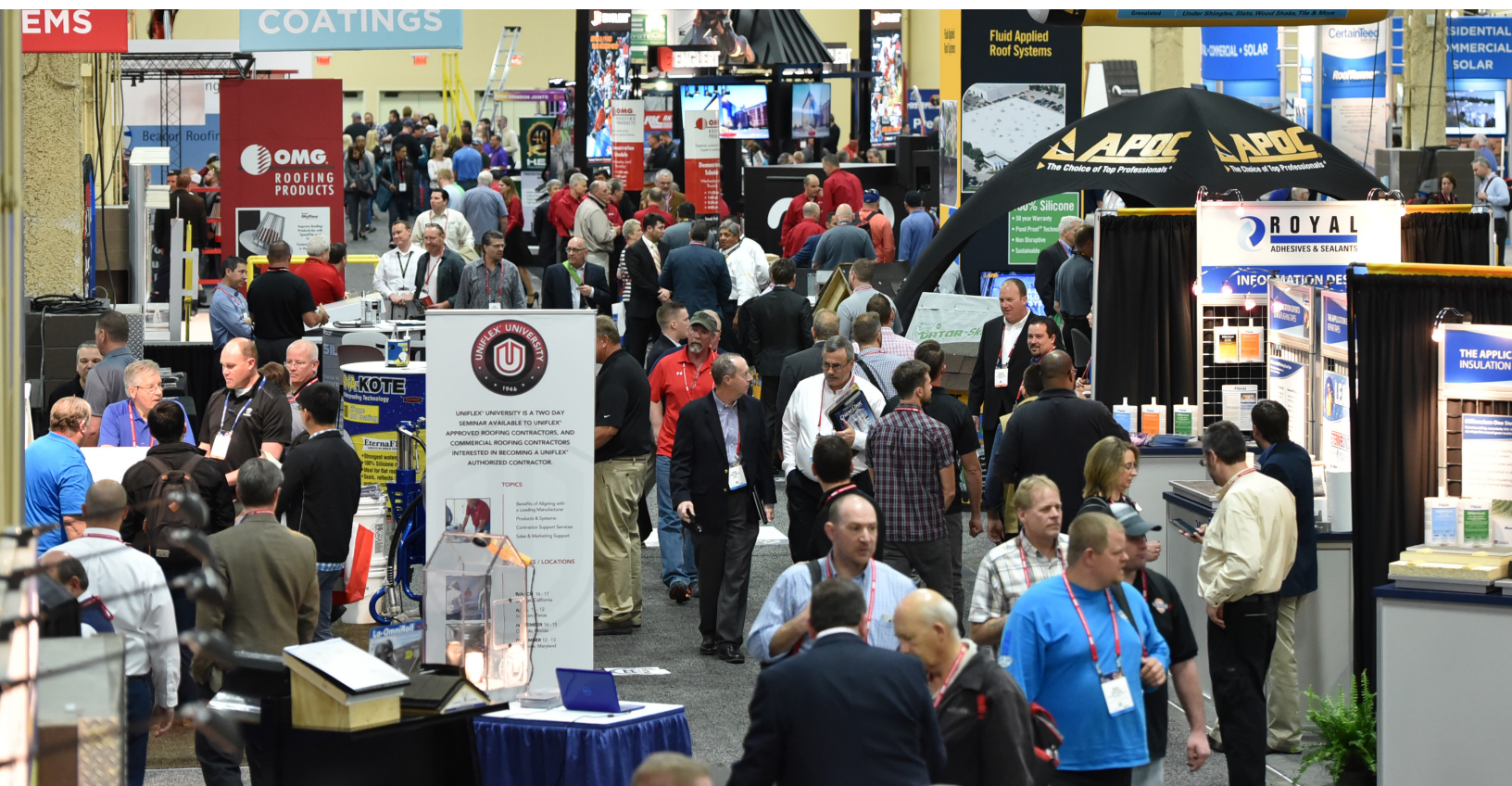
BOOTH SPACE COST

NRCA MEMBER RATES* (per sq. ft.)	599 sq. ft. or less.	\$38.00
	600 sq. ft. - 999 sq. ft.	\$35.50
	1,000 sq. ft. - 1,999 sq. ft.	\$32.50
	2,000 sq. ft. or more	\$30.50

NON-MEMBER RATES* (per sq. ft.)	599 sq. ft. or less.	\$41.00
	600 sq. ft. - 999 sq. ft.	\$38.50
	1,000 sq. ft. - 1,999 sq. ft.	\$35.75
	2,000 sq. ft. or more	\$31.00

*To qualify for NRCA member rates, you must be a member in good standing at the time you submit your contract. Questions regarding NRCA membership? Visit www.nrca.net or call 847.493.7571.

Exhibitors are responsible for all additional costs, including but not limited to: carpet, furniture, material handling, electric, etc. Booth spaces MUST be carpeted.





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EXTEND YOUR REACH THROUGH SPONSORSHIPS

In an exhibit hall with 1,300+ booths, sponsorships are the most effective way to expand your exposure and increase your impact during the event — and the most effective way for your organization to stand out and catch the attention to both potential prospects and current customers.

- Increase brand recognition.
- Boost booth traffic.
- Position your company as a leader.
- Capture a whole new market for your products/services.
- Receive branding pre-show, on-site and post-show

To receive the most value out of your exhibit investment, you can choose any combination of sponsorships to build the most effective traffic-building program possible.

Contact your Account Executive to discuss the sponsorship possibilities.



CONTRACT SUBMISSION

Submit your contract online at www.TheRoofingExpo.com. Full payment can be made by credit card online or mailed to:

MAILING ADDRESS
6191 N. Highway 161, Suite 500
Irving, TX 75038

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