



2018 SPONSORSHIP REFERENCE GUIDE

Sponsorships are an essential part of a successful show, enabling you to stretch your investment further and gain unmatched exposure before, during and after the show. For a complete description and listing of all promotional opportunities, visit our online Sponsorship Gallery at www.TheRoofingExpo.com.

Sponsorship	Approx. Reach Impressions	Increase Awareness/ Visibility	Inform / Educate	Increase Booth Traffic & Leads	Pre Show Onsite Post Show	Sponsorship Type	Price
Promotional Opportunities							
Aisle Signs - 3 (Main Aisle)	9,500	X		X	Onsite		\$3,950
Aisle Signs - 3 Aisles	9,500	X		X	Onsite		\$3,250
Aisle Signs - 1 Aisle	9,500	X		X	Onsite		\$1,150
Banner - various locations	9,500	X	X	X	Onsite		Call Us
Billboard Exhibit Hall (Double Sided)	9,500	X	X	X	Onsite		\$1,850
Conference Bags	1,400	X		X	Onsite		\$7,600
Conference Bag Insert	1,400	X	X	X	Onsite		\$2,750
Door Clings	9,500	X		X	Onsite		Call Us
Exhibit Hall Floor Graphics 3' x 3'	9,500	X		X	Onsite		\$975
Exhibitor Product Clinic (Large)	50,000	X	X	X	Pre Show/Onsite		\$18,500
Exhibitor Product Clinic (Standard)	50,000	X	X	X	Pre Show/Onsite		\$15,000
Exhibitor Presented Seminar	9,500	X	X	X	Pre Show/Onsite		\$3,250
Keynote	90,000	X	X	X	All	Exclusive	\$9,000
Kiosk - All 4 Panels, Entire Kiosk	9,500	X	X	X	Onsite	Exclusive	\$7,500
Kiosk Panel, Shared Kiosk	9,500	X	X	X	Onsite		\$2,350
Welcome Party	90,000	X		X	Pre Show/Onsite		\$20,000
Product Showcase							
Product Showcase 4' x 4' Free Standing Display	9,500	X		X	Onsite		\$875
Product Showcase 6' x 2' Table Display	9,500	X		X	Onsite		\$725
Product Showcase 3' x 2' Table Display	9,500	X		X	Onsite		\$525
Exhibit Hall Private Meeting Rooms (during show hours)							
Large (approx. 300 sq ft)			X		Onsite		\$4,000
Medium (approx. 200 sq ft)			X		Onsite		\$3,000
Small (approx. 100 sq ft)			X		Onsite		\$2,000

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Print Advertising							
Attendee Pre-Show Brochure Ad	50,000	X	X	X	Pre Show	Exclusive	\$8,500
Show Program: Front Cover Note 4/C	9,500	X	X	X	Onsite/Post Show	Exclusive	\$6,750
Show Program: Back Cover Ad 4/C	9,500	X	X	X	Pre Show/Onsite	Exclusive	\$4,500
Show Program: Back Inside Cover Ad 4/C	9,500	X	X	X	Onsite/Post Show	Exclusive	\$4,250
Show Program: Front Inside Cover Ad 4/C	9,500	X	X	X	Onsite/Post Show	Exclusive	\$4,250
Show Program: Full Page Ad Page 1 4/C	9,500	X	X	X	Onsite/Post Show	Exclusive	\$4,250
Show Program: Full Page Ad 4/C	9,500	X	X	X	Onsite/Post Show		\$2,950
Show Program: Half Page Ad 4/C	9,500	X	X	X	Onsite/Post Show		\$1,850
Show Program: Quarter Page Ad 4/C	9,500	X	X	X	Onsite/Post Show		\$1,200
Show Program: Product Category 2 x 2 Ad 4/C	9,500	X	X	X	Onsite/Post Show		\$525
Show Program: Exhibitor Listing Logo 4/C	9,500	X		X	Onsite/Post Show		\$470
Show Program: Exhibitor Listing Additional	9,500	X		X	Onsite/Post Show		\$375
Digital Marketing Opportunities							
Email Blast - Attendee Targeted	Varies	X	X	X	Pre Show/Onsite		\$3,475
Email Blast - Rooftop Ruckus (Shared) 1x	Varies	X	X	X	Any		\$495
Email Blast - Rooftop Ruckus (Shared) 3x	Varies	X	X	X	Any		\$1,295
Email Blast - Rooftop Ruckus (Shared) 6x	Varies	X	X	X	Any		\$2,300
Mobile App: Gold Sponsor	4,500	X	X	X	Any	Exclusive	\$10,000
Mobile App: Silver Sponsor	4,500	X	X	X	Any		\$4,000
Mobile App: Multimedia Package	4,500	X			All		\$2,500
Mobile App: Custom Push Notification Alert	4,500	X	X	X	Pre Show/Onsite		\$750
Online Booth Profile - Upgraded	4,500	X		X	Pre Show/Onsite		\$575
Registration / Travel Sponsor (6 available)	9,500	X		X	All		\$2,250
Search Engine Sponsorship	392,000	X		X	All	Exclusive	\$5,000
Smart Ads Online: Retargeting	100,000	X		X	All		\$3,000
Smart Ads Online: Retargeting	50,000	X		X	All		\$1,500
Web Ad Banner: 150 x 180 px (Premium)	392,000	x		x	All		\$1,750

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