

# 2019 INTERNATIONAL ROOFING EXPO®

RAISING THE ROOF  
SINCE 1955

## EXHIBITOR BROCHURE



Official Show Sponsor:



Official Show Publication:

ROOFING  
CONTRACTOR

**FEBRUARY 11-13, 2019**  
**MUSIC CITY CENTER**  
**NASHVILLE, TENNESSEE**

# WHERE THE INDUSTRY COMES TOGETHER

## JOIN YOUR EXISTING AND FUTURE CUSTOMERS IN NASHVILLE

The **International Roofing Expo® (IRE)** is going to Nashville for the first time in Expo history. Exhibiting at the IRE gives your company access to the most influential commercial and residential roofing contractors, builders, remodelers, building owners, facility managers, estimators, specifiers, architects and engineers at all levels.

**10,076** Total Attendees

**467** Exhibiting Companies

**62** Countries Represented



For those new to the industry it is a great venue to see the diversity and size of the industry.

– Joe Schwetz, Sika Sarnafil.



# BUILT FOR EVERY SEGMENT OF THE INDUSTRY

## WE'VE GOT YOU COVERED

The 2019 International Roofing Expo will span over **138,000 sq. ft.**

While other shows are limited by regional attendance and geographic product preferences in the industry, the IRE draws all types of buyers from all segments and regions, residential and commercial.

### Markets Served

**COMMERCIAL 62%**

**RESIDENTIAL 38%**

### Growing Attendance

**FIRST TIME ATTENDEE 43%**



The show was well organized and had great traffic. Having key members of system manufacturers, Contractor Associations, and other component manufactures providing the perfect meeting opportunity to create alignment in the industry.

– Josh Winkler, ICP Adhesives & Sealants, Inc.



# PRODUCTS, SERVICES AND IDEAS

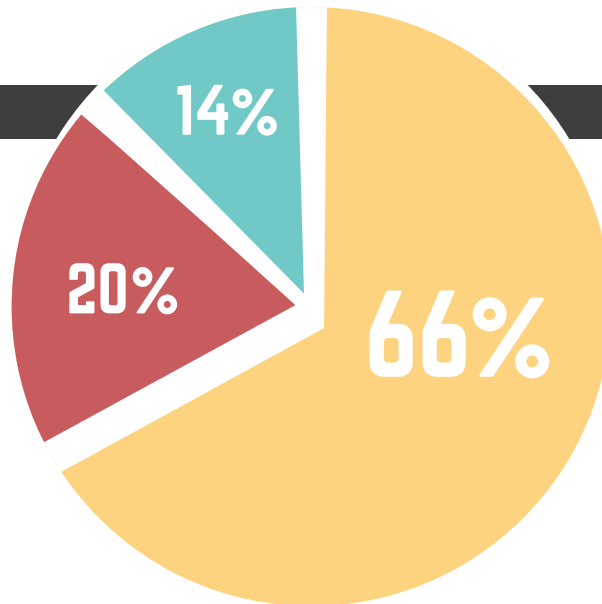
The IRE delivers the full market, from roofing contractor to architects and engineers, no other event brings it all together like this, or impacts more sectors of the market.

## Primary business classification

**66%** Roofing Contractors

**20%** Distributors/Manufacturers' Agents

**14%** Architecture/Engineering/Designing/  
Building/Remodeling Firms



## Big Attendance = Big Buyers

CentiMark Corporation

Baker Roofing Company

Kalkreuth Roofing and Sheet  
Metal Inc.

CP Rankin Inc. Roof  
Management & Contracting

Advanced Roofing Inc.

KPost Roofing &  
Waterproofing

Bone Dry Roofing, Inc.

Infinity Roofing

Kidd Roofing

SRG Roofing, LLC

Best Choice Roofing

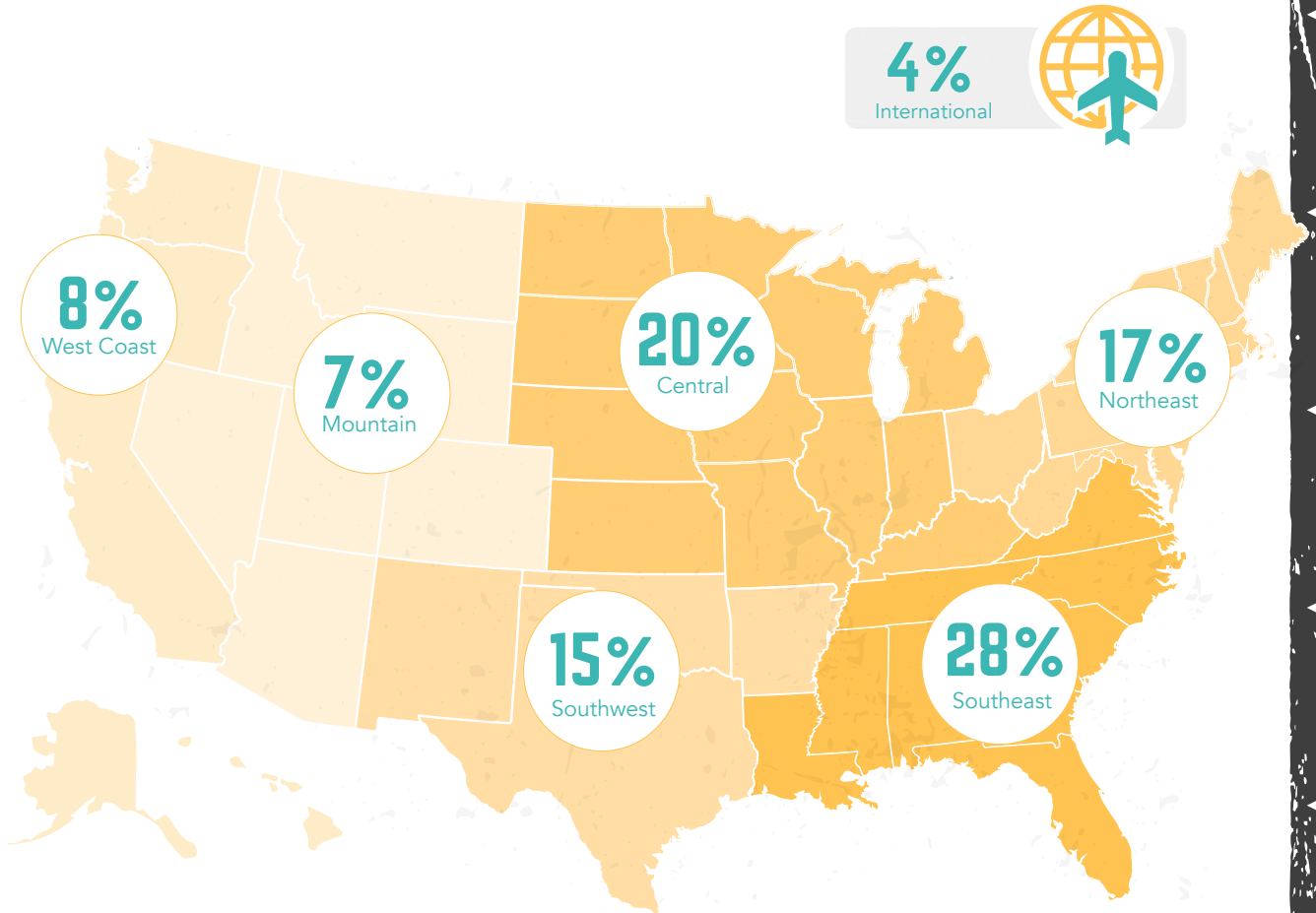
Evans Roofing Company, Inc.

Apple Roofing LLC

Hayden Building  
Maintenance Corp.

Commercial Roofers Inc.

# DELIVERS BUYERS FROM ALL THE MARKETS



It's where the most contractors, distributors and manufacturers come together under one roof. Networking is the key to IRE and this is where it is easily fostered.

– Brian Buckler, SFS Intec



# WHERE THE BUYING DECISIONS ARE MADE

**82%**

of attendees will place an order within twelve months of the show.

Average value of anticipated order placed by attendee:

**\$83,848**



The turnout of current customers and new customers is far greater there than any other show we exhibited at.

– Lawren Rider, D.I. Roof Seamers



## ANNUAL SALES PER ATTENDING COMPANY

**26%** = \$20,000,000 - \$25,000,000+

**13%** = \$10,000,000 - \$19,999,999

**13%** = \$5,000,000 - \$9,999,999

**30%** = \$1,000,000 - \$4,999,999

**8%** = \$500,000 - \$999,999

**9%** = \$0 - \$499,999

## TOP 5 ATTENDEE JOB FUNCTION

**30%** Owner/CEO/President/Executive

**23%** Sales/Marketing

**13%** General Manager/Director

**11%** Project Manager

**11%** Facility Manager/Owner

# ATTENDEE PRODUCT/SERVICE INTEREST BREAKDOWN

**45%** Shingles

**44%** Single-Ply Roofing

**39%** Coating/Sealants/Adhesives

**34%** Roof Decks/Decking

**31%** Gutters/Roof Drains

**30%** Underlayment

**30%** Modified Bitumen

**30%** Waterproofing

**29%** Metal Panels/Shingles

**29%** Fasteners

**29%** Flashing

**27%** Bitumen/Asphalt

**27%** Skylights

**26%** Built Up-Cold/Hot Applied

**26%** Tools/Accessories

**25%** Safety/Fall Protection

**23%** Ventilation

**21%** Roof Pavers/Walkways/Ballasts

**21%** Roof Hatches/Doors

**21%** Siding/Insulation

**21%** Drones/Drone Software

**20%** Synthetic

**20%** Ladders/Scaffolding

**19%** Solar

**18%** Slate

**18%** Technology/Software



If you want the Roofing industry (Distributors and the end user to see your product)  
IRE is the place.

– Albert Saiz, Saiz Tool Company



# EXHIBIT WITH A PURPOSE

## TOP FOUR REASONS EXHIBITORS PARTICIPATE AT IRE

1. QUALITY OF NETWORKING OPPORTUNITIES
2. OUTSTANDING REPUTATION
3. QUALITY AND QUANTITY OF ATTENDEES
4. QUALITY AND QUANTITY OF EXHIBITORS

## OBJECTIVES FOR EXHIBITING AT IRE

- 75% For brand awareness and exposure
- 73% Contact/prospect new customers
- 69% Contact/meet existing customers
- 57% Generate orders/sales leads
- 53% Launch new products/showcase services

Based on 2018 Attendee Post-Show Survey and Registration Data



## TIPS FOR EXHIBITOR SUCCESS:

1. Book your booth early for the best rate
2. Market your participation to your customers and prospects, utilizing the show's resources
3. Explore sponsorship opportunities
4. Don't forget to schedule meetings with your customers who will be at the Expo



# BOOK NOW OR MISS OUT

**IRE 2019 IS ON TRACK TO SELL OUT, SUBMIT YOUR CONTRACT TODAY TO SECURE YOUR SPACE.**

NRCA Member Rate (per square foot)	Space Draw Through May 11	Post Space Draw After May 11
599 sq. ft. or less	<b>EXPIRED</b>	\$38.75
600 - 999 sq. ft		\$36.25
1,000- 1,999 sq. ft		\$33.25
2,000 sq. ft. & more		\$31.25

Non-MEMBER RATES (per square foot)	Space Draw Through May 11	Post Space Draw After May 11
599 sq. ft. or less	<b>EXPIRED</b>	\$41.75
600 - 999 sq. ft		\$39.25
1,000- 1,999 sq. ft		\$36.50
2,000 sq. ft. & more		\$31.75

*To qualify for NRCA member rate, you must be a member in good standing at the time you submit your contract.*

## READY TO JOIN US IN NASHVILLE?

- ✓ Download the 2019 Booth Application & Contract or use the online contract and select your desired booth location.
  - ✓ Submit your 2019 Booth Application & Contract with your deposit.
  - ✓ Use the secured fax line on the Credit Card Authorization Form to submit deposit via credit card.
- Deposit Terms:
- Full payment due with all contracts

## Contact your account executive



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For information about becoming an NRCA member, including the numerous perks like discounted booth rates, contact NRCA's Membership Department at (800) 323-9545.