



**FEBRUARY 6-8, 2024 | LAS VEGAS, NV**  
**LAS VEGAS CONVENTION CENTER | CENTRAL HALL**  
**THE PREMIER ROOFING & EXTERIORS EVENT**



OFFICIAL SHOW SPONSOR



OFFICIAL SHOW PUBLICATION



OFFICIAL DIGITAL MEDIA BRAND



# EXHIBITOR PROSPECTUS

[www.TheRoofingExpo.com](http://www.TheRoofingExpo.com)



# INTERNATIONAL ROOFING EXPO

The International Roofing Expo (IRE) is the premier roofing and exteriors event in North America. No other event brings together more industry professionals in one place. We help our attendees improve the way they do business through education, product sourcing, and networking.

**Join us February 6-8, 2024, in Las Vegas, NV**, for three days of learning from industry experts, sharing best practices, product sourcing, and connecting with peers and customers.

## Why Exhibit?

The International Roofing Expo is the largest conference and trade show in the U.S. for roofing and exterior professionals. Our attendees are highly-qualified buyers actively seeking out new products and services. The IRE helps you:

- Promote Your Brand to Decision Makers
- Showcase Your Latest Innovations and Technology
- Strengthen Relationships with Current Clients
- Collect High-Quality Customer Leads
- Generate New Sales
- To Grow Your Business

## Who Should Exhibit?

Any company that offers products and services for roofing and exterior businesses should exhibit at the IRE.

- Roofing Product Manufacturers & Suppliers
- Window Product Manufacturers & Suppliers
- Siding Product Manufacturers & Suppliers
- Gutter Product Manufacturers & Suppliers
- Coating Product Manufacturers & Suppliers
- Weatherproofing Product Manufacturers & Suppliers
- Construction Tool & Equipment Providers
- Business Software Providers
- Marketing Agencies
- Insurance Agencies
- Public Adjusters
- Law Firms
- Industry Training Providers
- Industry Associations

**86%**  
**OF EXHIBITORS  
SAY EXHIBITING  
AT THE IRE IS  
IMPORTANT TO  
THEIR BUSINESS**

*“IRE continues to be the largest, most robust trade show in the roofing industry. Their reputation continues to grow as a trustworthy and professional resource for contractors and vendors alike.”*

**Mike Goldenstein, Roofle  
Technologies**

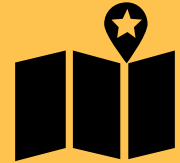
# ATTENDEE PRODUCT INTERESTS

Aluminum Windows	16%	Patio Doors	12%
Associations/Agencies/Publications	11%	Rollforming/Metalforming	26%
Bitumen/Asphalt	53%	Roof Decks/Decking	62%
Built Up-Cold/Hot Applied	36%	Roof Hatches/Doors	40%
Business Services	28%	Roof Pavers/Walkways/Ballasts	35%
Caulks	55%	Roof Windows	51%
Clad-Wood Windows	9%	Safety/Fall Protection	38%
Coatings	63%	Sealants	55%
Consulting/Testing Services	14%	Shingles	82%
Curtain Wall Systems	7%	Single-Ply Roofing	71%
Drones/Drone Software	30%	Skylights	51%
Electrical Supplies	5%	Slate	26%
Engineered Wood Siding	13%	Solar	38%
Entry Doors	14%	Solar Tube	51%
Fasteners	41%	Spray Polyurethane Foam	22%
Fiber Cement Siding	19%	Synthetic Roofing	50%
Fiberglass Windows	11%	Technology/Software	24%
Flashing	48%	Tile Roofing	43%
Green/Sustainable	15%	Tools/Accessories	37%
Guards	13%	Underlayment	53%
Gutters/Roof Drains	54%	Vacuum Cleaning Systems	7%
HVAC	11%	Vapor Retarders/Barriers	24%
Insulation	42%	Vehicles/Rigging	13%
Interior Protection	11%	Ventilation	31%
Ladders/Scaffolding	29%	Vinyl Siding	22%
Machinery/Manufacturing Equipment	18%	Vinyl Windows	19%
Manufactured Stone Siding	9%	Waterproofing	46%
Metal Panels/Shingles	54%	Weather And Climate	15%
Modified Bitumen	54%	Wood Siding	14%
Other	8%		

# IRE BY THE NUMBERS

**169,460**

Square Footage  
of Exhibit Hall Space



**588**

Number of  
Exhibiting Companies



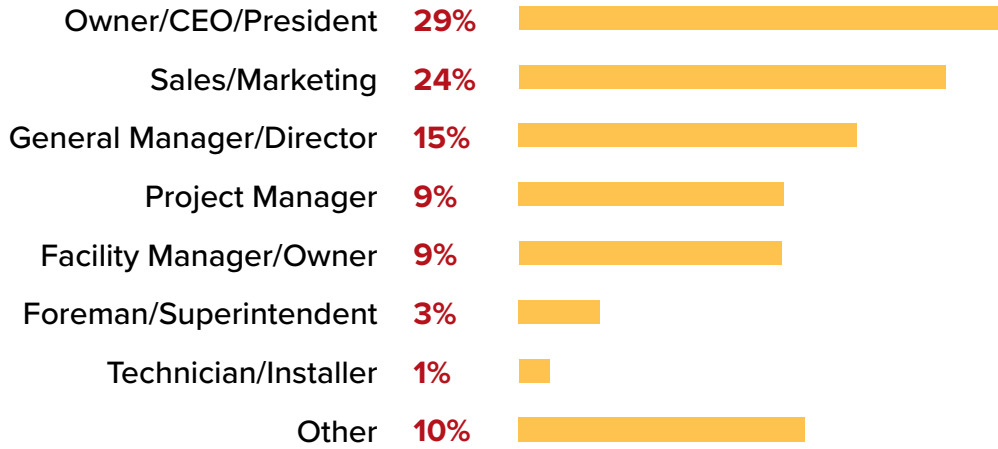
**14,066**

Number of  
Professionals in Attendance

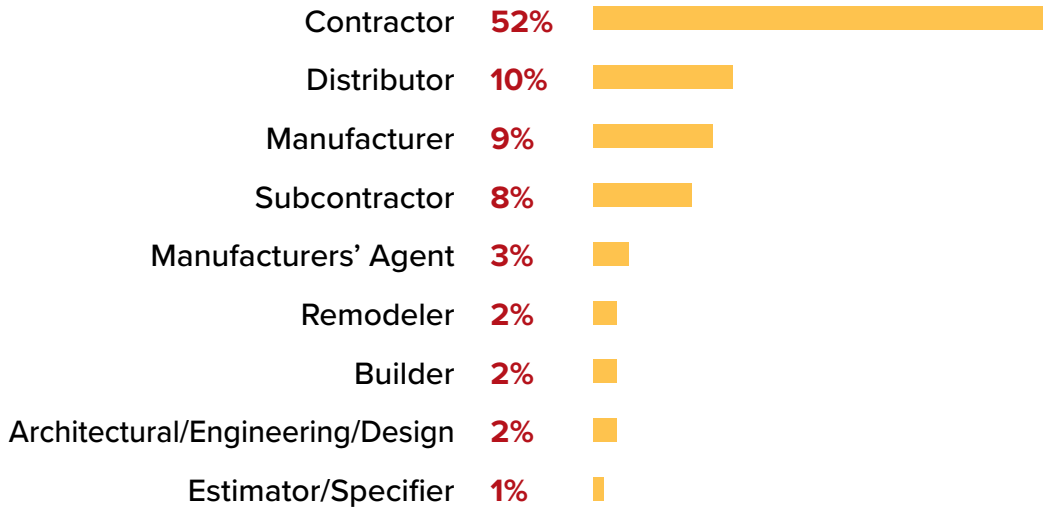


# WHO ATTENDS THE IRE

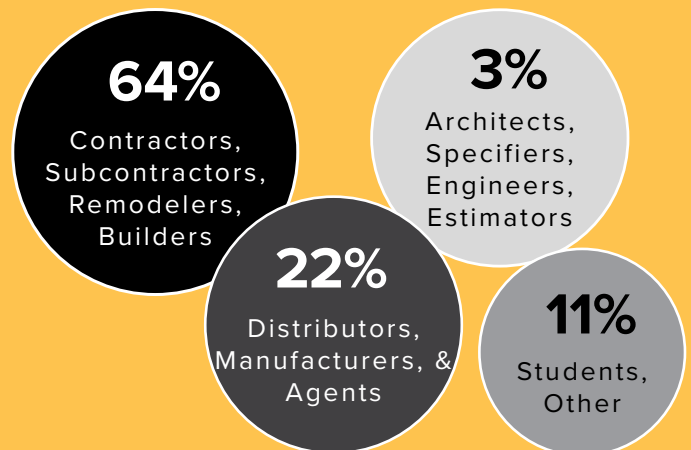
## JOB TITLE



## BUSINESS TYPE



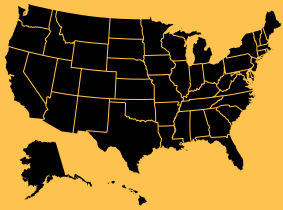
## BUSINESS TYPES



# GEOGRAPHIC DISTRIBUTION

**46**

States Represented



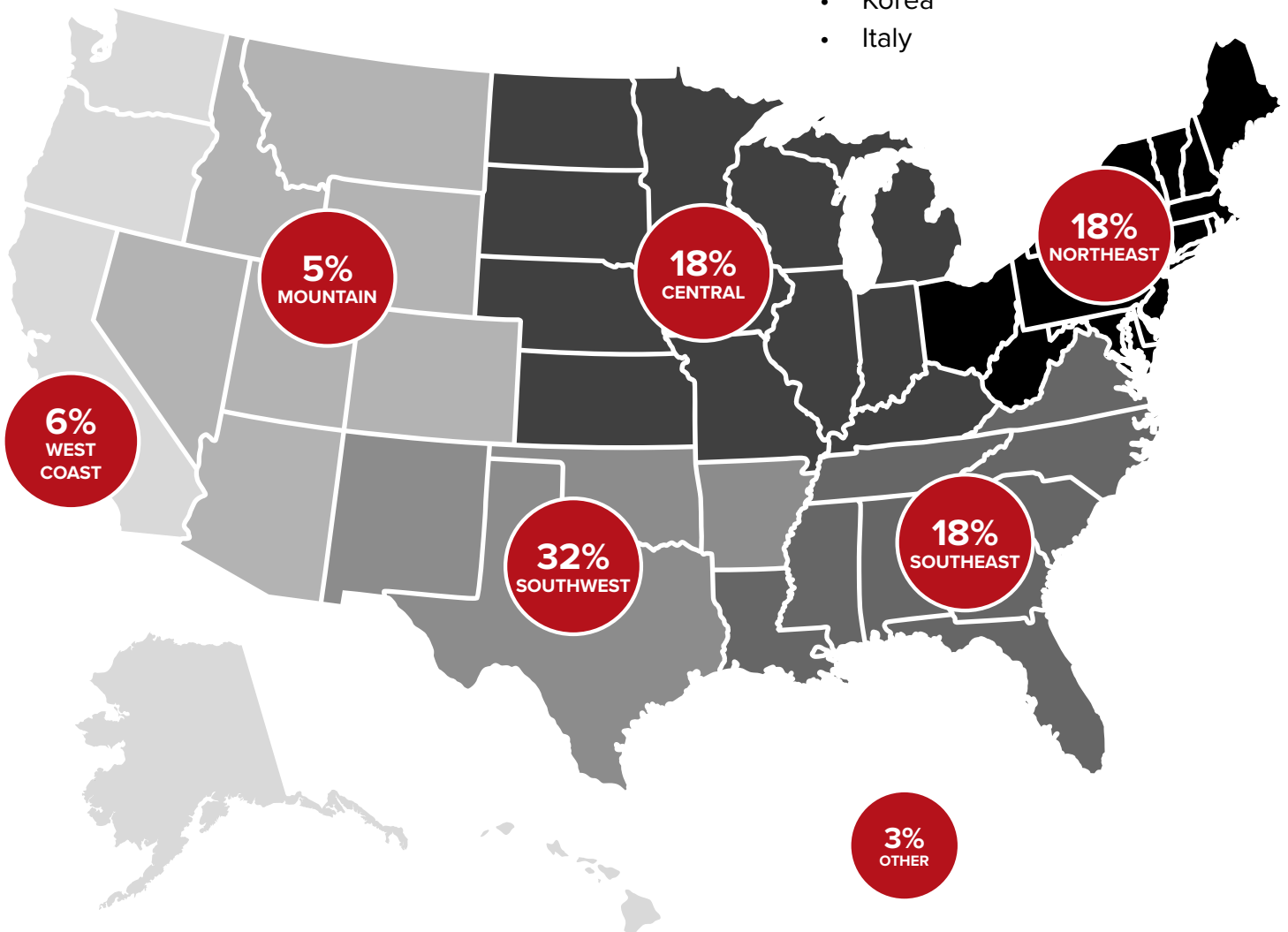
**50**

Countries Represented



## Top Attending International Countries

- Canada
- Mexico
- China
- Puerto Rico
- New Zealand
- United States Minor Outlying Islands
- United Kingdom
- Brazil
- Germany
- India
- Korea
- Italy





*“IRE was a great experience that provided access to leaders in the industry with both material and equipment.”*

**Joshua Akers, Strong Estimate**

*“International Roofing Expo is an influential showcase of all the key players in the roofing industry in one place. What an opportunity to meet and greet with colleagues and customers simultaneously with a common goal. We love the show every year!”*

**Shaun Lenerose, Anchor Products**

*“IRE is and should be an industry favorite for anyone in the industry to meet and network with key customers, manufacturers, and suppliers in our industry.”*

**Jaron Proulx, Triangle Fastener Corporation**

## ATTENDEE BUYING POWER

Position your brand in front of highly-qualified buyers and decision-makers. The International Roofing Expo provides one-on-one interactions with business owners, c-level executives, and managers from thousands of contractors, builders, and remodelers.

### 3 OUT OF THE TOP 5 OBJECTIVES FOR IRE ATTENDEES ARE:

- To meet with existing manufacturers and suppliers
- To learn about new equipment, products or services
- For education and professional development

### 4 OUT OF TOP 5 CORE INFLUENCES FOR IRE ATTENDEES ARE:

- Quality of networking opportunities
- Range of products / services on display
- Quality of suppliers exhibiting
- Reputation of IRE

# 81%

of companies plan to order from exhibitors they met at IRE within 12 months

# \$73,881

Average value of orders a buyer intends to place from exhibitors they saw at the IRE within the next year

**260**

Average number of companies exhibitors meet at the IRE

**114**

Average number of NEW sales leads generated at the IRE

**FIRST-TIME ATTENDEE**



**55%**

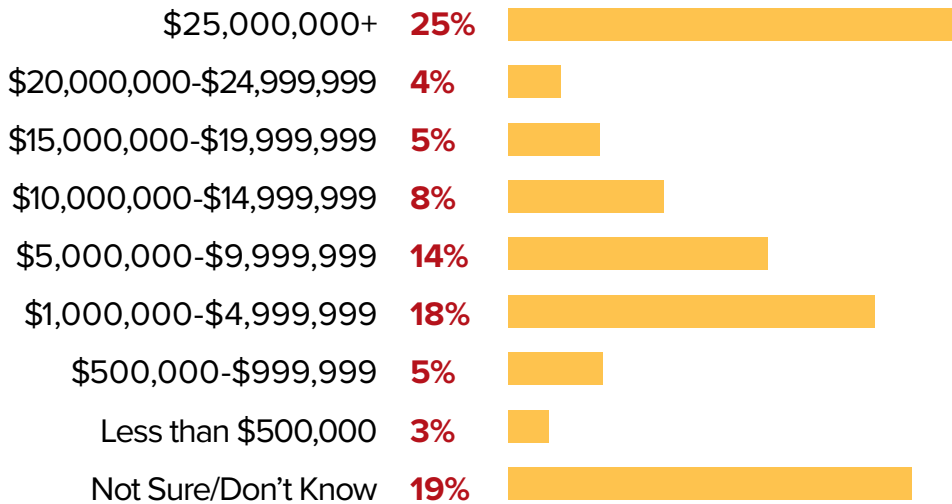
YES

**45%**

NO

**ANNUAL SALES BY COMPANY**

**74%** of attending companies reported annual sales exceeding \$1,000,000



**68%**

**OF ATTENDEES ONLY ATTEND THE IRE EACH YEAR**



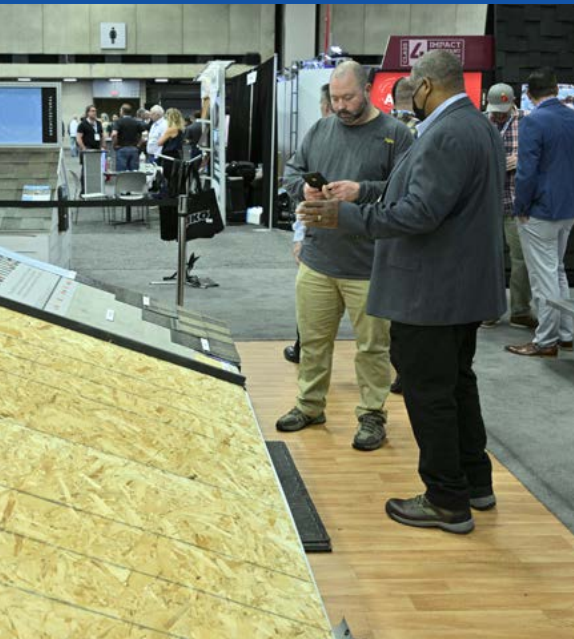
**PRIMARY MARKET BY COMPANY**

**22%** RESIDENTIAL

**31%** COMMERCIAL

**45%** BOTH RESIDENTIAL AND COMMERCIAL





## EXHIBITING AT THE IRE

Trade shows work more than any other selling strategy. They bring buyers and sellers together in a symbiotic environment that's focused, efficient, and highly cost-effective. Whether your goals are to reach more of your current market or expand your customer base by finding new clients, the IRE puts you in front of the right audience.

**16**

hours of dedicated  
exhibit hall time during  
the three-day event

The International Roofing Expo exhibit hall is where business is done. Put the power of the industry's premier roofing and exteriors event to work for you.

### TOP REASONS TO EXHIBIT AT IRE

**1**

**IRE IS THE MARKET LEADING SHOW**

**2**

**EXPOSURE TO DECISION MAKERS & BUYERS**

**3**

**NETWORK WITH CURRENT CLIENTS**

**4**

**DISCOVER NEW SALES LEADS**

**5**

**GENERATE NEW SALES ORDERS**

**6**

**SHOWCASE NEW PRODUCTS & SERVICES**

**7**

**STAY AHEAD OF THE COMPETITION**

**86%**

of exhibitors intend to exhibit again at the IRE the following year

### FEATURES OF EXHIBITING

- Exhibit space includes an 8'-high draped back wall and 3'-high draped sidewalls
- One (1) 7"x44" one-line identification sign with company name and booth number only
- Ten (10) or more exhibitor badges
- Two (2) or more IRE Welcome Party tickets\*
- Sponsorship and marketing opportunities pre-show, during the show, and post-show
- Robust digital company profile on the IRE website and mobile app
- Ability to upgrade your digital company profile to include sales lead access\*\*
- Unlimited free expo hall passes and conference discount for your customers and prospects
- Discount on IRE conference sessions
- Access to show floor educational session



# 2024 EXHIBIT SPACE RATES

NRCA Member Rates (per square foot) <sup>(1)</sup>	Regular Booth Rate After March 9, 2023
599 sq. ft. or less	\$44.15
600 - 999 sq. ft.	\$42.51
1,000-1,999 sq. ft.	\$37.95
2,000 sq. ft. & more	\$36.36

NON-MEMBER RATES (per square foot)	Regular Booth Rate After March 9, 2023
599 sq. ft. or less	\$48.50
600 - 999 sq. ft.	\$46.64
1,000-1,999 sq. ft.	\$41.66
2,000 sq. ft. & more	\$39.91

Additional insurance fees may apply. <sup>(1)</sup>NRCA membership must be in good standing and verified to receive NRCA Member Booth Rates.

**Corner Booth Fee:** Additional \$500 fee per corner for each in-line corner booth

**Digital Media Fee:** \$500

The Digital Media Fee provides you with an enhanced digital company profile on the IRE website and mobile app. Your profile includes company description, contact details, social media links, company logo, five (5) product listings, five (5) collateral pieces, three (3) videos, and inclusion in up to five (5) product categories. In addition, you will receive access to the Customer Invite Program, which includes unlimited complimentary expo hall passes and discounted conference registration for your customers and prospects that you can share through a personalized link and promo code.

**VIEW THE 2024 FLOOR PLAN**

**APPLY FOR EXHIBIT SPACE**

*“Our first time exhibiting at IRE was in 2019 in Nashville, TN. It was a great experience so we decided to exhibit the following year in Dallas. We did not exhibit again until 2023 in Dallas due to Covid restrictions. Due to the rapid growth we had experienced since 2019 we decided to move from a 10’x10’ booth to a 20’x20’ booth and we received an overwhelming number of visitors and compliments on our booth from contractors as well as several of our competitors. Dallas 2023 was a great show for us!”*

**Sonny Arwood, Fluid Applied Roofing**



## PAVILIONS PROVIDE A SPOTLIGHT

Find your niche in the expo hall. Our pavilions create specialty areas on the show floor where attendees can explore potential solutions in one place.

### BUSINESS & TECH PAVILION

Features the latest business and technology products and services to help businesses run more efficiently and effectively.

### METAL MARKETPLACE

Manufacturers that supply innovative metal products, designs, building concepts, tools, and services are located in this marketplace.

### EXTERIORS PAVILION

Feature your windows and siding products and services in the pavilion dedicated to exterior construction.



## BEYOND THE BOOTH

Reaching the right prospects can be challenging. We can help you build your brand and increase your company's exposure beyond your booth. Our **sponsorships and marketing opportunities** allow you to engage with your target audience, build brand awareness, and help drive traffic to your booth.

We offer a wide selection of options for every budget that will help you increase your impact pre-show, on-site, and post-show. Whether you're looking to improve your sales funnel, generate new orders, or expand your brand position in the market, we can help you achieve your company's goals.

### Sponsorships and Marketing Opportunities Include:

- Show Signage & Graphics
- IRE Welcome Party
- IRE First-Time Attendees Reception
- IRE Conference Program Sponsor
- Keynote Speaker Event
- Exhibitor Product Clinics
- Exhibitor Presented Seminars
- Registration Sponsorship
- Show Bags and Bag Inserts
- Exhibitor Video Solutions
- Targeted and Shared Email Blasts
- Digital Show Guide Ads
- IRE Website and Online Directory Ads
- Mobile App Sponsorships
- Retargeting & Geo-fencing Ad
- Webinars
- Custom Lead Generation Programs
- Custom Sponsorships

**For a complete list of opportunities, view our sponsorship and marketing brochure.**

[VIEW OPPORTUNITIES](#)

# OUR ACCOUNT EXECUTIVE TEAM

Contact our knowledgeable account executive team with any questions you may have. Not sure what is the best fit for your company? Our teams can help develop a custom package tailored just for you.



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## Grow Your Business - Join the NRCA

For information about becoming an NRCA member, including the numerous perks like discounted booth rates, contact NRCA's Membership Department at (800) 323-9545 or email [membership@nrca.net](mailto:membership@nrca.net).





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