



JANUARY 20-22, 2026 | LAS VEGAS, NV
LAS VEGAS CONVENTION CENTER | WEST HALL

Premium Targeted Digital Marketing Solutions

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TheRoofingExpo.com

EXCLUSIVE OPPORTUNITY: MUST-SEE BRANDS DIGITAL SHOWCASE

The International Roofing Expo isn't just another trade show – it's where the roofing and exteriors community strengthens its bonds and shapes its future together. **For exhibitors with cutting-edge solutions**, we've created an exclusive digital opportunity to elevate your visibility and connect directly with qualified buyers. This isn't just another listing – it's prime digital real estate where decision-makers are actively looking for game-changing innovations.

WHY THIS MATTERS:

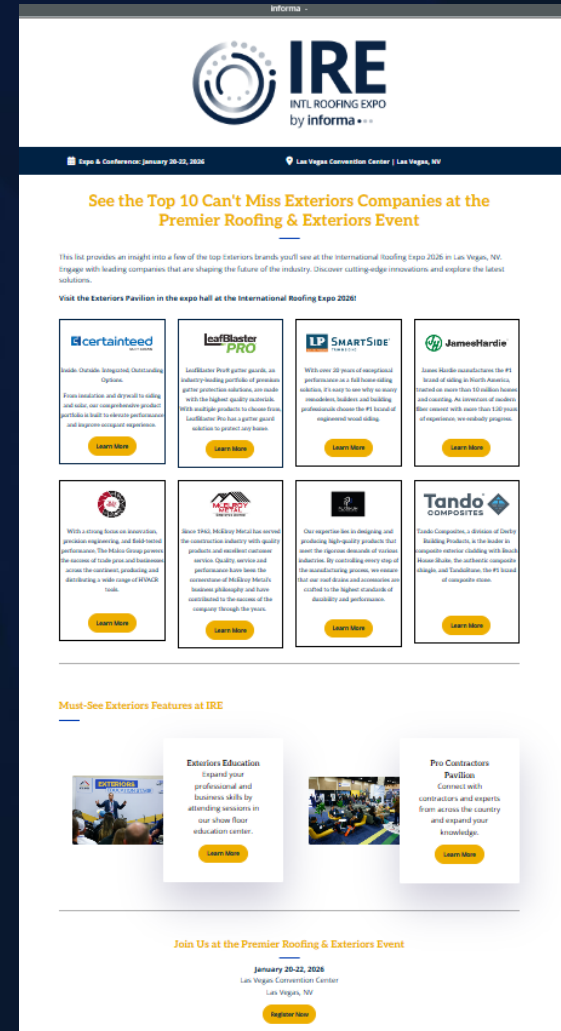
Trending product categories, including exterior products, business services and technology, are booming as contractors diversify their service offerings and enhance the way they do business. Position yourself at the center of this growth opportunity and connect directly with attendees looking to expand their services.

YOUR \$3,000 INVESTMENT INCLUDES:

- **Premium Digital Placement** on a dedicated Must-See Brands landing page
- **Company Profile & Logo** showcasing your unique value proposition
- **Direct Link** to your full exhibitor directory profile
- **Multi-Channel, Targeted Promotion** reaching thousands of qualified buyers:
 - Pre-show email promoting landing page to targeted audience
 - Post-show email promoting landing page to targeted audience
 - Inclusion in the Digital Pre-Show Guide
 - Targeted social media campaign, one post pre-show and one post-show
 - Landing Page featured on main IRE website

Limited positions available – secure yours before they're gone!

Deadline to purchase is November 7, 2025.



Example Showcase Page

PRECISION TARGETED MARKETING BUNDLE: EMAIL + DIGITAL ADVERTISING

CAPTURE THE ATTENTION OF DECISION-MAKERS WHERE IT MATTERS MOST

Expand your reach to **decision-makers** who are actively looking for latest cutting-edge solutions. Leverage two powerful marketing channels and drive measurable results with our most effective targeted bundle. This package combines the broad digital reach of display advertising with laser-focused email marketing to create multiple touchpoints with qualified buyers.

WHY THIS WORKS:

The science of marketing is clear: multiple touchpoints create stronger brand recall and higher conversion rates. This strategic combination creates a powerful effect, keeping your brand front-and-center with the exact buyers looking for your solutions

YOUR \$4,000 INVESTMENT INCLUDES:

- **Dedicated Email**
 - Targeted access to 5,000 buyers
 - Exclusive to one company per send date
 - Performance metrics reporting provided post-send
- **Targeted Display Advertising Campaign**
 - 100,000 display ad impressions over 30-days
 - Precision targeting using IRE's proprietary first-party data
 - Focused exclusively on decision-makers
 - Performance metrics reporting provided campaign

Limited availability – secure your bundle before they're gone!

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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