



SPONSORSHIP & ADVERTISING OPPORTUNITIES

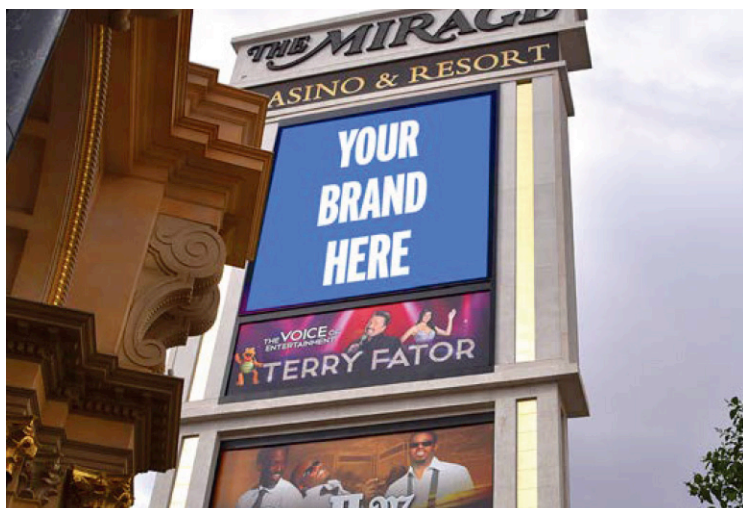
ALL PRICES ARE FOR WESTERN ROOFING EXPO EXHIBITORS • CONTACT WSRCA FOR NON-EXHIBITOR PRICING • (650)938-5441 • INFO@WSRCA.COM

LOBBY AQUARIUM CLING 1
\$6,500 FOR 3 DAYS



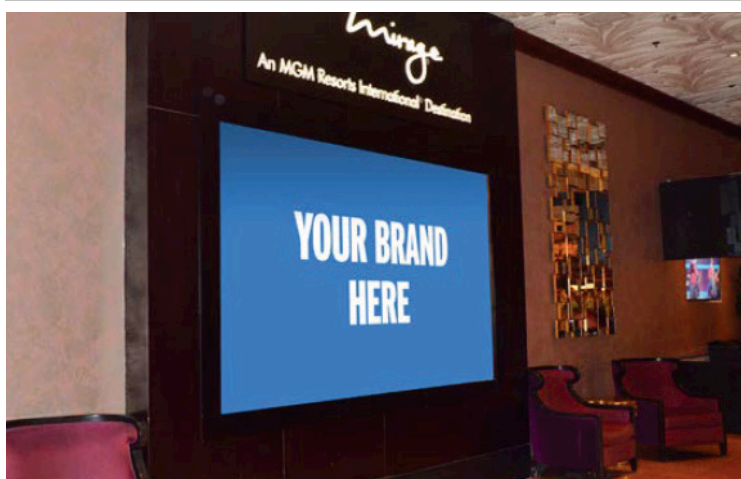
9' X 3' or similar based on logo shape.
Adhesive removable back vinyl, printed white on clear. Includes production and installation; art to be provided (4) weeks in advance of Expo.

LAS VEGAS BLVD. MARQUEE 2
\$5,950 PER DAY



576x608. Content will be displayed for 8 seconds and will be rotating with other content for the peak convention dates. One (1) image maximum. Image to be provided by client three (3) weeks in advance of arrival.

LCD LOBBY WALL 3
\$5,950 PER DAY



1920x1080. Content to be provided by client (3) weeks in advance of arrival. The content will be displayed for 8 seconds and will be rotating with other content for 24 hours. Up to two (2) images maximum. All content must be provided by the sponsor.

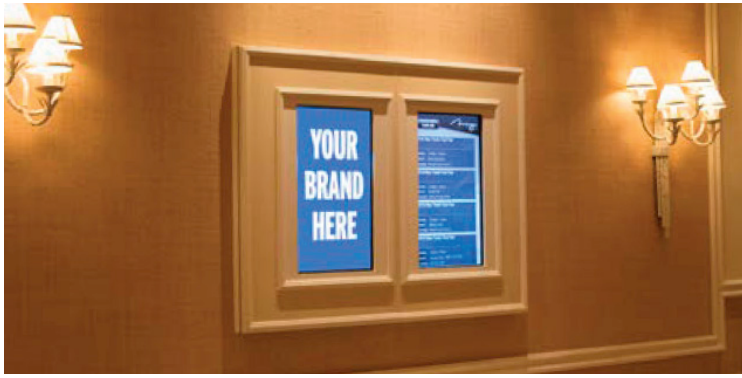
MAIN LOBBY DESK LCD SCREENS 4
\$5,950 PER DAY



3840x720. Have your advertisement on both sides of the main lobby desk on LCD screens. Content to be provided by client (3) weeks in advance of arrival. Price reflects duration of show by the Convention Services Manager.

VERTICAL DIGITAL LCD SCREENS 5

\$3,950 FOR ALL 6



Make your mark by displaying branded messages on (6) six vertical LCD screens located throughout the Meetings & Conventions area. With crisp visuals, animation possibilities and variable messaging, displaying your brand digitally maximizes exposure in a more dynamic and engaging way. Your content will be the only message featured on these screens during your scheduled days. Content to be provided (3) three weeks in advance of arrival. 1080x1920.

MIRROR WALL 6

\$9,950 MIRROR 1 or 2 \$8,950 MIRROR 3 or 4



Spread your message across up to (4) four mirror walls that line the main walkway through the Meetings & Conventions area. Mirror 1 or 2 is in the Convention Center, in view for every attendee walking from their room to the seminars and trade show floor. Mirror 3 or 4 is in Promenade area entering the trade show floor. Mirror 1 & 2 are ~18.5'W x 10.5'H. Mirror 3 & 4 are ~16'W x 8'H. Production, installation and removal is covered by WSRCA.

MEETING ROOM DIGITAL SCREENS 7

\$250 PER DAY PER SCREEN

16"x10" digital display screen. Market your brand by adding dynamic messaging to the digital screens outside of seminar meeting rooms, as Expo attendees enter and leave. Sponsor multiple screens for maximum effect.



ELEVATOR WRAPS 8

\$2,950 PER ELEVATOR



Choose from (8) eight 42"x 84" main lobby elevator doors at The Mirage Las Vegas with your advertisement placement. Elevate your brand to potential clients while they wait. Client to provide art three (3) weeks in advance of arrival.

IN-ROOM TV CHANNEL TAKEOVER 9

\$2,450 PER DAY



Broadcast your custom content to all hotel guests. Have your advertisement on a Mirage Hotel TV channel for a 24-hour period.

PILLAR WRAPS NEAR ELEVATORS 10

\$5,950 PER PILLAR

Have your larger than life advertisement on massive pillar wraps located throughout the main lobby of The Mirage hotel near the elevators. Your branded content will be the only message featured on these floor-to-ceiling pillars. Production, installation and removal is covered by WSRCA. (8) to choose from.



REGISTRATION AREA

\$7,950

11

Sponsor the most visible spot of the Expo, the registration area! Every attendee must come to this area to register for seminars, luncheons and the trade show. Recognition includes on-site exposure with branding signage on the Registration Desks and Kiosks, a 2-sided schedule meter board, and sponsor recognition in the On-Site Convention Program and WSRCA website.



WSRCA MEMBER LOUNGE

\$2,750

12

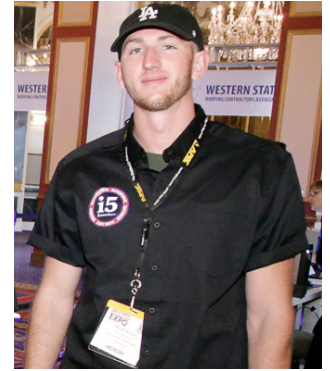
WSRCA will be co-hosting a Member Lounge for Contractors to enjoy a continental breakfast, coffee and refreshments, and have a place to relax and charge their phones. The lounge will be open from 8am-12pm on Wednesday and Thursday. Attendees can network with WSRCA Committee Chairs, as well as Technical, Legal, Business and Safety Advisors. Recognition includes an e-blast to members with your company branding, flyers given to all Contractor Members upon registration, signage at entry of lounge, logo on phone charging station, and listed in the On-Site Convention Program.

BADGE LANYARDS

\$3,500 + COST OF LANYARD PRODUCTION

13

Have your company logo and branding around the neck of every attendee at the Western Roofing Expo. The cost of the sponsorship does not include the production of the lanyards, which the sponsoring company must provide for distribution. Recognition includes your logo on the WSRCA website, and in the On-Site Convention Program. WSRCA logo must be included. Priority Points are also awarded to the sponsor for the cost of the lanyard production. (Quantity: 2,500)



STOP *the Spread*

REINFORCING OUR EFFORTS TO HELP KEEP ALL PARTICIPANTS IN A SAFE ENVIRONMENT

MEETING ROOM SANITIZING STATION 14

\$450 PER STATION

Have your company branding or advertising on a graphic board next to each hand sanitizing station outside of the meeting rooms.

EXHIBIT FLOOR SANITIZING STATION 15

\$5,950 FLOOR TAKEOVER

(23) Twenty-three hand sanitizing stations will be spread throughout the Western Roofing Expo exhibit floor. Make a statement by having your company branding on a graphic board above each station.



MINI HAND SANITIZERS 16

\$995 + COST OF SANITIZER



To help promote hygiene, miniature hand sanitizers will be available throughout the registration area, and distributed on each seat at every seminar. Have your company logo on a sticker on the bottle. Sponsoring company must provide hand sanitizer for distribution. Priority points will also be awarded for the cost of the sanitizer.

PERSONAL PROTECTION MASKS 17

\$995 + COST OF MASKS



Have your logo on the masks that will be available to all attendees. Sponsoring company must provide masks for distribution. Priority points will be awarded for the cost of the masks.

DISTANCING MARKERS 18

10 FOR \$1,500

These markers will be spread throughout the registration area, seminar rooms, hallways, and at all social events to help support social distancing.



ANNUAL LUNCHEON SPONSOR 19

WITH KEYNOTE SPEAKER - COMEDIAN, IAN BAGG \$7,000



Includes The Following:

- On-Site Exposure with logo on digital signage at the event
- Recognition in the Advance Registration Brochure & On-Site Convention Program
- Company logo printed on WSRCA.com Sponsors page
- Meet-and-greet with the Keynote Speaker, Comedian - Ian Bagg
- Includes (8) premier seats at the luncheon

ANNUAL LUNCHEON (8) V.I.P. TICKETS 20

\$750 PER (8) TICKETS

WSRCA has set aside a reserved section of premier seating for exhibiting companies to sponsor at the Annual Luncheon. Earn Priority Points and host a fantastic team building event at the same time by sponsoring (8) V.I.P. tickets.

WELCOME EVENT & AUCTION 21

\$7,500

The Welcome Event and Auction is the official 'kick-off' event for the Western Roofing Expo! Attendees get to bid on fantastic donated items and prizes, where proceeds benefit the Davis Memorial Foundation scholarship program. Sponsor recognition includes exposure signage at the event, on the WSRCA website, the big screen displaying auction items, on the mobile bidding website masthead graphic, napkins, on-site branding, and recognition in the On-Site Convention Program.



REGISTRATION TOTE BAGS 22

\$3,250 + COST OF BAGS

Every Expo attendee will receive a registration bag to stuff full of goodies with your company logo on it. The sponsoring company must provide the bags or totes for distribution. Recognition includes your logo on the WSRCA website, and in the On-Site Convention Program. Priority points are also awarded for the cost of the bag or tote production. WSRCA logo must be included. (Quantity: 2,000)



ELITE REGISTRATION SPONSOR 23

\$10,000

Have your company logo and name at the top of the Western Roofing Expo online registration page & printed e-confirmation, on the WesternRoofingExpo.com website, in the On-Site Convention Program, on the footer of promotional E-mails, and on the backlit columns at the trade show entrance. We're talking major exposure...!



EXPO APP SPONSOR

6 @ \$2,500 EACH

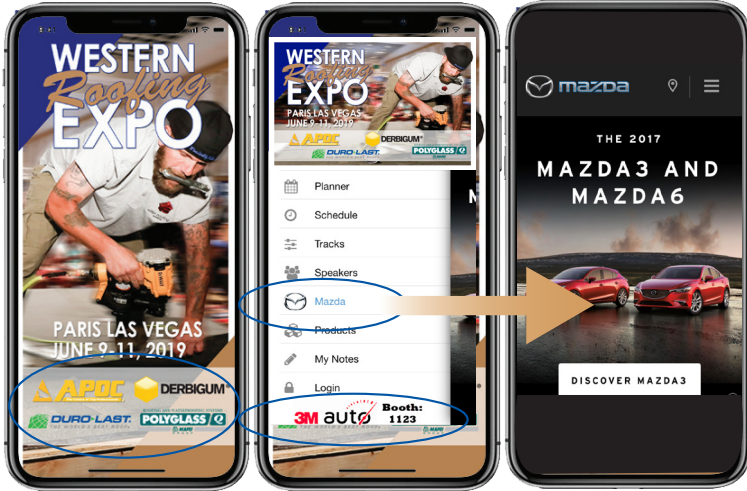
24

The Western Roofing Expo 2021 will have an App that can be downloaded for free from the Apple Store or Google Play Store. This App will feature trade show floor and facility maps, expanded exhibitor listings, schedule of events, seminars with detailed descriptions, speaker information, social media capabilities, as well as a customizable planner for booths, seminars and events that you plan on visiting. Branding includes your logo on the App home screen, a sub-menu link, a rotating footer banner, and a direct link to your website.

*Homescreen

*Sub-Menu Link & Footer Banner

*Link to URL



HANGING AISLE SIGNS

\$4,000

26

Sponsor the two-day Exhibit Hall trade show that will surely get your company name and logo some added exposure. Eight (8) hanging aisle signs (one per aisle) with your company logo, and "Visit us at Booth # ___" throughout the exhibit hall. Recognition also includes your logo on the WSRCA website, and in the On-Site Convention Program. This is an exclusive sponsorship in the Exhibit Hall itself that's meant to help drive floor traffic to your booth!



LEGISLATIVE LUNCHEON

\$4,500

27

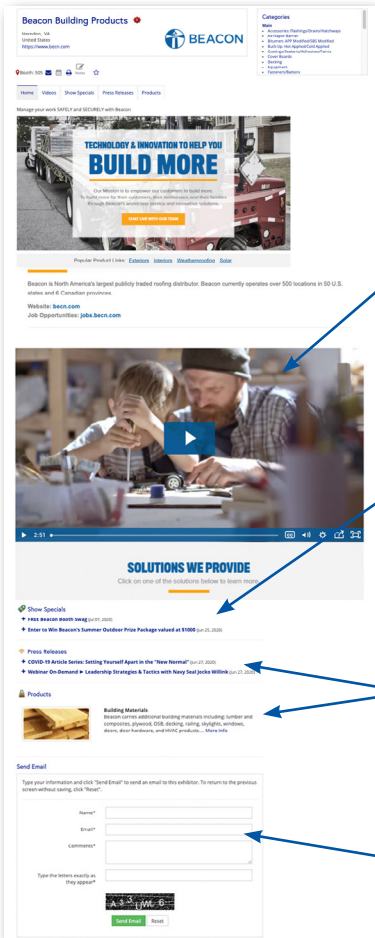


Sponsor our legislative luncheon - featuring Craig Brightup & NRCA CEO Reid Ribble. This informative event updates attendees on national industry issues and announces the Davis Memorial Foundation scholarship winners. Recognition includes on-site exposure with signage at the event, recognition in the On-Site Convention Program, and your logo on the WSRCA website. Also includes four (4) tickets.

ENHANCED BOOTH LISTING

\$350

25



By upgrading to an enhanced booth listing, exhibitors can create a full-page profile and add the following highlights to engage attendee visitors using our official App at the Western Roofing Expo.

- **Product Videos**
Showcase your latest products and services with web videos. Grab the attention of attendees and market your brand.
- **Show Specials**
Attendees can search by company, booth # or keyword to find show specials on roofing products that they use in everyday business.
- **Press Releases & Product Listings**
List valuable product information that can help roofers grow their business.
- **Email Communication**
Attendees can email you and reach out directly with inquiries.

TEE-SHIRT SPONSOR

\$1,500 (PLUS COST OF T-SHIRTS)

28

Provide the WSRCA with a minimum of 1,000 tee shirts with your company logo and branding and we'll stuff them into the attendees registration bags with them. Priority points are also awarded for the cost of the tee-shirt production. Recognition also includes your logo on the WSRCA website, and in the On-Site Convention Program. Western Roofing Expo logo MUST be included into your t-shirt design.



BADGE SPONSOR

\$3,500

29



Have your company logo close to the heart of every attendee at the Western Roofing Expo. Your company logo will be in full color on the front of the badge, along with the Western Roofing Expo logo, and attendee company information. Recognition also includes your company logo on the WSRCA website, and recognition in the On-Site Convention Program.

EXHIBITOR DEMONSTRATIONS 30

6 @ \$2,950 EACH

Receive attention and become the talk of the Western Roofing Expo by presenting your latest products, equipment and installation techniques in a showcase environment ON THE TRADE SHOW FLOOR. Six (6) exhibitor demonstration showcases are scheduled during show hours for our attendees - (4) on Wednesday September 22nd and (2) on Thursday, September 23rd. Each showcase is contracted for a half-hour timeslot. Recognition includes your logo on the WSRCA website, and in the On-Site Convention Program. A copy of your live exhibitor demonstration will be available for on-demand viewing on the WSRCA.com webinar page.



DRINK CHIP SPONSOR 31

\$950



Every WSRCA Contractor Member will receive one complimentary Drink Chip to redeem at the WSRCA Booth for a beer, wine or water. One side of the logo will feature the WSRCA logo, and the other will feature the sponsoring company logo. Great exposure to member Contractors!

THE ROOFING GAMES™ 32

\$2,500

The industry's FIRST officially sanctioned roofing skills competition that is held on the trade show floor at the Western Roofing Expo. All contestants will enjoy cash prizes, merchandise, publicity and the thrill of competing to be the 'Best in the West' in front of a live audience. Sponsorship recognition also includes your logo on the WSRCA website, promotion in the Advance Registration Brochure, in the On-Site Convention Program, and on-site at the trade show during the Games.



FLOOR LOGO 33

\$750 EACH or (3) for \$2,000



Have your color logo printed on an adhesive vinyl overlay in the center of the aisle. We have over (25) locations to choose from! Exact positions on the floor will be determined by WSRCA. Floor graphic will be 3' x 3' feet in size. You can also sponsor a bundle of (3) or more. Some logos will be used as directional signage. Recognition includes your logo on WSRCA.com, and Convention Program.

SEMINAR REFRESHMENT BREAK 34

\$1,250

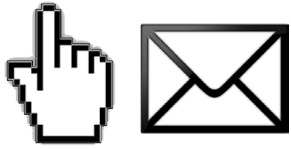
Promote your company name by sponsoring the beverages (Coffee, Soda, Water) that the attendees will drink during the two days of seminars at the Expo. Recognition includes on-site exposure with signage at the refreshment break, sponsor recognition in the On-Site Convention Program, and on the WSRCA website.

EXPO MEETING SPACE 35

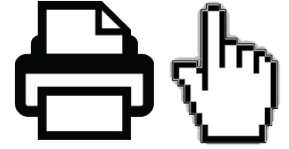
CONTACT JOEL@WSRCA.COM FOR AVAILABILITY



These private meeting rooms will be easily accessible just down the hall from the trade show floor on Tuesday, Wednesday and Thursday from 9am-5pm. These spaces are great for holding team meetings or meeting with customers in a private setting. Exhibitors are responsible for ordering their own electricity, audio visual, catering and room setup.



PRINT EMAIL & WEB ADVERTISING OPPORTUNITIES

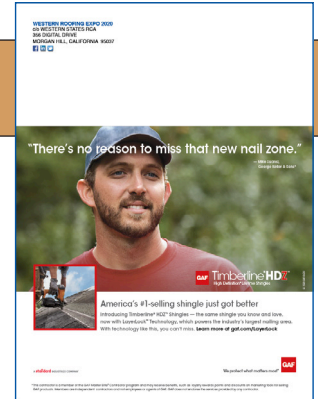


ALL PRICES ARE FOR WESTERN STATES MEMBERS • CONTACT WSRCA FOR NON-MEMBER PRICING • (650)938-5441 • INFO@WSRCA.COM

ADVANCE REGISTRATION BROCHURE LARGEST MAILERS OF THE YEAR

Every year, Western States sends out four (4) mailings totaling 60,000+ brochures promoting the Western Roofing Expo. The first mailing begins in June, and continues monthly into September. WSRCA partners with Western Roofing Magazine and Roofing Contractor Magazine subscribers - ensuring your advertisement reaches a national audience of both residential and commercial roofing & waterproofing contractors. These are by far OUR LARGEST MAILERS OF THE YEAR promoting the Expo!

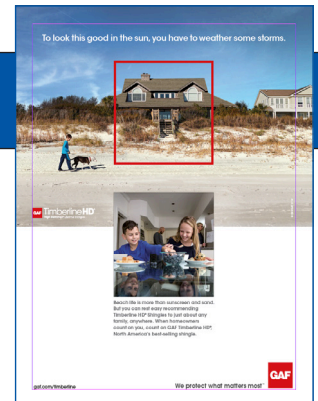
- 36. INSIDE SPREAD CENTERFOLD: \$1,950 - 17" x 10.875"
- 37. INSIDE FRONT COVER: \$3,000 - 8.5" x 10.875"
- 38. OUTSIDE BACK 1/2 COVER: \$2,500 - 8.5" x 7.5"
- 39. F.P. ACROSS FROM SCHEDULE: \$1,750 - 8.5" x 10.875"
- 40. FULL PAGE: \$1,500 - 8.5" x 10.875"
- 41. 1/2 PAGE HORIZONTAL: \$995 - 8.5" x 5.4375"



ON-SITE CONVENTION PROGRAM OFFICIAL GUIDE @ THE WESTERN ROOFING EXPO

WSRCA wants to offer you the opportunity to make a statement for your product or service while the customer is a captive audience. For three days, attendees will have the On-Site Convention Program in their hands while on the trade show floor, in their hotel room, or in a roofing seminar. The convention program is THE ONLY OFFICIAL GUIDE TO THE WESTERN ROOFING EXPO. Every year, we print a quantity of 3,500 programs that are distributed throughout the registration desks & kiosks, and the exhibit hall.

- 42. INSIDE SPREAD CENTERFOLD: \$1,750 - 17" x 11"
- 43. INSIDE FRONT COVER: \$2,500 - 8.5" x 11"
- 44. OUTSIDE BACK COVER: \$4,000 - 8.5" x 11"
- 45. F.P. ACROSS FROM SCHEDULE: \$1,500 - 8.5" x 11"
- 46. FULL PAGE: \$1,250 - 8.5" x 11"
- 47. HALF PAGE HORIZONTAL: \$795 - 8.5" x 5.5"
- 48. CORNER/EAR FLAP OF FRONT COVER: \$950 - 3" x 3"



E-MAIL BANNER ADVERTISING

E-MAIL CORRESPONDENCE ADVERTISING

WSRCA sends the majority of its correspondence via weekly e-mails. Our members and e-mail recipients are all 'Opt-In' subscribers, and THE target audience of the roofing industry. Drive web traffic to your website with our emails!

E-MAIL LEADERBOARD BANNER

MONTHLY

49

SIZE: 550 W x 71 H (pixels)
FORMAT: .JPG or Animated .GIF
URL: Links directly to the URL of your choice

January: \$550, February: \$550, March: \$550, April: \$550
 May: \$550, June: \$1,500, July: \$1,500, August: \$1,500
 September: \$1,500, October: \$550, November: \$550, December: \$550

WHAT TYPE OF E-MAILS DOES WSRCA SEND...?

In 2020, WSRCA sent out over (100) e-mail communications - averaging over 25,000 opens per quarter! WSRCA sends these weekly emails to both members & non-members, discussing issues that roofers face on a daily basis.

Technical information

Technical bulletins and articles that cover low-slope, steep-slope, waterproofing, and all aspects of technical issues in the roofing industry.

Legal News & Articles

Our Legal Counsel, Trent Cotney - Cotney Construction Law, keeps our members in-the-know about legal issues affecting their roofing business.

Safety & Health Updates

Maintain OSHA compliance and keep your roofing crews safe on the roof with valuable safety and health resources, including WSRCA Mobile Safety Solutions.

Western Roofing Expo

WSRCA promotes its annual trade show and convention, the Western Roofing Expo, with emails. Take advantage and have your branding included.

Legislative Updates

Our Washington D.C. insider, Craig Brightup - The Brightup Group, keeps our members informed on the latest from Capitol Hill.

Business Resources & Webinars

Learn from the best in the business about expanding your business offerings, and increasing your bottom line.

'Roof Talk' Articles

Hot topics and grass root issues from our media partners in the industry, that roofers experience every day.

E-MAIL FOOTER BANNER

MONTHLY

50

SIZE: 550 W x 71 H (pixels)
FORMAT: .JPG or Animated .GIF
URL: Links directly to the URL of your choice

January: \$350, February: \$350, March: \$350, April: \$350
 May: \$350, June: \$450, July: \$450, August: \$450
 September: \$450, October: \$350, November: \$350, December: \$350

WSRCA.COM

ONLINE DISPLAY ADVERTISING

The all new re-designed WSRCA.com has nine (13) banner locations for its homepage online display advertising, all of which can increase your exposure to roofers, waterproofers, architects, project managers, estimators and business owners who use and visit our site on a regular basis. Our homepage also hosts registration links for our annual convention, the Western Roofing Expo.

51 Masthead - \$350/month

1000 x 320 pixels
Guaranteed 2nd banner

52 Unit 1 - \$1,500/year

1016 x 121 pixels
(3) rotating banners

53 Unit 2 - \$1,000/year

1016 x 121 pixels
(3) rotating banners

54 Unit 3 - \$750/year

1016 x 121 pixels
(3) rotating banners

55 Unit 4 - \$500/year

1016 x 121 pixels
(3) rotating banners



Google Analytics report available upon request.*

28,977*
USERS

Oct. 2019 - Oct. 2020

36,495*
SESSIONS

Oct. 2019 - Oct. 2020

59,330*
PAGE VIEWS

Oct. 2019 - Oct. 2020



Serving the Western Roofing & Waterproofing Industry Since 1974



ONLINE STORE
Phone: 1-800-725-0333
E-Mail: info@wsrca.com

HOME ABOUT JOIN WSRCA MEMBER RESOURCES WESTERN ROOFING EXPO DAVIS MEMORIAL FOUNDATION

SAFETY & HEALTH

EMERGENCY REACTION SAFETY PLANS (ERSP)

DARIN DOUGLAS
M3 SAFETY

WESTERN Roofing EXPO

OCTOBER 3-5 RIO LAS VEGAS

MEMBER BENEFITS

WESTERN STATES
ROOFING CONTRACTORS ASSOCIATION

WHY JOIN WSRCA? DISCOVER THE BENEFITS
Safety, legal, technical, legislative, and business resources, all designed specifically for roofing contractors.

TECHNICAL INFORMATION

TECHNICAL INFORMATION WITH KEN KLEIN
WSRCA technical resources that include low-slope, steep-slope, industry issues, & waterproofing topics.

LEGAL NEWS & UPDATES

'CONTRACTORS COUNSEL' WITH TRENT COTNEY
Keep in touch with critical legal issues in your State. Take advantage of ways to protect your business' bottom line.

SAFETY & HEALTH

KEEP YOUR CREWS SAFE ON THE ROOF
Utilize WSRCA safety tools. Maintain compliance, keep your employees safe, and avoid staggering OSHA fines.

THE INDUSTRY'S FIRST SMOG-REDUCING SHINGLE LINE

Malarkey
Roofing Products

WESTERN ROOFING EXPO

WESTERN Roofing EXPO

THE LARGEST REGIONAL ROOFING EXPO IN THE U.S.
Join us in Las Vegas and discover the latest products and services for the roofing & waterproofing industry.

LEGISLATIVE UPDATES

'A VIEW FROM THE HILL' WITH CRAIG BRIGHTUP
Federal updates from Capitol Hill. Stay informed on the latest policies & laws that affect the roofing industry.

BUSINESS RESOURCES

EXPAND YOUR OFFERINGS & GROW YOUR BUSINESS
Maximize your profits and minimize labor expenses. Learn new ways to impact your company's growth.

WEBINARS

WATCH UPCOMING & ON-DEMAND WEBINARS
Watch business development and best-practice webinars designed specifically for roofing contractors.

LayfastSBS® The superior and competitively priced alternative to traditional 30- and 40- pound organic felt

DAVIS MEMORIAL FOUNDATION

TOURNAMENTS & AUCTION REGISTRATION INFORMATION
Founded in the memory of WSRCA board member Larry Davis. Join the fun & help support higher education!

WSRCA ONLINE STORE

PURCHASE ITEMS FROM THE WSRCA ONLINE STORE
Purchase WSRCA bulletins, library items and logo'd items from our online store.

'ROOF TALK' BLOG

CHAT ABOUT ROOFING ON OUR PUBLIC FORUM
We want to hear from you! Discuss hot topics and grass root issues that roofers experience every day.

'THE ROOF DECK' PODCAST

WSRCA ROOFING PODCAST 'THE ROOF DECK'
Tune in to roofing contractors and industry manufacturers discuss current topics affecting the roofing industry.

ABLE SHEET METAL
www.ablemetal.com

WesternRoofingExpo.com is the online home of everything related to the Expo. Take advantage of attendee and exhibitor registration web traffic as they book their hotel rooms, register for events and seminars, create badges, download show information, view the schedule of events, and discover more about keynote speakers. Space is limited, don't let this opportunity pass you up! Ads are filled on a first-come-first-serve basis.

56 Masthead
\$1,995/year
1018 x 346 pixels
Guaranteed 2nd banner

57 WRE - Unit 1
\$1,495/year
1018 x 121 pixels
(1) static banner

58 WRE - Unit 2
\$995/year
1018 x 121 pixels
(3) rotating banners

59 WRE - Unit 3
\$495/year
1018 x 121 pixels
(5) rotating banners

56

57

58

59

The screenshot shows the Western States Roofing Contractors Association website for the Western Roofing Expo. At the top, there is a navigation bar with links for 'WESTERN ROOFING EXPO', 'ATTENDEES', 'EXHIBITORS', 'SCHEDULE', 'KEYNOTES', 'THE ROOFING GAMES™', and 'VIRTUAL EXPO'. A search bar is located on the right. Below the navigation is a large masthead banner (Unit 56) for 'WESTERN Roofing EXPO THE MIRAGE SEPTEMBER 21-23, 2021'. Underneath the masthead are three smaller banners: 'ATTENDEES' (Unit 57), 'EXPO APP' (Unit 58), and 'EXHIBITORS'. The 'EXPO APP' banner features the Western Roofing Expo logo and download instructions for the App Store and Google Play. Below these banners is a promotional message: 'YOU NEED TO BE HERE! Known as THE premier regional roofing and waterproofing event in the United States, the Western Roofing Expo 2021 features a two-day trade show, 24 educational seminars, two keynote luncheons, The Roofing Games™, gold and sporting clays tournaments, an amazing welcome event & auction, unbeatable networking, and live demonstrations starting every hour on the exhibit floor. Join us September 21-23, 2021 at The Mirage – Las Vegas!'. This is followed by a rotating banner (Unit 58) for 'COBRANOZZLE™ Booth 442' with the tagline 'Why run a flat bead with a round nozzle?'. Below the rotating banner is a large video player showing a crowded exhibition hall. At the bottom is another rotating banner (Unit 59) for 'CertainTeed SAINT-GOBAIN' with the text 'In roofing, there are many decisions, but only one choice.' The website footer includes 'Sitemap | Disclaimer' and 'Eight Homes'.



ATTENDEE LANDING PAGE

ONLINE DISPLAY ADVERTISING

Potential attendees at the Western Roofing Expo will use this page for all show information and online resources. Attendees can register online, book their hotel rooms, download Expo information, view the schedule of events, read complete seminar descriptions, and much more. Tailor your online marketing campaigns specifically to attendees who visit the page!

60 Masthead
\$1,495/year
1018 x 346 pixels
Guaranteed 2nd banner

61 Attendee - Unit 1
\$795/year
1018 x 121 pixels
(2) rotating banners

62 Attendee - Unit 2
\$495/year
1018 x 121 pixels
(3) rotating banners

WESTERN STATES
ROOFING CONTRACTORS ASSOCIATION
Serving the Western Roofing & Waterproofing Industry Since 1974

WESTERN ROOFING EXPO ATTENDEES EXHIBITORS SCHEDULE KEYNOTES THE ROOFING GAMES™ VIRTUAL EXPO

WESTERN Roofing EXPO
THE MIRAGE
SEPTEMBER 21-23, 2021

WESTERN Roofing EXPO
SEPTEMBER 21-23 THE MIRAGE

ATTENDEES

REGISTRATION HOTEL RESERVATIONS EXHIBIT FLOOR PASS

EXPO INFORMATION

GOLF TOURNAMENT
Register for the Davis Memorial Foundation Golf Tournament.

SPORTING CLAYS TOURNAMENT
Register for the Davis Memorial Foundation Sporting Clays Tournament.

SCHEDULE OF EVENTS
Explore the schedule of events for 2021. Includes 24 seminars, luncheons, and 2-day trade show.

TRADE SHOW MAP
Interactive trade show map that includes product descriptions.

LIST OF EXHIBITORS
Discover which exhibitors will be showcasing their products on the floor.

EXPO BROCHURE
Complete show information for the Western Roofing Expo 2021

SEMINARS & EVENTS
Detailed seminar descriptions, speaker info, and CEU's being offered.

SPONSORS
Recognition to all sponsors who support the Western Roofing Expo.

THE ROOFING GAMES™
The annual shingling competition hosted Thursday September 23 on the live demo stage.

KEYNOTE
Join us Thursday September 23 for our special keynote speaker — Mr. Ian Bagg.

MEMBER PERKS
WSRCA members receive Expo perks like discounted registration costs.

RECAP
Relive the Western Roofing Expo and see what the hype is all about!

THE ROOFING GAMES™

© 2021 WSRCA | Disclaimer

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EXHIBITOR LANDING PAGE

ONLINE DISPLAY ADVERTISING

Exhibitors at the Western Roofing Expo will use this page for all show information and online resources. Exhibitors can create badges, book their hotel rooms, download Expo information, view the schedule of events, discover sponsorships, and register for our Foundation Golf & Sporting Clays Tournaments. Focus your marketing campaigns specifically to exhibitors who visit the page!

63 Masthead
\$795/year
 1018 x 346 pixels
 Guaranteed 2nd banner

64 Exhibitor - Unit 1
\$495/year
 1018 x 121 pixels
 (2) rotating banners

65 Exhibitor - Unit 2
\$245/year
 1018 x 121 pixels
 (3) rotating banners

WESTERN STATES
 ROOFING CONTRACTORS ASSOCIATION
 Serving the Western Roofing & Waterproofing Industry Since 1974

Phone: 1-800-725-0333
 E-Mail: info@wsrca.com

WESTERN ROOFING EXPO ATTENDEES EXHIBITORS SCHEDULE KEYNOTES THE ROOFING GAMES™ VIRTUAL EXPO

THE MIRAGE
 SEPTEMBER 21-23, 2021

WESTERN Roofing EXPO
 SEPTEMBER 21-23 THE MIRAGE

EXHIBITORS

2021 FLOOR PLAN

025 318	027 324	028 328	031 331	035 332	036 341	037 342	038 343	039 344	040 345	041 346	042 347	043 348	044 349	045 350	046 351	047 352	048 353	049 354	050 355	051 356	052 357	053 358	054 359	055 360	056 361	057 362	058 363	059 364	060 365	061 366	062 367	063 368	064 369	065 370	066 371	067 372	068 373	069 374	070 375	071 376	072 377	073 378	074 379	075 380	076 381	077 382	078 383	079 384	080 385	081 386	082 387	083 388	084 389	085 390	086 391	087 392	088 393	089 394	090 395	091 396	092 397	093 398	094 399	095 400	096 401	097 402	098 403	099 404	100 405
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SPONSORSHIPS

EXHIBIT CONTRACT

EXHIBITOR INFORMATION

- EXHIBIT APPLICATION**
Download an exhibit application for the Western Roofing Expo 2021.
- EXHIBITOR SERVICE MANUAL**
Complete information for exhibiting at the Western Roofing Expo.
- EXHIBIT FLOOR PASS**
Download the FREE trade show only pass for contractor customers – good for both days!
- TRADE SHOW FLOOR PLAN**
Interactive trade show map that includes product descriptions.
- LIST OF EXHIBITORS**
Discover which exhibitors will be showcasing their products on our floor.
- CALL FOR PRESENTATIONS**
Apply to become a seminar presenter at the WRE! Click here for the online form.
- THE ROOFING GAMES™**
The annual shingling competition hosted Thursday September 23 on the live demo stage.
- EXPO BROCHURE**
Complete show information for the Western Roofing Expo 2021.
- SEMINARS & EVENTS**
Detailed seminar descriptions, speaker info, and info on CEU's being offered.
- SPONSORSHIPS 2021**
Sponsorship opportunities for the Western Roofing Expo 2021.
- TESTIMONIALS**
Hear from leaders in the industry why they exhibit at the Western Roofing Expo.
- KEYNOTE**
Join us Thursday September 23 for our special keynote speaker — Mr. Ian Bagg.
- SCHEDULE**
Explore the schedule for 2021. Includes 24 seminars, luncheons and 2-day trade show.
- RECAP**
Relive the Western Roofing Expo and see what the hype is all about!

WESTERN Roofing EXPO
 SEPTEMBER 21-23 THE MIRAGE



63

64

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AD RETARGETING

ONLINE MARKETING TO ALL WSRCA WEB TRAFFIC



What is Ad Retargeting?

Ad Retargeting uses cookies to track visitors from our websites, to reach those same visitors with your ads on other websites.



How Many Web Visitors Does WSRCA Have?

The Western Roofing Expo is the premier regional industry event for roofers and waterproofers in the United States with over 4,200 registered attendees. Western Roofing Expo.com has a segment of over 16,000 unique visitors. WSRCA.com has almost 30,000 unique visitors. Our WSRCA Member's Only area, has over 25,000 unique visitors. These are the decision-makers and premier roofing companies in the industry!



Guaranteed Reach - Build Your Brand

Now you can retarget and advertise DIRECTLY to all of our web visitors and conference attendees year-round! Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you're trying to reach. No more guessing whether or not your ads are reaching the right people, or if they're being seen by potential customers.



Quantifiable 'ROI' - Analytics & Reporting

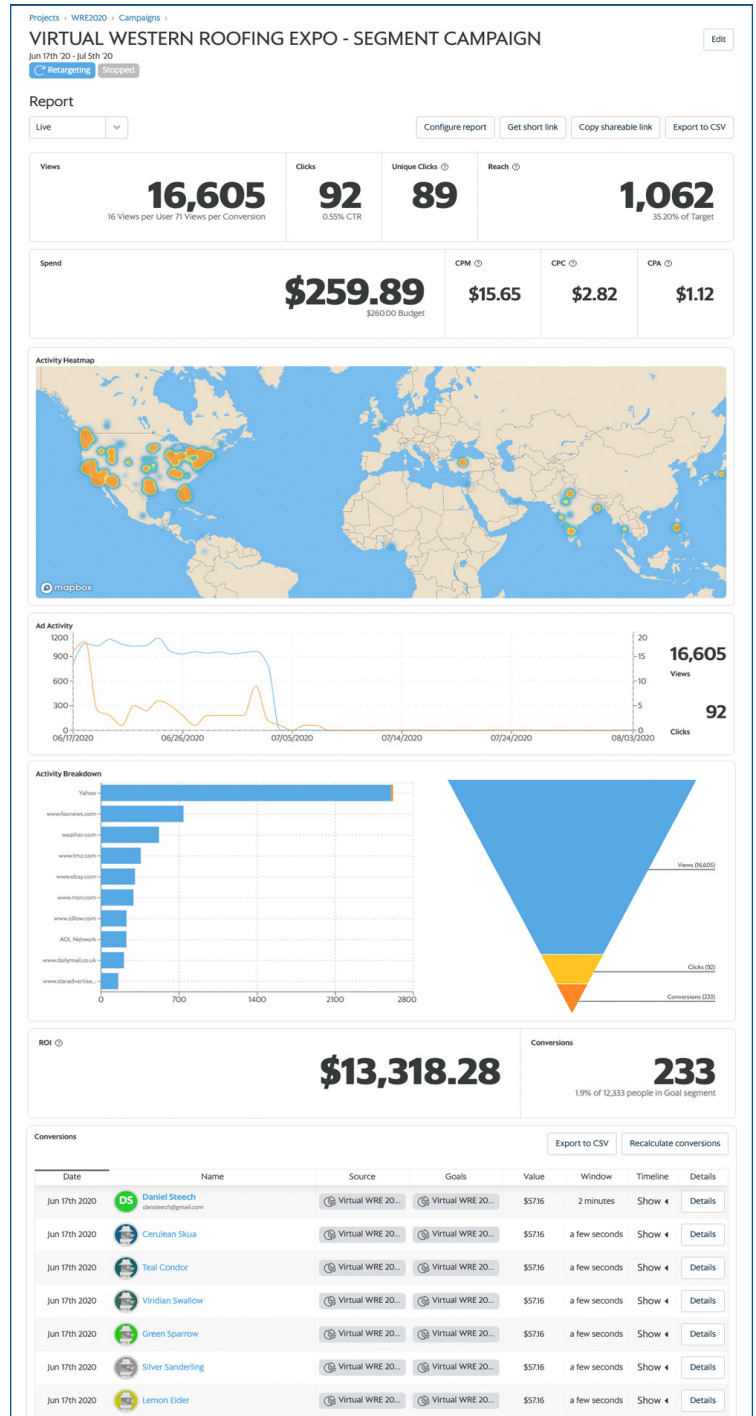
Detailed analytics & reporting allows you to see your ad campaign results in REAL-TIME, including the number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached. You control your own campaign dashboard!

66 Platinum Impression Package
200,000 Impressions: **\$5,495**
.JPG or (static) .GIF - No Flash

67 Gold Impression Package
100,000 Impressions: **\$2,950**
.JPG or (static) .GIF - No Flash

68 Silver Impression Package
50,000 Impressions: **\$1,495**
.JPG or (static) .GIF - No Flash

69 Bronze Impression Package
25,000 Impressions: **\$795**
.JPG or (static) .GIF - No Flash



Unique Visitor Segment Sizes as of April 2021

30,187

WSRCA.com

17,992

WesternRoofingExpo.com

25,782

WSRCA.site-ym.com

13,820

Virtual Western Roofing Expo

= 87,781+ Audience

WESTERN Roofing EXPO
SEPTEMBER 21-23 THE MIRAGE

Ad Sizes & Specs:

- 160 x 600
- 300 x 250
- 728 x 90

.JPG or (static) .GIF - No Flash
Lands on URL of your choice

WESTERN Roofing EXPO
SEPTEMBER 21-23 THE MIRAGE

WESTERN Roofing EXPO
SEPTEMBER 21-23 THE MIRAGE

WESTERN Roofing EXPO
SEPTEMBER 21-23 THE MIRAGE

EXCLUSIVE TOURNAMENT SPONSOR 70

\$3,500

Sponsor our Golf AND Sporting Clays events! Both Tournaments would be publicized as THE WSRCA GOLF/CLAYS TOURNAMENT (SPONSORED BY _). It will be advertised in our Advance Registration Brochure (50,000 copies), On-Site Convention Program (2,000 copies), on WSRCA.com, on our event E-blasts, on every sign, and verbal recognition at BOTH Tournaments. We're talking about some great exposure, all while supporting a great scholarship foundation! Price of sponsorship includes four (4) players at either Tournament of your choice.



PLATINUM SPONSOR

\$1,500

71



Platinum Sponsor receives 2,500 Exhibitor Priority Points, (2) Golfers or Shooters at the Tournament of your choice, your company logo on EVERY tee, station, and banner at BOTH tournaments, and verbal recognition at BOTH Tournaments. Recognition also includes your logo on the WSRCA website, and in the On-Site Convention Program. A great way to get your company noticed by all the Tournament participants!

GOLD SPONSOR + FOURSOME

\$1,080

72

(4) Golfers or (4) Shooters at the Tournament of choice. Also includes a Tee/Station sponsorship with your company logo, and verbal recognition at the Tournament. Sponsorship also includes your logo on the WSRCA website, and in the On-Site Convention Program. **You can also register an Additional Foursome (from the same company) for a special discounted rate of \$680.**



SILVER SPONSOR + TWOSOME

\$690

73



(2) Golfers or Shooters at the Tournament of choice. Also includes a Tee/Station sponsorship with your company logo, and verbal recognition at the Tournament. Recognition also includes your logo on the WSRCA website, and in the On-Site Convention Program.

BRONZE SPONSOR + 1 PLAYER

\$495

74

(1) Golfer or Shooter at the Tournament of choice. Also includes a Tee/Station sponsorship with your company logo, and verbal recognition at the Tournament. Recognition also includes your logo on the WSRCA website, and in the On-Site Convention Program.

TEE/STATION SPONSOR

\$300 WITH PLAYERS, \$350 WITHOUT

75

Sponsor a Tee or Shooting Station at either Tournament. Includes recognition signage with your company logo at one Tee/Station, and verbal recognition at the Tournament itself. Recognition also includes your logo on the WSRCA website, and in the On-Site Convention Program.



CATERING SPONSOR

\$500

76

Sponsor the breakfast and lunch at either the Golf or Sporting Clays Tournament. This is a great way to increase your company exposure! Sponsorship includes signage with your company logo, and verbal recognition at the tournament. Sponsorship also includes your logo on the WSRCA website, and in the On-Site Convention Program.



BUS SPONSOR

\$350

77

Includes signage at the bus stop and the opportunity to pass out goody bags or company logo merchandise on the bus to and from the Paris Las Vegas Resort & Casino. Sponsorship recognition also includes your logo on the WSRCA website, and in the On-Site Convention Program.

POKER RUN SPONSOR

\$500

78

Every year, the WSRCA hosts a Poker Run contest in conjunction with the Sporting Clays Tournament. Winner of the Poker Run card game will win a \$500 Cabela's gift certificate for having the best pre-dealt Poker hand. Sponsorship includes signage at the Tournament check-in, on-site tournament recognition announcements, logo on WSRCA.com, and in the On-Site Convention Program.



MULLIGAN RAFFLE SPONSOR

\$500

79



As part of the Annual Golf Tournament, the WSRCA also hosts a Mulligan Raffle. Pre-purchased Mulligans are available to all participants. Winner of the Mulligan Raffle will receive a new set of Callaway Irons (or comparable). Includes signage at the Tournament check-in, your logo printed on the tickets, and on-site recognition announcements at the Golf Tournament.

E-MAIL BANNER ADVERTISING

E-MAIL CORRESPONDENCE ADVERTISING

The Davis Memorial Foundation promotes its fundraiser events, scholarship program, and Partner For the Future program through email marketing. Promote your company brand and help support higher education by sponsoring a banner on our e-mail correspondence. The Davis Memorial Foundation has almost 11,000 emails it markets to, don't miss this affordable opportunity!

E-MAIL LEADERBOARD BANNER 80

QUARTERLY

- SIZE:** 550 W x 71 H (pixels)
- FORMAT:** .JPG or Animated .GIF
- URL:** Links directly to the URL of your choice

- January - March: **\$500**
- April - June: **\$750**
- July - September: **\$500**
- October - December: **\$500**

10,953
 Davis Memorial Foundation
 E-Mail List Size



E-MAIL FOOTER BANNER 81

QUARTERLY

- SIZE:** 550 W x 71 H (pixels)
- FORMAT:** .JPG or Animated .GIF
- URL:** Links directly to the URL of your choice

- January - March: **\$250**
- April - June: **\$500**
- July - September: **\$250**
- October - December: **\$250**



The Davis Memorial Foundation is administered under the auspices of the [Western States Roofing Contractors Association](#), which is committed to promoting professionalism in the roofing industry.

DAVIS MEMORIAL FOUNDATION SCHOLARSHIPS

Make an Impact in Your Life Change Your Community
 Honor Someone Dear to You

Join the Davis Memorial Foundation effort to support higher education by helping us provide scholarships to outstanding students. Together we can make our 2021 goal of awarding \$50,000 - with (10) - \$5,000 academic scholarships.



2020 SCHOLARSHIP WINNERS

Congratulations to These Outstanding Students

The Davis Memorial Foundation announced its 2020 scholarship winners this past July at the Virtual Western Roofing Expo. On behalf of the Foundation Trustees and Staff, congratulations to these outstanding students!



PARTNERS FOR THE FUTURE

Become a Partner for the Future & Help Support Higher Education

Our Trustees have developed the [Partners for the Future](#) program, which allows a simple tax-deductible donation to be made to the Davis Memorial Foundation. Your generous contribution in a time when generosity is scarce, will not only help the Foundation provide scholarships to worthy students, but will also help the future of the roofing industry. All contributions make a difference, big or small!

In recognition of your donation, the Davis Memorial Foundation will list your company name on the Davis Memorial Foundation website, on signage throughout the WSRCA convention - the [Western Roofing Expo](#) - June 27-29, 2021 at the Paris Las Vegas, and at the Foundation welcome event & auction on Sunday June 27th.



The Davis Memorial Foundation is operated under the auspices of the Western States Roofing Contractors Association

Larry and Mary Davis personified the heart and spirit of the roofing industry community. Committed to supporting the professional standing of roofing contractors, Larry promoted high standards and believed that a well-educated membership was key to the industry's future success. Founder of State Roofing Company in Modesto, California, Larry served as a director on the Western States RICA Board of Directors and was active on several committees, often flying to meetings with his wife Mary in their private airplane. They perished in a plane crash in 1995 when they were returning from a committee meeting. The Foundation was created in their honor.

SPONSORSHIPS & ADVERTISING

SELECTION & CONTACT INFORMATION

SPONSORSHIPS

- 1.) Lobby Aquarium Cling (\$6,500 for 3 Days)
- 2.) Las Vegas Blvd. Marquee (\$5,950 per day)
- 3.) LCD Lobby Wall (\$5,950 per day)
- 4.) Main Lobby Desk LCD Screens (\$5,950 per day)
- 5.) Vertical Digital LCD Screens (\$3,950 for all 6)
- 6.) Mirror Wall (\$9,950 Mirror 1 or 2)
- 6.) Mirror Wall (\$8,950 Mirror 3 or 4)
- 7.) Meeting Room Digital Screens (\$250 per day per screen)
- 8.) Elevator Wraps (\$2,950 per elevator)
- 9.) In-Room TV Channel Takeover (\$2,450 per day)
- 10.) Pillar Wraps Near Elevators (\$5,950 per pillar)
- 11.) Registration Area (\$7,950)
- 12.) WSRCA Member Lounge (\$2,750)
- 13.) Badge Lanyards (\$3,500 + cost of lanyard production)
- 14.) Meeting Room Sanitizing Station (\$450 per station)
- 15.) Exhibit Floor Sanitizing Station (\$5,950 floor takeover)
- 16.) Mini Hand Sanitizers (\$995 + cost of sanitizer)
- 17.) Personal Protection Masks (\$995 + cost of masks)
- 18.) Distancing Markers (10 for \$1,500)
- 19.) Annual Luncheon Sponsor with Comedian, Ian Bagg (\$7,000)
- 20.) Annual Luncheon (8) V.I.P. Tickets (\$750 Per 8)
- 21.) Welcome Event & Auction (\$7,500)
- 22.) Registration Tote Bags (\$3,250 + Cost of Bags)
- 23.) Elite Registration Sponsor (\$10,000)
- 24.) Expo App Sponsor (6 @ \$2,500 Each)
- 25.) Enhanced Booth Listing (\$350)
- 26.) Hanging Aisle Signs (\$4,000)
- 27.) Legislative Luncheon (\$4,500)
- 28.) Tee-Shirt Sponsor (\$1,500 + Cost of T-Shirts)
- 29.) Badge Sponsor (\$3,500)
- 30.) Exhibitor Demonstrations (6 @ \$2,950 Each)
- 31.) Drink Chip Sponsor (\$950)
- 32.) The Roofing Games™ Sponsor (\$2,500)
- 33.) Floor Logo (\$750 Each or 3 for \$2,000)
- 34.) Seminar Refreshment Break (\$1,250)
- 35.) Expo Meeting Space (\$4,500 for 20'x20')

PRINT, WEB, EMAIL & BANNER

- 36.) ARB: Inside Spread Centerfold (\$1,950)
- 37.) ARB: Inside Front Cover (\$3,000)
- 38.) ARB: Outside Back 1/2 Cover (\$2,500)
- 39.) ARB: Full Page Across From Schedule (\$1,750)
- 40.) ARB: Full Page (\$1,500)
- 41.) ARB: 1/2 Page Horizontal (\$995)
- 42.) OSCP: Inside Spread Centerfold (\$1,750)
- 43.) OSCP: Inside Front Cover (\$2,500)
- 44.) OSCP: Outside Back Cover (\$4,000)
- 45.) OSCP: Full Page Across From Schedule (\$1,500)
- 46.) OSCP: Full Page (\$1,250)
- 47.) OSCP: Half Page Horizontal (\$795)
- 48.) OSCP: Corner/Ear Flap of Front Cover (\$950)
- 49.) WSRCA E-Mail Leaderboard Banner Advertising - Monthly
 - Jan: \$550 Feb: \$550 Mar: \$550 Apr: \$550 May: \$550
 - Jun: \$1,500 Jul: \$1,500 Aug: \$1,500 Sep: \$1,500
 - Oct: \$550 Nov: \$550 Dec: \$550
- 50.) WSRCA E-Mail Footer Banner Advertising - Monthly
 - Jan: \$350 Feb: \$350 Mar: \$350 Apr: \$350 May: \$350
 - Jun: \$450 Jul: \$450 Aug: \$450 Sep: \$450 Oct: \$350
 - Nov: \$350 Dec: \$350
- 51.) WSRCA.com - Masthead (\$350/month)
- 52.) WSRCA.com - Unit 1 (\$1,500/year)
- 53.) WSRCA.com - Unit 2 (\$1,000/year)
- 54.) WSRCA.com - Unit 3 (\$750/year)
- 55.) WSRCA.com - Unit 4 (\$500/year)
- 56.) WesternRoofingExpo.com - Masthead (\$1,995/year)
- 57.) WesternRoofingExpo.com - Unit 1 (\$1,495/year)
- 58.) WesternRoofingExpo.com - Unit 2 (\$995/year)
- 59.) WesternRoofingExpo.com - Unit 3 (\$495/year)
- 60.) Attendee Landing Page - Masthead (\$1,495/year)
- 61.) Attendee Landing Page - Unit 1 (\$795/year)
- 62.) Attendee Landing Page - Unit 2 (\$495/year)
- 63.) Exhibitor Landing Page - Masthead (\$795/year)
- 64.) Exhibitor Landing Page - Unit 1 (\$495/year)
- 65.) Exhibitor Landing Page - Unit 2 (\$245/year)
- 66.) Platinum Impression Package (\$5,495 for 200,000)
- 67.) Gold Impression Package (\$2,950 for 100,000)
- 68.) Silver Impression Package (\$1,495 for 50,000)
- 69.) Bronze Impression Package (\$795 for 25,000)

SPONSORSHIPS & ADVERTISING

SELECTION & CONTACT INFORMATION

CONTACT INFORMATION

PLEASE FILL OUT COMPLETELY // OR CALL // EMAIL

DAVIS MEMORIAL FOUNDATION

- 70.) Exclusive Tournament Sponsor (\$3,500)
- 71.) Platinum Sponsor (\$1,500)
 GOLF SPORTING CLAYS
- 72.) Gold Sponsor + Foursome (\$1,080)
 GOLF SPORTING CLAYS
- 73.) Silver Sponsor + Twosome (\$690)
 GOLF SPORTING CLAYS
- 74.) Bronze Sponsor + Individual Player (\$495)
 GOLF SPORTING CLAYS
- 75.) Tee/Station Sponsor (\$300 w/Players / \$350 without)
 GOLF SPORTING CLAYS
- 76.) Catering Sponsor (\$500)
 GOLF SPORTING CLAYS
- 77.) Bus Sponsor (\$350)
 GOLF SPORTING CLAYS
- 78.) Sporting Clays Tournament: Poker Run Sponsor (\$500)
- 79.) Golf Tournament: Mulligan Raffle Sponsor (\$500)
- 80.) DMF E-Mail Leaderboard Banner Advertising - Quarterly
 January - March: \$500 October - December: \$500
 April - June: \$750
 July - September: \$500
- 81.) DMF E-Mail Footer Banner Advertising - Quarterly
 January - March: \$250 October - December: \$250
 April - June: \$500
 July - September: \$250

Company:

Contact:

Address:

Phone Number:

E-Mail Address:

INVOICE WILL FOLLOW



Email Selections To:

Alec Ward

WSRCA Director of Membership & Trade Show

alec@wsrca.com

Questions?

Toll Free: 1-800-725-0333

Local: (650) 938-5441

WSRCA

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Morgan Hill, CA 95037