



WESTERN ROOFING EXPO 2010  
JUNE 20-23, 2010 • PARIS-LAS VEGAS HOTEL & CASINO

## SPONSORSHIPS & PROMOTIONAL OPPORTUNITIES

*This year at the Western Roofing Expo 2010, there are Sponsorship Opportunities for every sized budget. It serves an exhibiting company in many ways to be a sponsor. It's a fantastic way to increase your company exposure at the Western Roofing Expo. It increases your Priority Point level for better booth location at next year's show. You receive 100% Dollar Credit towards your company's Priority Point totals.*

### 1.) Annual Luncheon with Special Guest, David Feherty - \$5,000



– CBS Golf Analyst **David Feherty** will be our special guest speaker for the Western Roofing Expo 2010. His unique pedigree and unpredictability makes him one of the most insightful and funniest announcers in golf. Retired from the PGA

Tour in 1997, he now holds a monthly column in *Golf Magazine*, and commentates regularly for CBS Sports golf broadcasts.

– Recognition includes on-site exposure with signage at the event, recognition in the Advance Registration Brochure and On-site Convention Program, and your company logo printed on the luncheon tickets. Also includes: A private reception for your (8) guests with Mr. Feherty, and a premier seating table for (8) to our Annual Luncheon when he speaks.

### 2.) Registration Desk and Two (2) Registration Kiosks - \$6,500

– Sponsor the most visible and noticeable spot of the Western Roofing Expo, the Registration Area. Every attendee must come to this area to register for seminars, meal events and the tradeshow. Recognition includes on-site exposure with signage on the Registration Desk and both Kiosks, and sponsor recognition in the Onsite Convention Program. MAJOR EXPOSURE!!

### 3.) Presidential Welcoming Reception/ Lively-Silent Auction - \$4,000

– Beverages, food, entertainment and a lot of chatter... this reception has become the "meeting place" of the Western Roofing Expo. Tickets are included in all Full Registrations, Sunday Registrations, and are also available for separate purchase. Recognition includes on-site exposure with signage at the event, and sponsor recognition in the On-site Convention Program. Also includes: (5) complimentary tickets to the event.

### 4.) Hanging Aisle Signs - \$2,000

– Sponsor the two-day Exhibit Hall Tradeshow that will surely get your company name and logo some added exposure. Eight Hanging Aisle Signs (one per aisle) with your Company Logo, Slogan, and Booth Number in the exhibit hall.

### 5.) Badge Lanyards - \$2,500

– Have your company logo around the neck of every attendee at the Expo. The cost of the sponsorship does not include the production of the lanyards. The sponsoring company must also provide the lanyards for distribution. Priority Points are also awarded for the cost of the lanyard production. (Quantity: 2,000)

### 6.) Registration Tote Bags - \$2,500

– Every Expo attendee will receive a Registration Bag to stuff full of goodies with your company logo on it. The cost does not include the production of the Registration Bags or Totes. The sponsoring company must also provide the bags or totes for distribution. Priority points are also awarded for the cost of the bag or tote production. (Quantity: 2,000)

### 7.) Exhibitor Showcase Seminar - \$1,500

– Receive attention and become the talk of the Expo by presenting the latest products, equipment and techniques in a showcase environment. Showcases are scheduled as seminars for our attendees, and are contracted to your company for a one-hour timeslot. Exhibiting company is responsible for fees and expenses including but not limited to: electrical, water, shipping, drayage, labor, food, beverage, a/v, etc. Take advantage of this opportunity to expose your company name and product in a space separate from your tradeshow floor booth space.

### 8.) Badge Sponsor - \$750

– Have your company logo close to the heart of every attendee at the Expo. Each attendee will have your company ribbon fastened to their badge for all to see. Size for artwork will be 1" x 4". The top of the ribbon will read "Badge Sponsor:"

### 9.) Legislative Luncheon - \$500

– Sponsor the luncheon that updates our attendees on national and statewide issues. Also, the Davis Memorial Foundation announces and presents their annual scholarship awards. Recognition includes on-site exposure with signage at the event, and sponsor recognition in the On-site Convention Program. Also includes: Two complimentary tickets to the event.

### 10.) Tee Shirt Sponsor - \$500

– Provide the WSRCA with 1,000 tee shirts with your company logo and we'll stuff them into the attendees Registration Bags or Totes and line the counters and kiosks with them. Priority points are also awarded for the cost of the tee shirt production.

### 11.) Onsite Convention Program Guide Inserts - \$500

– Showcase your company giveaways and new products that will increase the attendance in your booth. You provide the insert, and we'll get them into all of the Onsite Convention Programs. Inserts must be delivered to the WSRCA office before May 1, 2010. (Distribution: 2,000)

### 12.) Web Banner - \$250

– Have your company advertise on our website ([www.WSRCA.com](http://www.WSRCA.com)) for one year! We have 14 different spots that will all feature your company banner ad.

# INCREASE YOUR COMPANY EXPOSURE!



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## PRINT ADVERTISING OPPORTUNITIES

### 13.) On-Site Convention Program

-WSRCA wants to offer you the opportunity to make a statement for your product or service while the potential customer is a captive audience. For four days, the 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. It is the **ONLY OFFICIAL GUIDE** to the Western Roofing Expo 2010, and we print a quantity of 2,000 Programs. We have drastically cut prices from years' past to accommodate **ANY SIZED BUDGET**. Take advantage of this excellent opportunity to get your company or product noticed!

All advertisements are **FULL COLOR, FULL BLEED**. See setup guidelines below for file formatting instructions and deadline dates.

**13A.) Inside Front Cover - \$2500**  
(8.5" W x 11" H)

**13B.) Outside Back Cover - \$4000 - SOLD!**  
(8.5" W x 11" H)

**13C.) Centerfold - \$2500**  
(17" W x 11" H)

**13D.) Inside Back Cover - \$1000 - SOLD!**  
(8.5" W x 11" H)

**13E.) Full Page - \$500 - SOLD x 2**  
(8.5" W x 11" H)

**13F.) 1/2 Page Vertical - \$300**  
(4.25" W x 11" H)

**13G.) 1/2 Page Horizontal - \$300**  
(8.5" W x 5.5" H)

**13H.) Quarter Page - \$200**  
(4.25" W x 5.5" H)

### 14.) Advance Registration Brochure

-Every year we mail over 50,000 copies of our Advance Registration Brochure to potential attendees, former attendees, and roofing professionals in the national roofing industry. These potential Western Roofing Expo 2010 attendees see our current schedule of events, and have the opportunity to register in advance at a discounted rate. This is by far **OUR LARGEST MAILER** of the year for WSRCA. Take advantage of this fantastic opportunity to get your company name and service out there **FOR CENTS PER AD!**

All advertisements are **FULL COLOR, FULL BLEED**. See setup guidelines below for file formatting instructions and deadline dates.

**14A.) Inside Front Cover - \$2500 - SOLD!**  
(8.5" W x 11" H)

**14B.) Outside Back Cover - \$2500 - SOLD!**  
(8.5" W x 7.5" H)

**14C.) Full Page - \$850 - SOLD x 4**  
(8.5" W x 11" H)

**14D.) 1/2 Page Horizontal - \$500**  
(8.5" W x 5.5" H)

**14E.) 1/2 Page Vertical - \$500**  
(4.25" W x 11" H)

**14F.) Quarter Page Ad - \$300**  
(4.25" W x 5.5" H)

## FILE SET-UP & DEADLINES

High Resolution Acrobat .PDF's are the preferred format. Also acceptable formats include InDesignCS4, Adobe Illustrator CS4, Adobe PhotoshopCS4, **NO QUARK X-PRESS PLEASE**. 1/8" Bleed All Sides, Include or Embed all fonts and linked files as necessary. CMYK format for all images, 300dpi Resolution. If you have formatting questions, please contact Chris Alberts (chris@wsrca.com) or call (650)938-5441 x.11

ARTWORK DEADLINE:  
April 1, 2010

MAIL/eMAIL ARTWORK TO:  
Western States RCA, Attn: Chris Alberts,  
465 Fairchild Drive, Suite 210, Mountain View, CA 94043  
(chris@wsrca.com)

ARTWORK DEADLINE:  
January 15, 2010

MAIL/eMAIL ARTWORK TO:  
Western States RCA, Attn: Chris Alberts,  
465 Fairchild Drive, Suite 210, Mountain View, CA 94043  
(chris@wsrca.com)



# WESTERN ROOFING EXPO 2010

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## SIGN UP FORM

MAIL TO: 465 FAIRCHILD DRIVE, #210, MOUNTAIN VIEW CA 94043

E-MAIL TO: JOEL@WSRCA.COM, CHRIS@WSRCA.COM

FAX TO: (650) 938-5407

### CONTACT & COMPANY INFORMATION

Company:

Contact:

Address:

City, State, Zip:

Phone:

Fax:

Email:

Web:

### SPONSORSHIP SELECTION

- 1.) Annual Luncheon with Special Guest, David Feherty (\$5000)
- 2.) Registration Desk and Two Registration Kiosks (\$6500)
- 3.) Presidential Welcoming Reception/Lively-Silent Auction (\$4000)
- 4.) Hanging Aisle Signs (\$2000)
- 5.) Badge Lanyards (\$2500)
- 6.) Registration Tote Bags (\$2500)
- 7.) Exhibitor Showcase Seminar (\$1500)
- 8.) Badge Sponsor (\$750)
- 9.) Legislative Luncheon (\$500)
- 10.) Tee Shirt Sponsor (\$500)
- 11.) OnSite Convention Program Guide Inserts (\$500)
- 12.) Web Banner on www.WSRCA.com (\$250)

### ON-SITE CONVENTION PROGRAM ADVERTISING

- 13A.) Inside Front Cover (\$2500)
- 13B.) Outside Back Cover (\$4000)
- 13C.) Centerfold (\$2500)
- 13D.) Inside Back Cover (\$1000)
- 13E.) Full Page (\$500)
- 13F.) 1/2 Page Vertical (\$300)
- 13G.) 1/2 Page Horizontal (\$300)
- 13H.) Quarter Page (\$200)

### ADVANCE REGISTRATION BROCHURE

- 14A.) Inside Front Cover (\$2500)
- 14B.) Outside Back Cover (\$2500)
- 14C.) Full Page (\$850)
- 14D.) 1/2 Page Horizontal (\$500)
- 14E.) 1/2 Page Vertical (\$500)
- 14F.) 1/4 Page Advertisement (\$300)

### PAYMENT INFORMATION

- Check (U.S. Funds Only)      Amount Enclosed:      Check #:

**Make checks payable to Western States Roofing Contractors Association**

- Invoice Me    **ALL PRICES ARE NET**    (Only members in good standing can be Invoiced)

- Credit Card:     MasterCard     VISA     American Express

Card Number:

Exp. Date:

Card ID #:

Signature: