

**March 14, 2018**

*(Trade Show Booth Setup March 13)*

The logo features a green silhouette of the state of Ohio on the left. Inside the silhouette, the word "ORCA" is written in white, bold, sans-serif capital letters. To the right of the silhouette, the word "ROOFING" is written in large, dark blue, bold, sans-serif capital letters. Below "ROOFING", the word "EXPO" is written in an even larger, dark blue, bold, sans-serif font. The "E" in "EXPO" is partially overlapped by the bottom edge of the green Ohio silhouette, which has a white, torn-paper-like border.

**ORCA ROOFING  
EXPO**

**SPONSORSHIP PROSPECTUS**



## WHO WE ARE

The ORCA Roofing Expo is the premiere event for the Oklahoma roofing industry, which is home to more than 2,200 registered roofing contractors and is the 3rd largest re-roof market in the nation. The ORCA Roofing Expo provides you with business opportunities, timely and relevant continuing education, and special networking events.

In addition, the ORCA Roofing Expo serves as a statewide forum for the industry's best manufacturers and suppliers as well as national and state experts to exchange ideas and recommend new policies to improve the roofing industry.

## HIGHLIGHTS

- A full-day Trade Show connecting you to valuable resources, services, and products
- Networking Lunch to spend time building and enhancing connections made at the Expo
- Peak Performance Keynote Speaker guaranteed to energize and enlighten our audience
- Education sessions featuring experts on the latest products, services, and information in the industry
- Continuing education credits

## REACH THE DECISION MAKERS

This is the ultimate marketing opportunity for any company or organization seeking to be in front of leaders and decision makers who work in the roofing industry. Sponsoring offers prime-time exposure of your product and/or services during the event that combines exceptional educational programs and networking opportunities. These individuals come to:

- Shorten the buying process by working with you face-to-face
- See products and services demonstrated firsthand
- Compare your products and services with other suppliers



**To become a sponsor for ORCA Roofing Expo, contact 405-974-3030 or [expo@orcagroup.org](mailto:expo@orcagroup.org).**

# SPONSORSHIP OPPORTUNITIES

Sponsor, Exhibitor, and advertising opportunities are available to help you make the right number of impressions in this lucrative market. As an exhibitor or sponsor, this is your opportunity to show your commitment within a very influential marketplace, while enhancing your visibility and achieving your public relations and marketing or advertising goals. Attendees have set times to interact with sponsors and are encouraged to meet with each exhibitor in the Trade Show.

## SPONSOR PACKAGES

### ORCA Roofing Expo Sponsor – Exclusive! 1 @ \$7,500 **SOLD!**

Move your company's name and logo to the highest position of exposure throughout the ORCA Roofing Expo. This is the title sponsor for the Expo and provides for maximum promotion at each opportunity.

- Signage with company logo prominently displayed throughout the Expo
- A 10' Trade Show Booth OR option to apply \$1,000 credit toward upgraded Trade Show booth size
- 6 Full Expo registrations OR \*\*
- Company logo on the Expo literature bag distributed to all attendees (bag will be selected by Expo planning team)
- Company logo on Trade Show card, sponsoring chance to win premium gift
- Booth location to collect attendees' completed Trade Show cards
- Representative from sponsoring company may offer remarks to attendees at Networking Lunch and speak briefly about company (optional; 2 minutes maximum)
- Recognition during Networking Lunch
- Full page color advertisement in program (location determined by Expo planning team)
- Listing in program
- Listing on sponsor signage near registration and throughout Expo
- Company name, logo, and web link in prominent location on website

### NOTICE: ALL SPONSORSHIP PACKAGES

Trade Show booths will be selected and confirmed in the order online registrations are received through the [www.orcaroofingexpo.com](http://www.orcaroofingexpo.com) website. Every effort will be made to assign Trade Show booth location with the company's preference, but no guarantee can be made. Trading of name badges with other sponsors, exhibitors, and/or attendees is strictly prohibited.

### The Shingle Mingle @ The Trade Show

The Shingle Mingle is held onsite at the ORCA Roofing Expo; this fun event will be the one everyone stays to attend. Beverages, food, and great networking...get the evening started after a full day at the Expo.

### The Shingle Mingle SPIRIT Sponsor – Exclusive! 1 @ \$4,500

- Company logo on drink ticket provided to each registered attendee
- A 10' Trade Show Booth OR option to apply \$1,000 credit toward upgraded Trade Show booth size
- 2 Full Expo registrations OR \*\*
- Signage with company logo located near bar
- Listing in program
- Listing on sponsor signage throughout Expo
- Company name, logo, and web link on website

### The Shingle Mingle FOOD Sponsor – Exclusive! 1 @ \$4,500

- Company logo on buffet napkins
- A 10' Trade Show Booth OR option to apply \$1,000 credit toward upgraded Trade Show booth size
- 2 Full Expo registrations OR \*\*
- Signage with company logo located near food station
- Listing in program
- Listing on sponsor signage throughout Expo
- Company name, logo, and web link on website

\*\*Number of Full Expo registrations will be determined by final Trade Show Booth size selected.

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## SPONSOR PACKAGES CONTINUED...

### Networking Lunch Sponsor – Exclusive! **SOLD!** 1 @ \$4,500

Sponsor the networking lunch included for all registered attendees. *The Trade Show will be closed so all may attend networking lunch.*

- Full-color logo prominently displayed during lunch
- A 10' Trade Show Booth OR option to apply \$1,000 credit toward upgraded Trade Show booth size
- 2 Full Expo registrations OR \*\*
- Representative from sponsoring company may offer remarks to attendees and speak briefly about company (optional; 2 minutes maximum)
- Listing in program
- Listing on sponsor signage throughout Expo
- Company name, logo, and web link on website

### Lanyard Sponsor – Exclusive! **SOLD!** 1 @ \$3,500

Have your company logo around the neck of every attendee at the Expo.

- Company logo on Expo name badge lanyard distributed to all attendees (lanyard will be selected by Expo planning team)
- Option to apply \$750 credit toward Trade Show booth
- 1 Full Expo registration OR \*\*
- Signage with company logo displayed at Expo Registration
- Listing in program
- Listing on sponsor signage throughout Expo
- Company name, logo, and web link on Expo website

### Peak Performance Keynote Sponsor – Exclusive! 1 @ \$4,500

Sponsor the Peak Performance Keynote, immediately following networking lunch, for all registered attendees. *The Trade Show will be closed so all may attend Peak Performance Keynote.*

- Recognition in email to all registered attendees that your company is the Peak Performance Keynote Sponsor
- A 10' Trade Show Booth OR option to apply \$1,000 credit toward upgraded Trade Show booth size
- 2 Full Expo registrations OR \*\*
- Representative from sponsoring company may offer remarks to attendees and speak briefly about company (optional; 2 minutes maximum)
- Listing in program
- Listing on sponsor signage throughout Expo
- Company name, logo, and web link on website

### Name Badge Sponsor – Exclusive! 1 @ \$3,500

Want to see your company's logo on every ORCA Roofing Expo attendee's badge? This exclusive opportunity lets you!

- Company logo on name badge - required to be worn by all attendees at all times
- Option to apply \$750 credit toward Trade Show booth
- 1 Full Expo registration OR \*\*
- Signage with company logo displayed at Expo Registration
- Listing in program
- Listing on sponsor signage throughout Expo
- Company name, logo, and web link on Expo website

### Wi-Fi Sponsor – Exclusive! **SOLD!** 1 @ \$3,500

Want your company name to be entered each time an attendee accesses Wi-Fi? If you want to be responsible for grateful attendees being able to stay connected, this is your sponsorship.

- Company name to be entered as Wi-Fi access password
- Option to apply \$750 credit toward Trade Show booth
- 1 Full Expo registration OR \*\*
- Recognition in Welcome email to all registered attendees
- Listing in program
- Listing on sponsor signage throughout Expo
- Company name, logo, and web link on Expo website

### Snack Sponsor 2 @ \$2,500

Everyone will appreciate you providing them with a snack mid-morning during the Trade Show OR mid-afternoon as they go to education sessions.

- Signage with company logo located near snack station
- Option to apply \$500 credit toward Trade Show booth
- 1 Full Expo registration OR \*\*
- Listing in the program
- Listing on sponsor signage throughout Expo
- Company name, logo, and web link on Expo website

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## SPONSOR PACKAGES CONTINUED...

### Floor Aisle Signs – Exclusive! 1 @ \$2,500

Maximize your company's exposure with floor aisle signs at the Trade Show.

- Company logo displayed on each of the Trade Show floor aisle signs
- Option to apply \$500 credit toward Trade Show booth
- 1 Full Expo registration OR \*\*
- Listing in program
- Listing on sponsor signage throughout Expo
- Company name, logo, and web link on website

### Green Sponsor – Exclusive! 1 @ \$1,500

Attendees will have beverage stations available and will be encouraged to recycle items at strategically located recycling stations sponsored by your company.

- Signage with company logo located near all recycling stations
- Option to apply \$250 credit toward Trade Show booth
- 1 Full Expo registration OR \*\*
- Recognition in Welcome email to all registered attendees
- Listing in program
- Listing on sponsor signage throughout Expo
- Company name, logo, and web link on website

### Program Sponsor – Exclusive! 1 @ \$2,500

Attendees will have THE ONLY OFFICIAL GUIDE to the Expo in their hands while at the Trade Show, in education sessions, and review to have as a reference throughout the year.

- Full page color advertisement in program (prominent location determined by Expo planning team)
- Option to apply \$500 credit toward Trade Show booth
- 1 Full Expo registration OR \*\*
- Listing in program
- Listing on sponsor signage throughout Expo
- Company name, logo, and web link on website

### Education Room Sponsor 2 @ \$1,500

**1 LEFT!**

Sponsor one of two rooms to be used during the Expo for education sessions. *Note: Education session topics and speakers are predetermined through a competitive review process.*

- Company logo displayed in session room
- Option to apply \$250 credit toward Trade Show booth
- 1 Full Expo registration OR \*\*
- Company brochure or printed material of choice placed at each attendee's seat (optional; material must be approved by Expo planning team)
- Listing in program
- Listing on sponsor signage throughout Expo
- Company name, logo, and web link on website



\*\*Number of Full Expo registrations will be determined by final Trade Show Booth size selected.

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[orcarooftingexpo.com](http://orcarooftingexpo.com)**

# EXHIBITOR OPPORTUNITY

ORCA Roofing Expo invites your company to be a part of the Trade Show, which will provide you with an opportunity to meet your clients and potential clients face-to-face, providing you with maximum exposure!

## TRADE SHOW BENEFITS

- Access to a large targeted audience of the roofing industry's best manufacturers and suppliers as well as national and state experts.
- Meet face-to-face with potential customers and partners.
- Demonstrate your products and services.

The Trade Show will be held in the ballroom near the education sessions, giving you key placement for attendees during registration, scheduled break times, and The Shingle Mingle @ The Trade Show.

## TRADE SHOW DATES & HOURS

*(schedule and specifics are subject to change)*

### TUESDAY, MARCH 13

1:00 PM – 6:00 PM

*Exhibitor Registration / Check-In*

*Trade Show Booth Setup / Installation*

### WEDNESDAY, MARCH 14

7:30 AM – 2:30 PM

*Attendee Registration / Check-In*

8:30 AM – 6:00 PM

*ORCA Roofing Expo*

8:30 AM – 12:30 PM

*Trade Show Open*

11:30 AM – 12:30 PM

*Networking Lunch @ The Trade Show*

12:30 PM – 1:30 PM

*Peak Performance Keynote (Trade Show Closed)*

1:30 PM – 6:00 PM

*Trade Show Open*

4:00 PM – 6:00 PM

*The Shingle Mingle @ The Trade Show*

Be sure to stay at the host hotel, The Embassy Suites Norman Hotel, which features a complimentary breakfast buffet each morning, 2 hours of complimentary cocktails at the Evening Reception from 5:30 PM – 7:30 PM, and all the comforts of home in every two-room suite.

**To reserve your booth space, call 405-974-3030 or email [expo@orcagroup.org](mailto:expo@orcagroup.org).**

## TRADE SHOW BOOTH FEES

	10'X10'	GREAT Value! 10'X20'	BEST Value! 20'X20'
<b>ORCA Member Rates*</b>			
Early Bird (Ends 12/1/17)	\$1,000	\$1,800	\$3,000
Regular	\$1,400	\$2,200	\$3,400
<b>Non-Member Rates*</b>			
Early Bird (Ends 12/1/17)	\$1,500	\$2,300	\$3,500
Regular	\$1,900	\$2,700	\$3,900
<b>What's Included</b>			
Full Expo Registrations (includes lunch/keynote)	2	4	6
6' table(s) with spandex linen (includes two chairs per table)	1	2	4

\* Powered vehicles, machinery/equipment, etc. will incur additional setup fee. Detailed info will be available in the Exhibitor Kit once registration is received.

All Trade Show booths include a waste basket, draped 3' side walls, signage, inclusion on the ORCA Roofing Expo website, and listing in the program; provided deadlines are met and payment has been received.

Space is limited and will sell out quickly.

- Prior to December 2, 2017:
  - Sponsor Package Trade Show booths will be selected and confirmed first in the order online registrations are received through the [www.orcaroofingexpo.com](http://www.orcaroofingexpo.com) website.
  - Exhibitor only Trade Show booths will be selected and confirmed, following Sponsor Package confirmations, in the order online registrations are received through the [www.orcaroofingexpo.com](http://www.orcaroofingexpo.com) website.
- Beginning December 2, 2017, all Trade Show booths will be selected and confirmed in the order online registrations are received through the [www.orcaroofingexpo.com](http://www.orcaroofingexpo.com) website.
- Every effort will be made to assign Trade Show booth location with the company's preference, but no guarantee can be made.

**Notice to Exhibitors:**

*Review Exhibitor Rules and Regulations for more information and contractual obligations. Trading of name badges with other sponsors, exhibitors, and/or attendees is strictly prohibited.*



**To reserve your booth space, register online at [orcaroofingexpo.com](http://orcaroofingexpo.com).**

# ADVERTISING OPPORTUNITIES

Advertising at the ORCA Roofing Expo informs and reminds buyers about your technology, products, and services. Don't miss out on these great opportunities for high quality, targeted advertising!

## Program Advertising

The ORCA Roofing Expo program will provide valuable information including a floor plan, exhibitor listings, and the schedule of all events. It is used by attendees at the Trade Show and also serves as a year-round guide which increases your exposure. *All ads will be printed in color.*

### Outside Back Cover (Full-Page) @ \$500

5.5" wide x 8.5" tall

### Inside Spread Centerfold @ \$350

11" wide x 8.5" tall

### Inside Front Cover (Full-Page) @ \$250

5.5" wide x 8.5" tall

### Inside Back Cover (Full-Page) @ \$250

5.5" wide x 8.5" tall

### Full-Page Ad @ \$150 each

5.5" wide x 8.5" tall (4 available)

### Half-Page Horizontal Ad @ \$100 each

5.5" wide x 4.25" tall (4 available)



### Notice to Program Advertisers:

*Deadline for camera-ready artwork and full payment is February 9, 2018. Every effort will be made to accommodate requests for positioning. Please observe the ad sizes outlined above. Expo staff will provide detailed information on artwork submission requirements once registration is received and paid.*

## Targeted Customer Relations Advertising

Go above and beyond in showing your appreciation to your current and potential customers by taking advantage of one of these special customer appreciation/relations advertising opportunities.

### Customer Appreciation Full Registrations

Set of 5 @ \$350

Your customers are going to be there anyway so why not offer them a pre-paid opportunity to attend the Expo with you!

- Unique code created as determined by your company (limited characters for code)
- Company responsible for code distribution to customers
- Code usage strictly limited to number pre-purchased and must be redeemed by February 23, 2018
- Space is limited and only guaranteed as soon as customer registers online to attend
- Non-returnable and non-refundable

### Customer Appreciation Shingle Mingle Drink Tickets

Set of 20 @ \$250

Don't let your customers close their tab and head out early from The Shingle Mingle; pre-purchase additional drink tickets with your organization's logo.

- Company logo displayed on each drink ticket
- Tickets are only sold in quantities of 20
- Non-returnable and non-refundable

**Reserve your ad space or pre-purchase your targeted advertising at [orcarooftingexpo.com](http://orcarooftingexpo.com).**



# EXHIBITOR RULES & REGULATIONS

## **Sponsor and Exhibit Contract**

The completed electronic registration for sponsorship/exhibit space constitutes a contract between parties. Registrations and payments are due by February 9, 2018. After that date, registration for exhibit space will be accepted if space is available.

## **Payment Terms**

Space is not guaranteed until exhibit space registration and full payment are received.

## **Eligibility to Exhibit**

The ORCA Roofing Expo reserves the right to determine the acceptability of registrations for exhibit space. Registrations and proposed exhibits will be accepted or rejected based on criteria including but not limited to the products' or services' professional or educational benefit to the attendees; products or services consistent with the mission, purpose and goals of the ORCA Roofing Expo; and spatial constraints in the exhibit hall.

## **Cancellation**

Cancellations and requests for reduction of space must be made in writing to UCO Customized Education at [expo@orcagroup.org](mailto:expo@orcagroup.org). Written cancellations and reductions received by February 9, 2018 will be subject to a 50% cancellation fee. No refunds will be given for space canceled after this date.

## **Exhibit Display Area**

Exhibit display areas should be arranged in such a manner as not to obstruct sight lines of neighboring exhibitors, meaning no display or its contents may exceed a height of 8' within a distance halfway between the back wall and aisle. Maximum height of the displays in the balance of the area is 4'. Any exhibit structure over 8' in height can be placed in a 20' x 20' or greater space only by approval from the ORCA Roofing Expo or its designees.

## **Exhibitor Registration**

Each 10' x 10' exhibitor is entitled to two Expo registrations per booth purchased, each 10' x 20' exhibitor is entitled to four Expo registrations per booth purchased, and each 20'x20' exhibitor is entitled to six Expo registrations per booth purchased, allowing access to all sessions and events for the entire Expo. Additional personnel wishing to assist in booth staffing and/or participate in sessions are required to purchase a full registration to the Expo. Unless special arrangements are made with Expo staff, any exhibit space not claimed and/or occupied by close of move-in may be reassigned or resold without obligation to provide any refund whatsoever.

## **Badges and Admission to Hall**

Exhibitors wearing a badge may enter the exhibit hall one hour before show opening and remain in the hall one hour after show closing each day. If further access is required, special permission must be secured from ORCA Roofing Expo or its designees. Trading of badges with other exhibitors or attendees is strictly prohibited. Each exhibitor must wear the official exhibitor badge at all times while at the show site.

## **Additional Exhibitor Services**

Furniture, labor, drayage, electrical outlets and other furnishings will be available through the ORCA Roofing Expo or its designees for an additional fee. Powered vehicles, machinery/equipment, etc. will incur an additional setup fee by the ORCA Roofing Expo or its designees. Complete details will be forwarded to each exhibitor following completion of online registration.

### **Exhibitor Installation and Dismantle**

Exhibitor installation will be on Tuesday, March 13, 2018 from 1:00-6:00 p.m. Exhibitors may dismantle booths on Wednesday, March 14, 2018 at immediately following the Shingle Mingle. Any dismantling of booths or removal of booth materials is expressly forbidden before the official end time of the Shingle Mingle on Wednesday. This requirement ensures an optimum experience for attendees as well as your company's professional image. Visit the [orcaroofingexpo.com](http://orcaroofingexpo.com) website for specific times of the Trade Show and Shingle Mingle.

### **Failure to Occupy Space**

In the event an exhibiting company has not claimed and/or occupied by close of move-in, the ORCA Roofing Expo or its designee reserves the right to re-assign that space as it sees fit with no obligation of a refund. If exhibit material has been delivered to the booth but has not been assembled, the ORCA Roofing Expo or its designee reserves the right to remove the material and place it in storage. If the exhibitor arrives after the material has been stored and would like the material brought back to the show floor, a drayage fee will be charged. Failure to occupy exhibit space does not relieve the exhibitor from the obligation to pay the full booth rental fees.

### **Drawings and Promotional Giveaways**

Promotional giveaways and drawings are permitted with prior approval. Exhibitors will need to determine their winner by the end of the Shingle Mingle on Wednesday, March 14 at 6:00 p.m. and give the name of the winner to the tradeshow manager so that the winner may be announced. Winners must be present to win. The ORCA Roofing Expo will not be responsible for shipping any prizes to winners.

### **Fire Protection**

All display material must be flameproof and subject to inspection by the fire department. No flammable fluids or substances may be used or shown in booths.

### **Exhibitor Conduct**

In the event the exhibitor fails to install a display within the time limit set for opening of the Expo, or fails to comply with any provisions of this contract concerning the use of display space, the ORCA Roofing Expo or its designees shall have the right to take possession, remove exhibitor's possessions from the space, and reassign any part thereof.

- No exhibitor shall assign, sublet or share the space assigned without the written consent of the ORCA Roofing Expo.
- In the event the exhibitor engages in on-site sales transactions, the exhibitor will be responsible for complying with all federal, state and local laws that may pertain to such sales.
- Exhibitors must display goods manufactured or handled by them in their regular course of business, unless otherwise approved by the ORCA Roofing Expo. All sales items must be in good taste.
- Exhibits that include the operation of musical equipment, radios, sound motion picture equipment, public address systems or any noisemaking machines must be operated so that the noise will not annoy or disturb adjacent exhibitors or their patrons, and must be approved by the ORCA Roofing Expo.
- Exhibit management reserves the right to determine at what point sound constitutes interference with others.
- Exhibitors are required to keep their exhibit space neat and orderly at all times.
- The ORCA Roofing Expo is a tobacco free event. Additionally, the use of e-cigarettes, vaporizers and other similar products are prohibited.
- Distribution of promotional or educational materials may be conducted and circulated only within the booth assigned to the exhibitor.

### **Security**

ORCA Roofing Expo provides security of the periphery of the Trade Show hall from close of the Trade Show at night to opening of Trade Show the next morning. Security service is not provided to individual booth spaces.

## **Liability**

The exhibitor understands and agrees that the ORCA Roofing Expo, its officers, agents, designees or employees shall not in any manner be responsible for the loss or damage to any of the goods, ware, chattels or equipment exhibited upon the exhibitor's allotted space or placed thereon, or while in transit to or from the building. The exhibit of the exhibitor and all of its personal property situated upon the allotted space remains the sole risk of the exhibitor. The exhibitor shall be fully responsible to pay for any and all damages to property owned by the hotel, its owners or managers that results from any exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, the hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting in the exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees and business invites that arise from or out of exhibitor's occupancy and use of the exhibition premises, the hotel or any part thereof. The exhibitor specifically agrees that it will exhibit in such a manner as not to cause injury to the public, visitors, guests, employees or any other persons on the premises or any property exhibited thereon. The exhibitor agrees to indemnify and hold harmless the ORCA Roofing Expo, its officers, agents, designees and employees from any claim or claims of any nature whatsoever arising by reason of any damage sustained by any person, or to any property, upon said premises.

## **Exhibitor Terms and Conditions**

As a condition of exhibiting and when applying for space, the exhibitor agrees to adhere to all conditions and regulations outlined. Exhibitors or their representatives who conduct themselves in an unprofessional manner may be dismissed from the exhibition without refund or appeal. The ORCA Roofing Expo and its designees reserve the right to amend any and all rules and regulations at any time.

## **Cancellation of the Expo**

It is mutually agreed that in the event the ORCA Roofing Expo is canceled due to disaster, strike, labor dispute, governmental intervention, malicious damage, acts of war or other causes which would prevent its scheduled opening or continuance, then and thereupon the agreement will be terminated and ORCA Roofing Expo or its designees shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible, after due consideration for expenditures and commitments already made.