

Exhibitor Prospectus

idaEXPO[®]

Las Vegas, Nevada
April 25-28, 2018

Rio All Suite Hotel & Casino | Las Vegas Convention Center

It's Not Just Garage Doors!

- *Commercial Doors • Fire Doors • Residential Doors • Pedestrian Doors •*
- *Gate Operators • Dock Systems • Rapid Roll Doors •*
- *Software/Technology • Security Systems • and Educational Opportunities!*



idaEXPO®

April 25-28, 2018 | Las Vegas, Nevada

Booth Rates

Booth rates for IDAExpo are quite competitive as to other construction-oriented trade shows.

IDA Member: \$22.00/square foot

IDA Non-Member: \$26.00/square foot

Focused on the specific needs of Door Dealer Companies

It is the event's primary reason for existence. Unlike other construction-related trade shows where it's difficult to single out door dealers from the general attendees, the IDAExpo® audience buys and specifies the door-related products you sell. Because of this focus, you get much more value from your participation as an exhibitor of the IDAExpo®.

If one compares the square foot cost for an IDAExpo® exhibit to that of other construction-related trade shows, the IDAExpo® is the least expensive of all. Here are some examples:

- **International Builders Show - \$45.25 per square foot versus \$22.00 (IDAExpo® \$2,325.00 LESS FOR 10X10)**
- **Door & Hardware Institute - \$35.50 per square foot versus \$22.00 (IDAExpo® \$1,350.00 LESS FOR 10X10)**

The IDAExpo® Operating Committee is responsible for the planning and execution of the event, and utilizes input from the membership, attendees, and exhibitors, as well as surveys. This Committee is comprised of dealers and manufacturers. Therefore, a balanced view, representing the various aspects of the event is involved. Ultimately, it is the decision of the IDA Board of Directors that guides the future of the IDAExpo®, again with representation of both dealers and manufacturers from throughout the globe.

The IDAExpo® continues its quest to place a significant emphasis on door dealer education. As an example the 2015 event featured an extensive educational program for door technicians prepared by the Institute of Door Dealer Education and Accreditation (IDEA). In the future, the event will expand all educational opportunities and, enhance the presentation environment for exhibitors of products and services. Both components of the IDAExpo® are equally important.

Guaranteed Sales Booster!

Product and service providers from throughout the globe are attracted to the IDAExpo® each year for one primary reason. The event is a proven sales booster to companies doing business in the highly competitive door and access systems industry.

Since 1995, the International Door Association has produced this annual event which continues to draw thousands of attendees who are qualified buyers of all types of commercial and residential door and related products.

The 2016 IDAExpo®, in Las Vegas, attracted an attendance of 3,575 from the United States, Canada, Mexico and 37 other countries. These attendees are focused on discovering new products and making serious decisions regarding them.



"Haas Door looks forward to the IDAExpo to strengthen our relationships with current dealers and form new relationships with future dealers. We feature new products, programs, and sales tools while gaining valuable feedback from IDA members. The IDAExpo is an important part of our sales and marketing efforts."

– Kent Nafziger
VP Sales & Marketing
Haas Door Company





IDAExpo is the ultimate platform to showcase your brand, launch and promote new products with face to face networking.

Booth Provisions

- **Exhibitors with new products** and services are offered the opportunity to have a free 2-3 minute **info-video** produced on the floor of the exhibit hall. The video is featured following the event making the IDAExpo have a life after the show closes and everyone goes home.
- The **interactive floor plan** makes it easier for attendees to locate booths. The floor plan shows the location, company website profile, and contact information.
- The **IDAExpo Mobile App** helps attendees locate your display and products/services.
- **Complimentary coffee** service during exhibit set-up.
- **24 hour security** service in exhibit hall.
- **Discounted rates** on orders for show floor services through the decorator.
- **Free CD listing** of attendees.
- **Company identification sign.**
- **Complimentary lunches** on Friday and Saturday.
- **Free admission** to Opening Session and Educational Sessions.
- **Complimentary dealer passes** for customers.
- **Company listing** in International Door & Operator Industry magazine, onsite program, and IDAExpo® website.



"2017 was our first year exhibiting at the IDA Expo and I couldn't have been happier! The amount of quality face time with all facets of the industry was invaluable. The

IDA Expo is something that we at LP will definitely continue to exhibit at in the future. For a company new to the industry, we really appreciated the great service we received from IDA professionals before, during, and after the show. Everything about the expo exceeded expectations."

– Nick Overmann
Product Marketing Manager
LP Building Products

As you consider participating, it is important to recognize these key facts regarding the IDAExpo:

- 75% of the annual sales of U.S. garage door volume are represented by dealers who annually attend the event.
- Extensive educational opportunities presented to attendees during the event help draw owners, middle management, and technicians. All three of these industry segments play a critical role in the purchasing decision-making process for products and services.
- 2,587 people participated in the educational program; averaging 81 attendees per seminar.
- Using the space cost of a 100 square foot exhibit, the 2017 event presented attendee buyers at a cost of less than \$1.00 per buyer. For IDA members it was .61 cents and for non-IDA members .74 cents...not much more than the cost of a postage stamp.



Reserve your exhibit space at IDAExpo.org/exhibitor

idaexpo.org



"The IDAExpo is a perfect venue for Clopay® to showcase our residential and commercial products and marketing

programs to both current customers and prospects. In 2016 we featured our new MyDoor® selling program, as well as our Entry Door Quoting tool (EDQ), both of which help dealers sell our products to homeowners and builders. IDAExpo also demonstrates our commitment to the success of the independent dealers and the industry in general."

– Pat Lohse, Vice President Marketing
Clopay

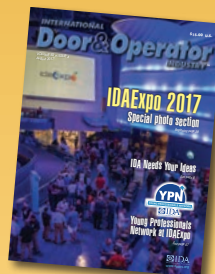
IDAExpo® 2018 Advertising/ Sponsorship Opportunities

- **IDAExpo® Onsite Program**

The IDAExpo Onsite Program is handed out to all attendees of IDAExpo. It contains schedules, floor maps, exhibitor descriptions and more. Advertising in the program shows your company's support for the industry! Visit IDAExpo.com for more information.



- **International Door & Operator Industry** magazine is the industry leader for the door and operator business. A special IDAExpo edition is published before every IDAExpo with participants indicated in their ads. For more information visit IDOImag.com.



- **Sponsorship Opportunities**

There are several opportunities to sponsor IDAExpo events, like the golf tournament, motorcycle ride, silent auction and more. For more information go to IDAExpo.com.



"The IDAExpo has played a big part of our continued success. We are able to display our Bug Blocker doors at the show while at the same time being able to meet with suppliers and our many wonderful customers."

– Rosy Brown
CEO
Rasco Industries



Rio All Suite Hotel & Casino

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Las Vegas Convention Center

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You are encouraged to act soon!

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