

**PROMOTE THE WESTERN ROOFING EXPO
EARN PRIORITY POINTS**

WESTERN ROOFING EXPO 2017
WSRCA's 43rd Annual Convention & Tradeshow
June 11-13, 2017
Paris Las Vegas
Las Vegas, Nevada

The Western States RCA wanted to introduce you to a new program designed to help promote the Western Roofing Expo and bring quality leads to your booth! And we are going to reward everyone for participating! **Listed below are three new ways to add Priority Points for our annual Booth Draw. Priority Points help exhibitors gain an advantage in selecting exhibit space for future shows. The more points a company has, the better booth selection time they will receive.**

TO SWEETEN THE POT: If your company has the most referrals on the “How did you hear about us?” section of our online registration, WSRCA will award you with a \$2500 credit towards the Western Roofing Expo 2018!! Second place will receive a \$1000 credit towards the WRE 2018.



- **SOCIAL MEDIA:** If your company invites followers to visit your booth or event at the WRE on your social media account (Facebook, LinkedIn, Twitter, Instagram), WSRCA will award your company with **1000 Priority Points!** (You must send a screen shot to joel@wsrca.com to receive credit).



- **MAIL:** If your company mails a hard copy invitation to your customer list to visit your booth or event at the WRE, WSRCA will award your company with **2500 Priority Points!** (You must mail one copy to Joel Viera at the WSRCA office - 275 Tennant Avenue, Suite 106 Morgan Hill, CA 95037) to receive credit.



- **EMAIL:** If your company sends an HTML e-Blast to their customer list inviting them to visit your booth or event at the WRE, WSRCA will award your company with **5000 Priority Points!** (You must include joel@wsrca.com to receive credit).

Priority Points are calculated over a three-year window, by adding your: membership dues, exhibit space cost, sponsorships, advertising, hospitality parties and auction donations. Our annual Booth Draw selection order is determined by Priority Points. The more points your company has, the better the booth selection time it will receive.

WSRCA also encourages exhibitors to customize the message as best they see fit. You can offer customers show-specific discounts, or remind them to stop by your booth while attending. We leave that up to you!