



Associate Membership Information

www.mrca.org



Midwest Roofing Contractors Association

7250 Poe Ave. Suite 410, Dayton, OH 45414

Phone: 800.497.6722 Fax: 937.278.0317 E-mail: info@mrca.org Web: www.mrca.org

Dear Potential Member,

Thank you for your interest in the Midwest Roofing Contractors Association (MRCA). For more than 70 years, MRCA has prided itself on being known as the “Roofing Contractors Advocate”. Our mission is to assist Associate Members in supporting MRCA roofing contractors as they develop and grow their businesses. We are eager to collaborate with companies such as yours, to better align the work of our association with the needs of the roofing industry.

MRCA offers many benefits for Associate Members, some of these include:

1. Subscription to MR Magazine: MRCA’s Bi-Monthly delivered digitally to each company contact’s and one printed copy to primary company address.
2. Discounts on exhibition pricing (booths) at the MRCA Annual Conference & Expo
3. Networking opportunities with roofing contractors, owners, and decision makers. A full-time staff here to assist you.

I hope you choose to join us and benefit from all of us working together.

Bob Pope, Executive Director

Megan Miller, Associate Managing, Director

Rachel Pinkus, Managing Director/Newsletter Editor

Morgan Arwood, Membership Director

Caroline Meadors, Administrative Assistant

Chrystal Burris, Accounts Manager

Gary Auman, MRCA Legal Council



JOIN MRCA AS AN Associate Member



The Midwest Roofing Contractors Association (MRCA) invites you to join our growing and progressive association. With membership spanning over 17 states, MRCA is dedicated to the needs of the roofing industry. By offering needed networking, educational and business resources, MRCA helps its members grow and prosper.

Associate member benefits include:

- Access to a growing membership of more than 400 roofing contractor companies
- Company listing on MRCA's website
- *Midwest Roofer* (MRCA's bimonthly magazine)
- MRCA Associate Member logo for marketing purposes
- Listing in MRCA's printed membership directory

Together, we will align the work of our association with the needs of the entire industry. MRCA is one of the strongest regional trade associations in the roofing industry. We welcome:

- Manufacturers
- National and local distributors
- Equipment and accessory suppliers
- Service providers
- Architects, engineers, and consultants
- Manufacturer representatives

Join MRCA to gain access to roofing contractor members and the opportunity to participate in association events where you will cultivate past, present, and future relationships!

Complete the attached application, call 800.497.6722, or visit us online at www.mrca.org to join today.

We invite you to be part of MRCA's future.

Midwest Roofing Contractors Association Associate Membership Application

Company Name _____

Company Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Company E-mail _____ Company Website _____

Primary Contact (will also be billing contact) _____ Title _____ E-mail _____

Referred by: Name _____

Other key contacts (will receive important information from MRCA):

Executive _____ Title _____ E-mail _____

Marketing _____ Title _____ E-mail _____

Technical _____ Title _____ E-mail _____

Select Category

Manufacturer—\$995 \$ _____

National Distributor—\$995 \$ _____

Local Distributor—\$725 \$ _____

Roofing Equipment—Supplies—\$725 \$ _____

Service Provider—\$725 (Insurance, financial services, software, etc.) \$ _____

Consultant/Engineer/Architect—\$195 \$ _____

Manufacturer's Representative—\$195 \$ _____

Branch—\$95 _____ \$ _____
(name of parent company)

Payment Information (select one)

Check Enclosed Visa MasterCard American Express Discover

Name on Card (please print) _____

Account Number _____ Exp Date _____ CSV _____

Signature _____

Return form with payment to the Midwest Roofing Contractors Association.

Mail **or** **Fax** **or** **Call** **or** **Apply Online**
7250 Poe Ave., Suite 410 937.278.0317 800.497.6722 www.mrca.org
Dayton, OH 45414

0% of your membership dues are attributable to nondeductible lobbying expenses as described under Internal Revenue Code Section 162(e).

ABOUT CERTA

In 1986, the Midwest Roofing Contractors Association (MRCA) in conjunction with industry organizations, the Asphalt Roofing Manufacturers Association, and United Union of Roofers, Waterproofers and Allied Workers developed a curriculum to train roofing workers in the safe application of torch-applied roof systems. This program was named the Certified Roofing Torch Applicator (CERTA) program.

With continuing changes in technology, federal regulations and work practices, it became necessary for MRCA to revise and update the CERTA program. With the cooperation of contractors, manufacturers and other associations, MRCA created the ad-hoc CERTA Committee.

In 2003, insurance industry representatives approached NRCA to address concerns about increasing incidents and losses occurring during roofing workers' torching activities. NRCA recognized torching activities are and will continue to be a major part of the roofing industry, and roofing workers traditionally have been trained on torch use with on-the-job techniques. On-the-job training methods typically focus on application skills without adequately addressing safety concerns. The need for focused safety training addressing torching activities became apparent. NRCA arranged with MRCA to adopt and revise the CERTA program. The current CERTA program provides the best practices and new industry requirements for torching activities.



CERTIFIED

TRAINING



TELL ME MORE

MRCA
800.497.6722
info@mrca.org
7250 Poe Ave. Ste. 410
Dayton, OH, 45414
[Twitter](#) [Facebook](#) [LinkedIn](#)
www.mrca.org

The **Midwest Roofing Contractors Association**® (MRCA) is the Contractor's Advocate. With membership spanning 17 states throughout the Midwest, MRCA is dedicated to your needs as a professional contractor. By offering education, safety materials, and business tools, MRCA helps you grow your business, create a safer workplace, and save time and money.



CERTIFIED ROOFING TORCH APPLICATOR PROGRAM

YOUR SOURCE FOR TORCH DOWN ROOF SYSTEM SAFETY TRAINING



FREQUENTLY ASKED QUESTIONS ON CERTA APPLICATOR TRAINING

Q: ARE THERE DATA TO SUPPORT REDUCED FIRE LOSSES IN THE ROOFING INDUSTRY DIRECTLY ATTRIBUTABLE TO THE NEW NRCA/MRCA CERTA PROGRAM?

A: Yes. The number of serious roofing torch-related fire incidents has decreased significantly since 2004 when the new MRCA/NRCA CERTA program was implemented in the roofing industry. For example, in 2002, one major insurance company paid 35 roofing torch-related fire losses of more than \$1,000 and 11 of more than \$500,000. In 2005, after only one year of the new MRCA/NRCA CERTA program implementation, the same insurance company paid 13 losses of more than \$1000, including only two of more than \$500,000. The MRCA/NRCA CERTA program had made a significant effect on the safe use of roofing torches throughout the roofing industry.

Q: WHO RECEIVES CERTIFICATION?

A: Individual roofing workers become certified roofing torch applicators, NOT a roofing company. The certification belongs to and stays with an individual roofing worker not his employer.

Q: HOW SOON MUST I HAVE MY TORCH APPLICATORS TRAINED?

A: A roofing contractor will need to contact his insurance company to determine the grace period allowed to get his torch applicators trained.



Kelly Lea General Manager
TEXAS ROOF MANAGEMENT INC, Richardson, Texas
We at Texas Roof Management INC believe the CERTA Program is one of the most important safety programs we utilize. We make sure that all of our roofing and service techs, around 70 employees, maintain their CERTA Training. As a result of CERTA Training, our jobsites and crews are safer and our clients are free of potential liability.

In addition although our Insurance carrier does not require CERTA Training is it a positive mark on our yearly renewal.

TAME THE FLAME.

In 2007, NRCA retained Hughes Associates INC., a nationally recognized fire consulting firm, to help plan and conduct a test program designed to investigate heat transmission through component layers of torch-applied polymer-modified bitumen membrane flashings during installation over combustible roof decks. Based on the findings, the CERTA guidelines were revised. Direct torching over combustible substrates (with specific stipulations) was allowed.

CERTA delivers these requirements through a certification program where authorized trainers delivering effective behavior-based training to roofing workers. MRCA continues to work with NRCA to make sure the program is up-to-date

Q: WHAT HAPPENS IF A ROOFING WORKER DOES NOT PASS A REGISTERED CERTA APPLICATOR TRAINING CLASS?

A: The roofing worker must attend another registered CERTA applicator training session conducted by an authorized trainer and repeat the section of the class he failed until he successfully meets the programs passing requirements.

Q: HOW LONG IS THE TRAINING VALID?

A: The authorized status and certification of a torch applicator are valid for three years after the date they successfully passed their respective program.

Q: MY COMPANY ONLY USES ROOFING TORCHES TO DRY OR REPAIR ROOFS. WE DO NOT INSTALL MODIFIED BITUMEN ROOF SYSTEMS. DOES CERTA APPLY TO ME?

A: Yes. All personnel using roofing torches with open flames in contact with a roof or adjacent building component must successfully complete the MRCA/NRCA CERTA torch applicator training.



and of the highest quality. There is no comparable training program available in the roofing industry.

The CERTA training program is ideal for contractors whose work involves torch applications. The full-day program trains experienced roof system installers on the safe use of roofing torches used to apply polymer-modified bitumen roofing products. CERTA training shows how proper roof system configuration design and application techniques can result in fire-safe installations.



EXPAND YOUR BRAND. BROADEN YOUR REACH.

Maximize your presence with
both print and trackable,
quantifiable digital exposure.

Partnered with



INTELLIGENT MARKETING STARTS HERE



MIDWEST
ROOFING
CONTRACTORS
ASSOCIATION

THE ROOFING CONTRACTORS ADVOCATE

SINCE 1949

Advertising Opportunities

We know MRCA is important to you and your business. As we continue our mission to bring value to our sponsors, we want to share opportunities to reach our audience through both print and digital sponsorships.

Contact: Leslie Klenk | leslie@burgimediafusion.com

Your print ads will appear in the hard copy MR Magazine that is mailed to all MRCA Members as well as over 10,000 contacts who receive the magazine digitally. All ads within the magazine are hyperlinked to your website.



Your digital ads will appear on multiple major websites and digital apps, following the MRCA audience wherever they go.



WHY RETARGETING?

Our audience becomes your audience with retargeting. Get exclusive direct access to MRCA website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

QUALITY TARGETING:

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with MRCA's uniquely qualified audience that will showcase your business to those who need you the most.

Choose Your Package

PACKAGE 1

MR Magazine – 1 issue
35,000 digital impressions over 1 month

Quarter page + Digital	\$ 3,075
Half page + Digital	\$ 3,175
Full page + Digital	\$ 3,325
Digital only	\$ 2,500

PACKAGE 2

MR Magazine – 2 issues
70,000 digital impressions over 3 months

Quarter page + Digital	\$ 5,650
Half page + Digital	\$ 5,850
Full page + Digital	\$ 6,150
Digital only	\$ 4,500

PACKAGE 3

MR Magazine – 3 issues
100,000 digital impressions over 6 months

Quarter page + Digital	\$ 7,710
Half page + Digital	\$ 7,980
Full page + Digital	\$ 8,415
Digital only	\$ 6,000

PACKAGE 4 – MOST EXPOSURE & BEST VALUE!

MMR Magazine – 6 issues
200,000 digital impressions over 12 months

Quarter page + Digital	\$ 12,924	Inside Front Cover + Digital	\$ 14,895
Half page + Digital	\$ 13,410	Back Cover + Digital	\$ 15,165
Full page + Digital	\$ 14,139	Digital only	\$ 11,000
Inside Back Cover + Digital	\$ 14,625		

*NOTE: Package 4 rates include MRCA "All In" 10% discount for MR Magazine + Digital

MRCA Website Button Link

12 months on MRCA Website \$ 1,000



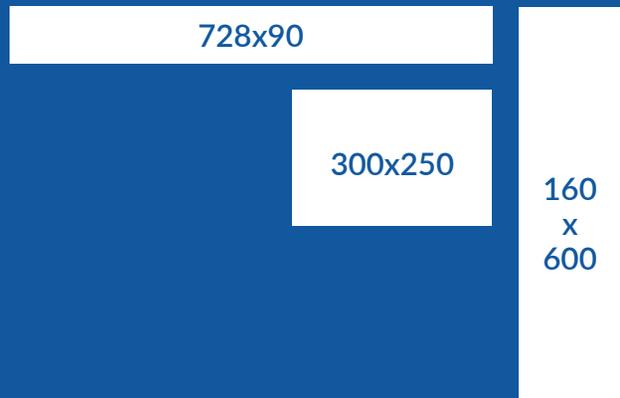
MR Magazine

Submit high-resolution pdf with fonts and images embedded

AD	BLEED	TRIM	LIVE AREA
Full Page	8.75 X 11.25	8.5 X 11	7.5 X 10
Half Page Vertical	3.875 X 11.25	3.625 X 10	3.125 X 10
Half Page Horizontal	7.75 X 5	7.5 X 4.75	7 X 4.25
Quarter Page Vertical	3.875 X 5.125	3.625 X 4.875	3.125 X 4.375
Quarter Page Horizontal	7.75 X 2.5	7.5 X 2.25	7 X 1.75
Back Cover	8.75 X 8.25	8.5 X 8	7.75 X 7.25

Digital

.jpg or gif static images only; no flash ads



All sizes include:

Leaderboard

728x90

Wide Skyscraper

160x600

Square Pop-Up

300x250

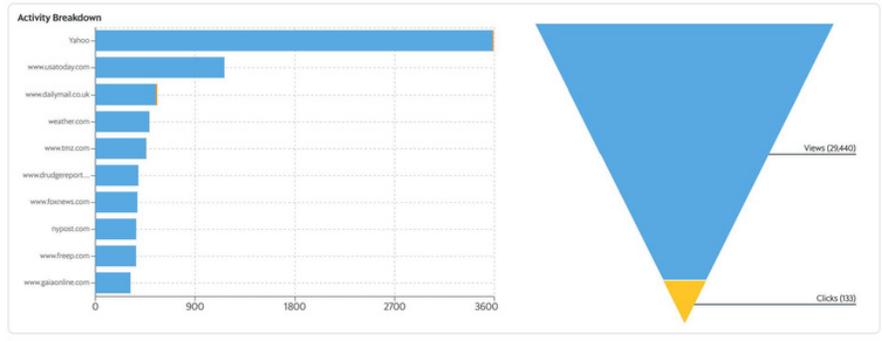
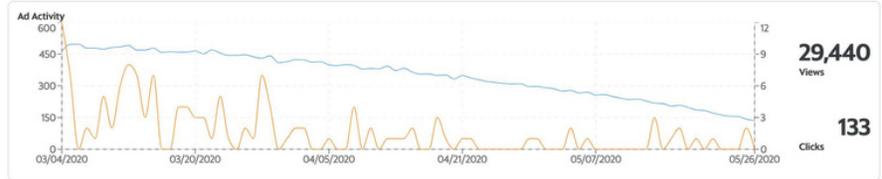
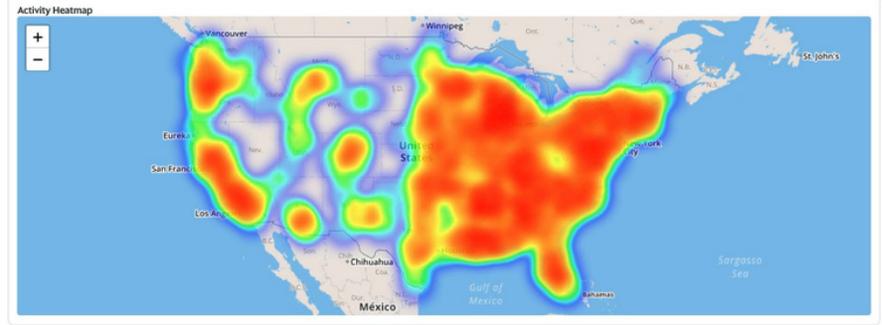
Tips for Advertising Success

1. Include a “Call to Action”
2. Have a clearly defined goal
3. MR Magazine ad should coincide with Digital ad
4. Graphics heavy artwork that is user specific captures the customer’s attention
5. Include a link in the Digital ad to a customized landing page that contains a way to collect customer data (ex. an online form to complete or something comparable)



Overview of marketing activity from March 4th 2020 to May 26th 2020

Views	29,440 out of 30,000 (98.13%)	Clicks	133 0.45% CTR	Unique Clicks [Ⓢ]	129	Reach [Ⓢ]	7,764
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MIDWEST
ROOFING
CONTRACTORS
ASSOCIATION

QUANTIFIABLE RESULTS WITH



Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.



2021 Advertising Opportunities

EXPAND YOUR BRAND. BROADEN YOUR REACH.

We know MRCA is important to you and your business. As we continue our mission to bring value to our sponsors, we want to share opportunities to reach your audience through both print and trackable, quantifiable digital exposure.

PACKAGES

PACKAGE 1		PACKAGE 2		PACKAGE 3	
MR Magazine — 1 issue 35,000 digital impressions over 1 month		MR Magazine — 2 issues 70,000 digital impressions over 3 months		MR Magazine — 3 issues 100,000 digital impressions over 6 months	
Quarter page + Digital	\$3,075	Quarter page + Digital	\$5,650	Quarter page + Digital	\$7,710
Half page + Digital	\$3,175	Half page + Digital	\$5,850	Half page + Digital	\$7,980
Full page + Digital	\$3,325	Full page + Digital	\$6,150	Full page + Digital	\$8,415
Digital only	\$2,500	Digital only	\$4,500	Digital only	\$6,000

PACKAGE 4 — MOST EXPOSURE & BEST VALUE!				MRCA Website Button Link																	
MR Magazine — 6 issues 200,000 digital impressions over 12 months				12 months on MRCA Website \$1,000																	
Quarter page + Digital	\$12,924	Inside Front Cover + Digital	\$14,895	<table border="1"> <thead> <tr> <th colspan="4">ISSUE MONTH & ARTWORK DEADLINES</th> </tr> </thead> <tbody> <tr> <td>FEB</td> <td>1/10</td> <td>AUG</td> <td>7/10</td> </tr> <tr> <td>APR</td> <td>3/10</td> <td>OCT</td> <td>9/10</td> </tr> <tr> <td>JUN</td> <td>5/10</td> <td>DEC</td> <td>11/10</td> </tr> </tbody> </table>		ISSUE MONTH & ARTWORK DEADLINES				FEB	1/10	AUG	7/10	APR	3/10	OCT	9/10	JUN	5/10	DEC	11/10
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MR Magazine Ad Specs

Submit high-resolution pdf with fonts and images embedded

AD	BLEED	TRIM	LIVE AREA
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Digital Ad Specs

.jpg or gif static images only; no flash ads

LEADERBOARD

728x90

WIDE SKYSCRAPER

160x600

SQUARE POP-UP

300x250

PAYMENT INFORMATION:

COMPANY: _____

CONTACT: _____

ADDRESS: _____

CITY / ST / ZIP: _____

PH: _____

E-MAIL: _____

BILL FULL YEAR IN ADVANCE

BILL AFTER EACH ISSUE

TOTAL DUE: _____

CHECK PAYABLE TO MRCA OR CREDIT CARD

MC: _____ AX: _____ VISA: _____ Discover: _____

CC#: _____

EXP: _____ CSV _____ BILLING ZIP: _____

SIGNATURE: _____

Please send completed contracts and artwork to:

Leslie Klenk | Burgie MediaFusion | p: 614.554.6294 | f: 888.390.0425 | e: leslie@burgiemediafusion.com

FOR OFFICE USE ONLY

NOTES: _____



MIDWEST ROOFING CONTRACTORS ASSOCIATION

71st Annual Conference & Expo
November 9-11, 2021

400 W. Wisconsin Ave. - Milwaukee, WI 53203

COMPANY INFORMATION:

This Representative will be contacted for all program details, finalizing of booth personnel and for decorator/electrical needs. Please print or type.

Company Name for Billing Purposes:

Company name as you wish it to appear on Signage and in Printed Materials:

Address: _____

City, State, Zip: _____

Office: _____ Cell: _____

Email: _____

Website: _____

Full Name: _____

READ BEFORE SIGNING: Exhibitor's signature on this contract indicates acceptance of the Rules and Regulations provided with this contract and is an agreement to pay the total amount due. The person signing this contract on behalf of the exhibitor has the authority to do so and is responsible for employees' adherence to the Rules and Regulations.

Signature: _____

Company and/or Product Description (Will be included on MRCA Website & Expo Mobile App (Can also be emailed to rpinkus@mrca.org))

PAYMENT INFORMATION:

Applications will be accepted as long as space is available. A signed contract is considered an agreement to pay the total amount due. To qualify for the Member Rate, the exhibiting firm needs to be an active member in good standing at the time of conference. If membership dues are not current, you will be billed at the higher rate.

Payment Schedule: 25% of the booth fee is due with the Exhibitor Contract if submitted before January 31, 2021. 50% of the booth fee must be submitted by April 30th and 100% is due by September 15th. Booth space must be paid in full before being permitted to set-up exhibit.

Space Cancellation: The space cancellation deadline is September 15, 2021, after which no refund will be made.

EXHIBIT FEES:

	Member Rate	Non-Member Rate
10x10 Booth	\$1,875 each	\$2,375 each
4 or more booths	\$1,625 each	\$2,125 each
Number of Booths _____	x rate per booth _____	
= Total \$ _____	% Being Paid Today: _____	

Preferred Booth Numbers:

1st Choice: _____ 2nd Choice: _____

3rd Choice: _____ 4th Choice: _____

Please list companies that you prefer not to be near:

BILLING INFORMATION:

Full Name: _____ Title: _____

Company Name: _____

IF DIFFERENT FROM ABOVE:

Address: _____

City, State, Zip: _____

Country: _____

PH: _____ FX: _____

Email: _____

Please make checks payable to Midwest Roofing Contractors Association and send check along with this completed agreement to:

Attn: Carroll Hamann
MRCA Exhibits
7250 Poe Ave. Ste. 410
Dayton, Ohio 45414

You may also send your completed agreement to:
chamann@mrca.org or Fax: 937-278-0317



Credit Card Payment Information:

CC#: _____ Exp. Date _____ CSV _____

Name on Card: _____

Billing Zip Code: _____ Amount Being Charged: \$ _____

QUESTIONS? Contact Rachel Pinkus or Carroll Hamann at 800-497-6722
rpinkus@mrca.org OR chamann@mrca.org

RULES AND REGULATIONS

- 1) **Eligibility to Exhibit**—Those entities the regular business of which, for not less than one (1) year prior to submitting an application to exhibit, has been that of furnishing goods and services to the roofing industry. Those entities the regular business of which, for not less than one (1) year prior to submitting an application to exhibit, has been that of furnishing services to retailers or wholesalers for end use shall be eligible to exhibit as affiliate exhibitors.
- 2) **Space Assignment**—The exhibitor may designate four (4) choices that MRCA will respect according to date application is received. If those 4 spaces have already been filled, MRCA will provide the exhibitor with the best available booth. Companies not assigned during the initial booth draw are assigned on a first come basis.
- 3) **Relocation of Booth Space**—Should it become necessary, MRCA reserves the right to relocate an exhibitor for the good of the Conference.
- 4) **Sharing of Booths**—Sharing of Booths is not permitted.
- 5) **Cancellations**—Cancellations on or before April 30th will result in a 50% refund to the exhibitor of monies paid to MRCA. Should the exhibiting company cancel its reserved space after the space cancellation date, MRCA reserves the right to lease the reserved space to another exhibitor and to retain as liquidated damages all amounts paid to MRCA. Both the exhibitor and MRCA specifically recognize and acknowledge that MRCA will sustain certain losses if the exhibiting company cancels its exhibit space after the space cancellation date. Because it would be difficult, if not impossible, to quantify these damages, the parties agree that this provision for liquidated damages is necessary and appropriate. In the event that the exhibitor fails to pay the full amount by the date specified in the body of the contract, MRCA reserves the right to consider, as its option, said failure to be a cancellation of the exhibit space, to lease said space to another exhibitor and to invoke the liquidated damages clause set forth above. No refund of any payments made to MRCA will be returned for cancellations made after September 15th.
- 6) **Sublet of Space**—Exhibitors are not allowed to assign, sublet or apportion the whole or any part of space allotted to them or exhibit therein any goods other than those manufactured and sold in the regular course of their business unless written permission is granted by MRCA.
- 7) **Soliciting**—Soliciting or canvassing of any kind or distribution of literature in the exhibit areas, registration areas or meeting rooms is strictly forbidden. Any person doing so will be asked to leave. Exhibiting firms may only solicit, canvas or distribute materials in their exhibit space. No exhibits or displays are allowed in guest rooms, meeting rooms, hotel corridors, or off-site facilities during the MRCA Conference unless approved by MRCA. Affixing advertising material to walls, pillars, etc. is not allowed. Distribution for non-MRCA events is not allowed.
- 8) **Booth Configuration**—All booths are as shown on the floor plan and dimensions indicated are believed to be accurate but are only warranted to be approximate. Back drapes of booths are 8'3" high and dividers 3' high. To maintain uniformity and to prevent the obstruction of view of adjoining booths, displays must not be higher than 8'3" in the back of the booth and 4' along the dividers 5' from the aisle. Displays extending farther than 5' from the back wall must remain below 4'. No walls, partitions, decorations or other obstructions may be erected which in any way interfere with the view of any other exhibitor.
- 9) **Union Requirement**—Displays must be erected, assembled, and dismantled, by union labor when applicable. The handling, placing or setting out of merchandise to be displayed does not require union labor and may be done by the exhibitor.
- 10) **Premises**—The premises are licensed on an "as is" basis and MRCA will not be liable for preexisting condition of the premises or for conditions arising during the period of the license. The exhibitors shall return the premises to the same condition as they were received.
- 11) **Liability**—Neither MRCA, any of its officers or Board, nor the owners, employees or representatives of the Convention Center will be responsible for any injury, loss or damage that may occur to the exhibitor or to the exhibitor's employees or property prior, during or subsequent to the period covered by the exhibit contract. The exhibitor expressly releases MRCA individuals, committees and firm from and agrees to indemnify same against any and all claims for such loss, damage or injury. While MRCA has designated certain official contractors to perform certain services in connection with the Show, MRCA assumes no liability for any of the services performed or materials provided by such contractors. MRCA shall not be liable for failure to perform its obligations under this contract due to strikes, riots, acts of God or any other cause beyond its control. Anyone visiting, viewing or otherwise participating in the exhibitor's exhibit is deemed to be the invitee or licensee of the exhibitor rather than the invitee or licensee of MRCA. MRCA shall not be liable for injury of any type from any cause to property of the exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the exhibitor. The exhibiting company assumes full responsibility and liability for the actions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agrees to hold harmless MRCA and the exhibit hall from responsibility or liability resulting directly or indirectly there from.
- 12) **Insurance**—Exhibitor accepts total responsibility for his exhibit and its safety in relation to fire, robbery, accident or other destructive cause, and to injury to the public, which might occur within the confines of the exhibit or injury to Exhibitor or his employees or agents while at the MRCA National Conference. Exhibitor at own expense will place insurance which exhibitor may desire to cover such contingencies. MRCA show management recommends that all your merchandise, equipment and other materials are fully insured against fire, theft and all risks from the time of pick-up until return to your business.
- 13) **Music Licensing**—Exhibitors represent and warrant that they shall comply with all copyright restrictions applicable to exhibitors including, but not limited to, any music performance agreement between the Association and ASCAP or BMI. Exhibitors further represent and warrant that they shall obtain any additional licenses or grants of authority required of exhibitors under the copyright laws and present the Association with a copy of such licenses or grants no less than 30 days prior to start of the Show.
- 14) **Governing Codes**—Exhibitors shall comply with fire code laws and all other rules, regulations, codes or statutes with respect to the installation, conduct and disassembly of their exhibits. Exhibitors shall also comply with all reasonable requests of MRCA officials with respect to the installation, conduct and disassembly of their displays.
- 15) **Booth Setup**—Exhibitors should strive to have their displays ready two (2) hours prior to the scheduled opening time. Exhibitors who are not set up by the Conference opening need to contact MRCA staff to work out an alternate plan. Exhibitors that begin breaking down their booths prior to the published closing time of the Conference will be fined \$500.
- 16) **Retail Sale**—Retail sale of any product is not permitted during Show hours.
- 17) **Storage**—Exhibitors' crates and boxes will be stored by the service contractor and returned after the Conference closes. Exhibitors should mark each piece plainly with their names and booth numbers. No crates or boxes will be returned before the Show close.
- 18) **Security**—MRCA provides guard service to cover entrances to the exhibit hall on a 24-hour basis. However, MRCA shall not be liable for damage or loss to any exhibitor's property through theft, fire, accident or any other destructive cause whether the result of negligence or otherwise. Exhibitors must insure their own exhibit and display material. MRCA assumes no liability for any injury that may occur to visitors to the exhibit floor, exhibitors or their agents and employees or others. Exhibitors agree not to make claims against MRCA, its employees or agents, except for claims based upon an alleged breach of contract by MRCA.
- 19) **Admission to the Show**—MRCA Conferences are not open to the public. Exhibitors should only invite roofing industry members. Attendees must show proof that they are in the industry.
- 20) **Guests**—There is no "guest-of-exhibitor" category. A registrant must be a family member of an exhibitor or an employee of an exhibiting company and will receive an exhibitor badge. Identification will be required.
- 21) **Table Skirting**—Exhibitors must provide their own table skirting or order and pay for skirting from the service contractor. Skirting must cover the full length of the table legs.
- 22) **Signs**—All signs must be within the booth area and may not be posted on columns or pillars nor placed in the aisles. In addition, all signs must conform to other height limitations.
- 23) **Noises**—Unusual or distracting noises, smells and activities should be kept to a minimum.
- 24) **Alcoholic Beverages**—Exhibitors should exercise discretion in the use of alcoholic beverages in the exhibit area.
- 25) **Wheeled Conveyances**—Only wheeled conveyances needed for disability reasons are allowed on the Show floor—no strollers, luggage carts, etc. are permitted.
- 26) **Pets**—No pets except those needed for disability reasons are allowed on the Show floor.
- 27) **Violation of Rules**—Any individual company that violates any of the MRCA National Conference rules and regulations is subject to forfeiture of space priority points. Repeated violations will result in the loss of the right to exhibit or attend MRCA Conferences. MRCA reserves the right to stop or remove from the show any person or persons, including exhibitor personnel, who are in violation of the Terms and Conditions of MRCA Conferences, or for the performance or act or practice which, in the opinion of MRCA show management is detrimental to MRCA shows. Expelled exhibitors shall not be entitled to any proration or refund of monies paid.
- 28) **Amendments**—MRCA, through its representatives, shall have full power in the interpretation and enforcement of all rules contained herein and the power to make such amendments thereto and such rules and regulations as they shall consider necessary for the proper conduct of the exhibit. There is no agreement or warranty between the exhibitor and MRCA except as set forth in this document. The rights of MRCA under this contract shall not be deemed waived except as specifically stated in writing signed by an authorized representative of MRCA.

MRCA is Partnering with Beeline Purchasing LLC to Offer a New Member Benefit!

The Midwest Roofing Contractors Association has launched a Safety Marketplace through the Beeline Purchasing Program. MRCA members can buy safety products directly from manufacturers at considerable discounts - **up to 30% savings!**

To browse the catalog, go to <http://www.beelinepurchasing.com/store/categorylist.cfm>

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Benefits include:

- 10-30% savings over traditional methods of purchasing
- Multiply the buying power of the entire group (MRCA) for additional discounts
- First hand technical assistance and support from factory reps
- Independent and unbiased brokers
- Reduce middleman expenses
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Over the past 5 years, I have saved thousands of dollars by purchasing my safety products from Beeline. They offer everything from hard hats and safety glasses to fall protection and other safety equipment that is shipped quickly and directly to my warehouse. In addition to being cost effective and convenient, Beeline provides you with your own personal broker, something you would not get dealing with a large distributor!"

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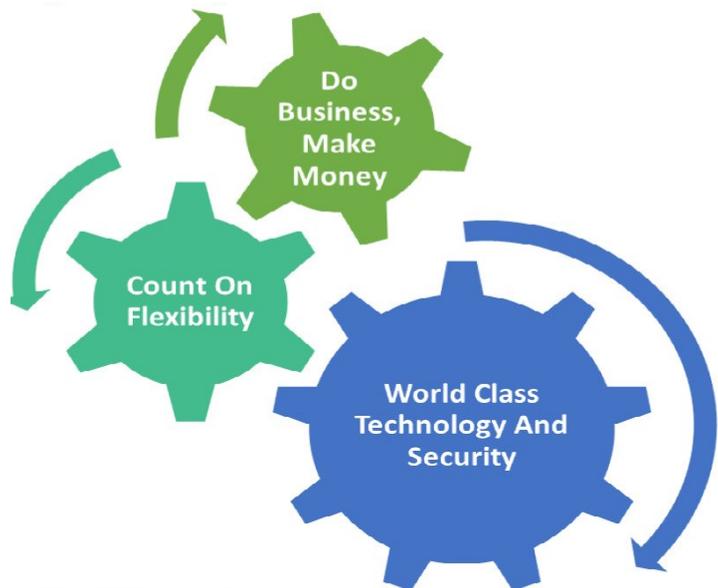


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CERTIFICATIONS

- » SBE Small Business Enterprise
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