

Restoration Industry Association

Advocacy. Unity. Progress.

EXHIBITOR/SPONSOR PROSPECTUS
& YEAR-ROUND MEDIA KIT

CONTACT

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The Restoration Industry Association is the oldest and largest non-profit, professional trade association dedicated to providing leadership and promoting best practices through advocacy, standards & professional qualifications for the restoration industry.

Representing cleaning and restoration professionals from over 1,100-member firms, RIA provides credibility, education and business improvement events to maximize industry exposure and advance knowledge in the cleaning and restoration industry. With an extensive network of professionals working towards similar goals, RIA has become a trusted resource of knowledge for those involved in cleaning and restoration.

Should You be Marketing to RIA Attendees?

If your company has a product or service that aligns with any of the following market verticals — the answer is YES!

ASBESTOS ABATEMENT	INDOOR ENVIRONMENTAL/AIR QUALITY
BIO/HAZMAT REMEDIATION	LEAD ABATEMENT
CONTENT RESTORATION	MOLD REMEDIATION
CONSTRUCTION	SMOKE/FIRE RESTORATION
EMERGENCY RESTORATION	WATER DAMAGE RESTORATION



Restoration Beautiful

2023 International Restoration Convention & Industry Expo

APRIL 24-26, 2023
Orlando, FL • Rosen Shingle Creek



RIA's International Restoration Convention & Industry Expo is the premier event for those engaged in the restoration industry. With over 800 attendees and 100+ exhibitors, the Expo provides our industry with the latest in restoration technology, trends, developments, and best business practices through training sessions, speaker presentations and our robust exhibit hall.



BASIC EXHIBIT PACKAGE

10 x 10 EXHIBIT BOOTH

INLINE: \$3,400 ea | CORNER: \$3,600 ea

- Includes Two (2) Expo Hall only registrations
- 10' x 10' Exhibit space with identification sign
- Recognition on event website
- 50-word company description in Mobile App

The RIA Industry Expo is designed to **maximize opportunities to network and share information.**

The Exhibit Area will provide your company with a designated space to engage with attendees.

RIA VENDOR MEMBER EXHIBIT PACKAGE

RIA VENDOR MEMBERS GET **MORE!**

(\$875 upgrade includes benefits listed below)

- Includes Three (3) Exhibit Hall only registrations
- 10' x 10' Exhibit space with identification sign
- Post-Expo Attendee List (opt-ins only)
- Priority Placement on the show floor
- Logo and 50-word description in Mobile App
- Quarterly RIA Membership list (opt-ins only)
- Recognition on Restoration Products & Services page on the RIA website
- Promotion of the Products & Services webpage to our members
- Access to AGA Resources including RIA Industry Briefings, Position Statements, Face the Advocate, TPA Scorecard Report
- Use of RIA Vendor Member Logo
- RIA Vendor Member recognition
- Subscription to RIA Industry Insights monthly e-newsletter

INDUSTRY PARTNER PACKAGE (TRAVEL RESTRICTED FRIENDLY)

\$2,500.00

- 15-day retargeting digital ad campaign sent on behalf of Sponsor
 - » Sponsor to provide ad content in the following sizes: 160x600, 300x250, 300x600, 728x90, 1200x627, 600x600, and 970x250. PNG or JPG formats are all accepted.
 - » Stats will be provided at the end of each campaign
- INDUSTRY PARTNER Sponsor recognition in Industry Resource Guide, Event Website, Mobile App and On-Site Signage
- Full-Page Industry Resource Guide Ad
- Post-Expo Attendee List (opt-ins only)

BRONZE SPONSOR PACKAGE

\$4,500

- One (1) 10'x10' CORNER EXHIBIT BOOTH & Associated Benefits
- BRONZE Sponsor recognition in Industry Resource Guide, Event Website, Mobile App and On-Site Signage
- Full-Page Industry Resource Guide Ad
- Pre & Post-Expo Attendee List (opt-ins only)
- One (1) Mobile App Push Notification to Attendees
- Sponsor Recognition Ribbons

SILVER SPONSOR PACKAGE

\$5,500.00

CHOICE OF: Hydration Station Sponsor, Branded Hand Sanitizer Station, or Sponsored Session (logo and 60-sec promo video)

- One (1) 10'x10' CORNER EXHIBIT BOOTH & Associated Benefits
- SILVER Sponsor recognition in Industry Resource Guide, Event Website, Mobile App and On-Site Signage
- Full-Page Digital Industry Resource Guide Ad
- Pre & Post-Expo attendee list (opt-ins only)
- One (1) Mobile App Push Notification to Attendees
- Sponsor Recognition Ribbons

GOLD SPONSOR PACKAGE

\$7,500

CHOICE OF: Sponsored Meal Break, Private Meeting Space

- One (1) 10'x10' CORNER EXHIBIT BOOTH & Associated Benefits
- GOLD Sponsor recognition in Industry Resource Guide, Event Website, Mobile App and On-Site Signage
- Full-Page Digital Industry Resource Guide Ad
- Pre & Post-Expo Attendee List (opt-ins only)
- One (1) Mobile App Push Notification to Attendees
- Sponsor Recognition Ribbons

PLATINUM SPONSOR PACKAGE

\$10,000

CHOICE OF: Welcome Reception Sponsor, Sponsored Registration Stations, Mobile App Sponsor, WI-FI, or Lanyards

- Two (2) 10'x10' EXHIBIT BOOTHS & Associated Benefits
- PLATINUM Sponsor recognition in Industry Resource Guide, Event Website and On-Site Signage
- Full-Page Digital Industry Resource Guide Ad
- Pre & Post Attendee List (opt-ins only)
- One (1) Mobile App Push Notification to Attendees
- Sponsor Recognition Ribbons

ADVERTISING ADD-ONS

Contractor's Choice Awards RESTORATION PRODUCT OR SERVICE OF THE YEAR (\$500 APPLICATION FEE APPLIES)

- Voted on by the restoration industry at-large and honored onsite at the RIA Industry Expo! Submit your application to be considered for this prestigious award in either the Product/Tool or Service/Support categories.

Full-Page Industry Resource Guide Ad \$750

Mobile App Push Notification to Attendees \$250

RIA Year-Round Advertising & Educational Opportunities

Digital Media

RIA WEBSITE

The RIA website is the go-to resource for those in the restoration industry. With an abundance of resources and an easy-to-navigate format, your company's message can be in front of restorers 24/7!

POSITIONS	SIZE	FORMAT	3-MONTHS	6-MONTHS	12-MONTHS
Banner Ad (Run of Site)	728 x 90 Pixels	JPG, PNG, GIF	\$2,000	\$3,500	\$6,500
Tower Ad (Interior Pages)	260 x 650 Pixels	JPG, PNG, GIF	\$1,500	\$2,700	\$5,000
Button Ad (Interior Pages)	250 x 325 Pixels	JPG, PNG, GIF	\$1,000	\$1,800	\$3,200

Visit www.restorationindustry.org



RETARGETING ADS

LOOKING TO MAXIMIZE IMPRESSIONS AND PACK A PUNCH IN A SHORT AMOUNT OF TIME?

Offered in 15-day or 30-day campaigns, these digital ads deliver your message to a wider audience in a condensed period - dramatically increasing impressions and click-throughs. The perfect tool to help promote sales, special offers, webinars, product launches and BEYOND!

15-DAY CAMPAIGN \$1,800
30-DAY CAMPAIGN \$3,000



RIA Member
visits RIA
website



RIA Member
added to
targeting pool



RIA Member is
shown your ad on
other websites



Member clicks ad
and is directed to
YOUR WEBSITE

CUSTOM E-BLAST TO RIA DATABASE

\$1,500/ea

Get your message in the hands of restoration and remediation professionals! Choose a custom e-blast to send a message about a new technology, product or service to the entire RIA database. With the prospect of recipients forwarding emails, your audience has the potential to expand far beyond the 2,500 on our list.

Advertiser to provide the HTML for an email of up to 500 words. Email must include a disclaimer at the top that states: Sponsored content from RIA partner {{Company Name}}. (All content subject to RIA approval)

**Dedicated emails are limited to 2 per month, available on a first-come, first served basis.*

VENDOR-LED EDUCATION

\$1,500/each

Use the RIA online education platform to post educational content about your product, service or technology. *All-content is subject to RIA approval.*

Sponsors receive:

- Marketing provided by RIA via one email and one social media post
- Content hosting will be accessible on demand on the RIA online education platform
- Viewership data report provided

NEW! REGIONAL FOCUS GROUP SPONSOR

\$2,000/annual

The RIA is excited to announce our newly formed, free, regional focus group networking events. Join fellow restorers in your region to network, hear about what the RIA AGA Committee is doing on behalf of restorers and provide feedback on the challenges and issues impacting your business. These new regional focus group networking events are designed to bring restorers together and include a Facility Tour, Networking, AGA Updates & Feedback, and Business Education.

Sponsors receive:

- Recognition as a sponsor on the registration web page for 1 years' worth of Regional Focus Groups and all communications promoting the events
- Prominent display of logo at the event (display method varies by venue)
- One (1) registration for any Event(s) of your choosing
- Placement of sponsor-supplied brochure/flyer on the registration or media table at the events


INDUSTRY BRIEFING SPONSOR

\$1,500/year

Join the movement! Show your support for advocacy and information critical to our industry by sponsoring RIA's Industry Briefings. Briefings take place approximately 4 times per year and include panel discussions around industry hot topics. All sessions are recorded and recapped for RIA members for on-demand viewing.

Sponsor receive:

- Hyperlinked logo on Industry Briefing sponsor banner featured on emails/recaps
- A custom powerpoint slide with your unique message featured on screen while attendees wait for the discussions begin/resume
- Sponsor recognition in promotions, on social media



RIA 2022 FALL TECHNICAL CONFERENCE
NOVEMBER 2, 2022
VIRTUAL

This one-day technical program will cover timely industry topics designed to give attendees practical tools, skills, and knowledge to apply to restoration projects.

RIA VIRTUAL TECHNICAL CONFERENCE PREMIER SPONSOR: \$1,500

- Up to 45-second promo video to be played at beginning of one educational session (submitted in Mp4 format)
- Pre & Post attendee list (opt-ins only)
- Prominent Sponsor recognition in virtual event platform, event webpage and marketing
- Poll sent to attendees
- 3-months footer ad on RIA website (728x90 pixels)

RIA VIRTUAL TECHNICAL CONFERENCE SPONSOR: \$500

- Up to 45-second promo video to be played at beginning of one educational session (submitted in Mp4 format)
- Post attendee list (opt-ins only)
- Sponsor recognition in virtual event platform, event webpage and marketing

RIA Exhibitor, Sponsor & Media Kit Agreement

COMPANY NAME _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____ COUNTRY _____

WEBSITE _____

PRIMARY CONTACT _____ CONTACT TITLE _____

CONTACT EMAIL _____ CONTACT DIRECT/CELL _____

Exhibit

- ☐ 10X10 INLINE BOOTH \$3,400 _____ QTY.
- ☐ 10X10 CORNER BOOTH \$3,600 _____ QTY.
- ☐ Vendor Member Upgrade \$875

Sponsor Packages

- ☐ INDUSTRY PARTNER \$2,500
- ☐ BRONZE SPONSOR: \$4,500
- ☐ SILVER SPONSOR: \$5,500
 - ☐ Sponsored Session
 - ☐ Sanitizer Stations
 - ☐ Hydration Station
- ☐ GOLD SPONSOR: \$7,500
 - ☐ Sponsored Meal Break
 - ☐ Private Meeting Space
- ☐ PLATINUM SPONSOR: \$10,000
 - ☐ Awards Reception
 - ☐ Welcome Reception
 - ☐ WI-FI
 - ☐ Lanyards
 - ☐ Mobile App
 - ☐ Registration Station
- ☐ EXPO ADVERTISING ADD-ONS
 - ☐ Contractor's Choice Awards \$500
 - ☐ Full-Page Ad \$750
 - ☐ Push Notification \$250

Payment Information

TOTAL TO INVOICE \$ _____

Please return the completed application, with full payment to:

EMAIL: emielcarz@ahint.com
MAIL: Restoration Industry Association (RIA)
1120 Route 73, Suite 200
Mount Laurel, NJ 08054

☐ COMPANY CHECK

☐ DIRECT PAYMENT LINK

CREDIT CARD: ☐ AMEX ☐ VISA ☐ MC

CARDHOLDER _____

CARD NUMBER _____

EXPIRATION DATE _____ CVV CODE _____

BILLING ADDRESS _____

BY SIGNING, I AGREE TO THE TERMS AND CONDITIONS OUTLINED.

SIGNATURE _____

TITLE _____

DATE _____

Year-Round Advertising & Education

RIA WEBSITE

POSITIONS	SIZE	3-MONTHS	6-MONTHS	12-MONTHS	TARGET RUN DATES
Banner Ad (Run of Site)	728 x 90 Pixels	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,500	_____
Tower Ad (Interior Pages)	260 x 650 Pixels	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,700	<input type="checkbox"/> \$5,000	_____
Button Ad (Interior Pages)	250 x 325 Pixels	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$3,200	_____

- ☐ 15-Day Retargeting Ad Campaign: \$1,500
- ☐ 30-Day Retargeting Ad Campaign \$3,000
- ☐ Custom Eblast: \$1,500
- ☐ Vendor-Led Education: \$1,500
- ☐ Regional Focus Group Sponsor: \$2,000
- ☐ Industry Briefing Sponsor: \$1,500

TERMS OF PAYMENT

The signatory above agrees to all the terms set in the RIA Rules & Regulations following this application. We understand that upon approval by RIA, this serves as a binding agreement between our company and RIA.

- We understand that all exhibits, sponsorships, and advertising must be paid in full in accordance with the NET terms set forth on the invoice sent to the primary contact indicated on this application.
- Any company requesting to pay later than NET 30 days after receipt of invoice agrees to pay a deposit of 50% of the total amount due.
- Exhibit, sponsorship or advertising will not be fulfilled until payment is made in full.
- Exhibitors, Sponsors, and Advertisers are responsible for ensuring the accuracy of all content. RIA is not responsible for grammatical, spelling, or other errors appearing in the provided content.

CANCELLATION POLICY

Cancellations must be submitted to RIA in writing. The date of receipt of supporter's written notice of cancellation will be the official cancellation date. If support is cancelled on or before January 24, 2023, 50% of all monies paid to date will be returned to the supporter. Any supporter who cancels after January 24, 2023, will be responsible for the total cost. No refunds after January 24, 2023.

ADVERTISING & EDUCATION TOTAL: _____

RIA-RIA Industry Expo *Rules and Regulations*

Following its submission by Exhibitor/Sponsor, the Contract shall become binding upon acceptance by the management (hereinafter referred to as "RIA") of the International Convention and Industry Expo (hereinafter referred to as the "Show"). References to RIA herein shall be deemed to include any duly authorized representative, agent or employee of RIA.

1. No one under 18 years of age will be permitted into the Expo Hall.
2. No one other than the official contractor (hereinafter referred to as "Show Contractor"), as designated by the RIA, or such contractors as have been approved in writing by RIA or the Show Contractor, shall connect or disconnect utility service(s), install wiring, spotlights or do other electrical or carpentry work, and all such work shall be at the Exhibitor/Sponsor's expense.
3. No Exhibitor/Sponsor shall exhibit or permit to be exhibited in the space allotted to him any merchandise, product or service other than that which relates to the businesses of cleaning, restoration, or environmental remediation and as specified by the Exhibitor/Sponsor in the contract. Space shall not be sublet without the written permission of RIA and the sharing of space by the Exhibitor/Sponsor or use of the space by persons or in a manner not authorized by RIA is prohibited. Neither shall Exhibitor/Sponsor market, advertise or promote any product or service which may directly compete with those of RIA without prior written permission from RIA.
4. RIA shall have the right to adopt such rules and regulations as to the conduct of parties prior to, during and after the Show which in its discretion it deems to be in the best interest of the Show, and the Exhibitor/Sponsor agrees to abide by and be bound by all rules and regulations adopted by RIA as well as all rules and regulations of general application that may be issued by the Show venue and all laws and regulations of municipal, county and state authorities as may apply to the Show.
5. The Exhibitor/Sponsor's property shall be placed on display and exhibited at its own risk and neither RIA, Show Contractor nor Show Venue shall be responsible for any loss suffered by Exhibitor/Sponsor for any reason; and neither RIA nor Show venue shall be responsible for the death or injury to any person or for damage, including consequential damages, or loss of property of the Exhibitor/Sponsor, its officers, agents, employees, or invitees resulting from any cause whatsoever and the Exhibitor/Sponsor hereby indemnifies and holds RIA and/or the Show venue harmless for any suit, action or claim arising out of any act of commission or omission by the Exhibitor/Sponsor; and the Exhibitor/Sponsor shall secure and furnish upon demand evidence of comprehensive general liability coverage adequate, therefore.
6. If the Exhibitor/Sponsor fails to comply in any respect with the terms, conditions, rules or regulations of this contract, all rights of the Exhibitor/Sponsor hereunder shall cease and terminate. Any payment made by the Exhibitor/Sponsor on account hereof will be retained by RIA as liquidated damages for breach of this contract and RIA may thereupon rent the space. Once the contract has been signed by both parties, the entire rental for the space becomes payable under terms as stated herein or elsewhere in Show documents. All and any moneys paid are non-refundable.
7. Should any contingency interrupt or prevent the holding of the Show including but not limited to acts of God, pandemics, labor disputes, individual or civil disturbances, acts of terror, failure to secure materials or labor, fire, lightning, tempest, flood, explosion, government order impacting the Show either directly or indirectly, or any other cause, then RIA shall in no way whatsoever be liable to the Exhibitor/Sponsor, other than to return such portion of any amounts paid as may be determined to be equitable by RIA, in its sole opinion, after deduction of such amounts as may be necessary in RIA's sole opinion, to cover all expenses incurred by RIA in connection with the Show and/or promotion and publicity.
8. Exhibitor/Sponsor agrees that RIA may make any changes deemed, in RIA's sole and unfettered discretion, necessary to the best interests of the Show, including reassignment of contracted exhibit space, changes of show hours, or such other changes as exigencies may demand and that in such cases the contract remains in full force and effect. If for any reason RIA determines that the location of the Show should be changed, or the dates of the Show postponed or changed, no refund will be made but RIA shall assign to the Exhibitor/Sponsor, in lieu of the original space, such other space as RIA deems appropriate and the Exhibitor/Sponsor hereby agrees to use such space under the same rules and regulations.
9. Exhibitor/Sponsor further agrees that RIA shall not be liable for unforeseen expenses incurred by Exhibitor/Sponsor due to terms of RIA's contract with Show Venue.
10. Exhibitor/Sponsor will exhibit in a proper manner and will keep the Exhibit Space open and staffed at all times during the Show hours. RIA reserves the right to restrict exhibits to a maximum noise level and to suitable methods of operation and display. RIA shall have the final decision as to what constitutes a proper exhibit and such decision shall be final and binding. If for any reason an exhibit or its contents are deemed objectionable by RIA, the exhibit will be removed without refund of any amounts paid. This provision includes persons, things, conduct, printed matter or any item or attire that RIA might consider objectionable to the Show's intent. RIA further reserves the right to relocate exhibits or exhibitions when in its opinion such relocations are necessary to maintain the character and/or good order of the Show.
11. Exhibitor/Sponsor agrees that no display may be dismantled, or goods removed during the entire period of the Show by same. The booth display must remain intact until the closing hour of the last day of the Show. Exhibitor/Sponsor agrees also to remove its exhibit, equipment and appurtenances from the Show Building by the final move-out time limit, or, in the event of failure to do so, Exhibitor/Sponsor agrees to pay for such additional costs as may be incurred by RIA consequential to Exhibitor/Sponsor's failure to vacate in a timely fashion.
12. Exhibitor/Sponsor shall not insert nails, hooks or screws into the Building and the Exhibitor/Sponsor shall be liable for any damage caused by same to the Building floors, walls, or columns or to the property of other Exhibitor/Sponsors. Exhibitor/Sponsor may not apply paint, lacquer, adhesive or other coatings to Building components nor shall he use any flammable decorations or covering for display fixtures. All fabrics or other decorative or covering material used by Exhibitor/Sponsor for any purpose shall be flameproof and shall meet all requirements of fire safety authorities.
13. Exhibitor/Sponsor shall abide by the terms and conditions of any agreements and/or contracts existing between RIA, the Show venue, the Show Contractor and such other parties as may be contractually bound or entitled to service the Show and any of the aforementioned entities.
14. The Exhibitor/Sponsor shall not:
A. Commit any nuisance. B. Cause any unusual or objectionable odor to emanate from its Space. C. Do anything which would interfere with the effectiveness of any utility, electrical, gas, heating, ventilating, air-conditioning, or conveyance systems in the Building or interfere with free access or passage to the public areas of the Building or areas adjoining thereto. D. Overload any floor, ceiling or wall. E. Do or permit to be done any act which might invalidate any insurance policy carried by RIA or the Show Venue. F. Sell, market, or solicit outside of Exhibitor/Sponsor's contracted space. G. Take up a collection or solicit on the premises of the Show, including within the Exhibitor/Sponsor's contracted space, without the written permission of RIA.
16. In the event the Exhibitor/Sponsor has failed to complete installation of its display prior to the time set out by RIA, then RIA has the sole and unfettered discretion to determine whether the Exhibitor/Sponsor may be deemed to be in breach of this contract and may be thereby prohibited from entering the Building and setting up its display. RIA may at its sole discretion retain the monies paid as liquidated damages.
17. The Exhibitor/Sponsor will confine its activities to the Exhibit Space that is defined as the lateral dimensions of the contracted space up to but not exceeding a height of 8 feet above the floor (inline/corner linear booths), 12 feet above the floor (perimeter booths) and 20 feet above the floor including signage (island booths); and will not solicit beyond the boundaries thereof. No signs or advertising devices shall be displayed in areas of the Building other than those specifically assigned to Exhibitor/Sponsor or set aside for such purposes and all such signs shall be subject to the approval of RIA.
18. Exhibitor/Sponsor acknowledges receipt and understanding of Exhibitor/Sponsor Information, Rules and Policies, General Information, and Rental Agreement information and the inclusion of same by reference within the terms and conditions of the Exhibit Space Contract. No oral representations or statements have been made by of Management, nor shall any such be binding upon Management.
19. Exhibitor/Sponsor agrees to abide by all terms of this agreement as well as all Rule and Policies set forth by RIA and/or the Exhibit Decorator and facility.