



54th Annual Roofing EXPO

SEMINARS | TRADESHOW | SOCIAL EVENTS | AWARDS GALA

September 28-30, 2023

Little America Hotel

2515 E. Butler Avenue | Flagstaff, AZ 86004

"The sky is the limit when you're on a roof"

Welcome to Expo 2023

On behalf of the Expo Committee and the ARCA Board of Directors it is our honor and pleasure to invite you, your family and company employees to the upcoming 54th Annual Roofing Expo at Little America Hotel in Flagstaff, Arizona.

Our goal is to bring together the roofing community not just roofing contractors but also companies that support the roofing industry.

The annual Expo continues it's tradition of hosting educational and informational seminars, sporting events and social opportunities that bring ARCA members and non-members together. We promise to offer a comprehensive and informative program!

ARCA's annual Expo has a strong legacy of attracting roofing contractors all throughout Arizona.

We look forward to seeing you in Flagstaff!



Pete Schmautz
Star Roofing



Minerva Robles
ATAS International, Inc.

Expo 2023 Information

ROOM RESERVATIONS

To make your room reservation online visit the event page on ARCA's website for the link or call 800-352-4386 and ask for ARCA or Arizona Roofing Contractors Association room block ARCA block room rate deadline expires on September 6, 2023, after the 6th room rates are not guaranteed.

ARCA EVENT APP: YAPP

The ARCA event app allows attendees to experience more, do more and get more value from the event(s) right from their mobile device. Stay up-to-date on all ARCA events! The Yapp app provides EXPO details in the palm of your hand and allows you to:

- Share your experience
- Find Seminar and event locations
- Review details for the Roofers Auction
- Learn about the event sponsors
- And more!

Download the "Yapp App" from your app store and log-in using 'ARCAEVENTS' .

Expo 2023 Information Continued...

CHECK-IN AND THE ARCA SHOPPE

EXPO 2023 check-in will be located in the Flagstaff Room at Little America Hotel.

Please be sure to check-in during operating hours:

- Thursday, September 28, 2022: 12:00 PM to 5:30 PM
- Friday, September 29, 2021: 8:00 AM to 3:00 PM

Full registrants will receive name badges, beverage tickets and a \$50 gift certificate to the ARCA Shoppe. *Partial registrants* will receive name badges and beverage tickets.

Name badges are necessary for entrance into Expo events at Little America Hotel. Please note that name badges must be worn and visible at all times. As a courtesy, lost name badges can be replaced at the Registration desk during scheduled hours.

Expo Details

SPONSORSHIP

Why Sponsor? Sponsorship is an effective marketing tool that provides a great means of broadening your competitive edge, enhance visibility, improve your company's image and develop closer relationships with existing and new customers.

At the 2023 Expo, we are offering a wide-range of sponsorship opportunities whether it's for Expo related or sporting events, your sponsorship dollars and in-kind donations assist ARCA in providing a comprehensive experience to all participants.

SPORTING CLAYS

The Fall 2023 Clay tournament will take place on Thursday, September 28 at the majestic Northern Arizona Shooting Range from 11:00 AM to 3:00 PM. Lunch will be served during the check-in process. Come prepared, shooters will need to bring their guns and ammo, the range does not offer gun rentals or sell ammo. Space is limited to 100 shooters!

Similar to the Spring Tournament, funds raised at the Fall Clay Tournament support the Arizona Roofing Industry Foundations Annual Scholarship Program.

GET ACQUAINTED & CORNHOLE TOURNAMENT

On Thursday, September 28 we're Getting Acquainted on the East Lawn at Little America Hotel and will feature live music and the every popular Cornhole tournament. Plan on arriving hungry, the Get Acquainted party will feature a mixed green salad, roasted turkey, glazed ham, garlic mashed potatoes, seasoned veggies and the chefs selection for dessert. Pre-registration for the cornhole tournament is required, open slots remaining on the day-of will be filled on a first-come, first-serve basis.

Thursday evening offers a variety of sponsorship opportunities.

Expo Details Continued...

TRADESHOW

By exhibiting your company and products in Arizona's only roofing industry related tradeshow, you can showcase your latest products, offer show specials, attract new customers and maintain your competitive edge. The 2023 ARCA Tradeshow will be hosted on Friday, September 29 from 1:00 PM to 4:00 PM in Grand Ballroom.

We've left Friday night open to provide time to discover the beauty of downtown Flagstaff. If you're planning on going out for dinner we highly encourage you to make dinner reservations at your earliest convenience.

54th ANNUAL GOLF TOURNAMENT

ARCA is hosting this years Fall Golf Tournament on Saturday at the beautiful Continental Golf Course with check-in at 8:00 AM and shotgun start starting at 9:00 AM. You will have the option to purchase a golfers package which includes golf registration, mulligans and raffle tickets. The golf tournament will be followed by the award and luncheon banquet at the course. Before you leave the hotel be sure to swing by the Ponderosa room and grab a Breakfast Burrito to-go.

EDUCATIONAL SEMINARS

As in previous years, ARCA is hosting a variety of educational and informative seminars. This year we will be hosting seminars on Friday prior to the annual tradeshow.

- A. Ventilation Concepts and Trouble Shooting (9:15 AM, Friday)
- B. Meet Director Quezada, Registrar of Contractors (10:30 AM, Friday)
- C. Service Industry Success (11:45 AM, Friday)
- D. Case Studies of Failed Roofs (1:00 PM, Friday)
- E. Creating and Implementing Effective Employee Training in the Roofing Industry (2:15 PM, Friday)
- F. Understanding Insurance Captives 101 (2:15 PM, Friday)

YOUNG PROFESSIONAL ROOFING WARS

We welcome you join us for the 6th Annual Roofing Wars Sponsored by Malarkey Roofing Products on Friday with check-in beginning at 5:00 PM just past the East Lawn. The winner of the Roofing Wars will be recognized at Saturday Night's Award Banquet.

Interested in participating? Pre-registration is encouraged, day of event registrations welcomed.

ARCA SHOPPE

The Expo committee is committed to bringing you quality ARCA merchandise - whether it's professional or comfy, we have just the thing for you! Great deals will be available on quality attire and other ARCA merchandise. Treat yourself, or find the perfect gift for your dedicated staff!

Every convention full-registrant will receive a \$50 gift certificate to spend at the ARCA Shoppe in your name badges.

Not a full-registrant? No worries! We accept cash, check and credit card!

BINGO

We're bringing the BINGO Social back! Not a golfer and looking for something FUN to do on Saturday morning? Join us in the Aspen Room at 9:00 AM. Additional cards are available to pre-purchase and day of event.

SILVER PINE BAR & RESTAURANT

Little America’s bar and restaurant is scheduled to stay open until midnight. In order for this to happen we ask that participants be respectful to the staff and each other. The Silver Pine bar and restaurant will not accept ARCA event and complimentary drink tickets.

STAYING HEALTHY DURING EXPO

Hydrate: Drink plenty of water to keep you energized and focused.

Rest: EXPO can be a whirlwind—makes sure that you are taking the time you need to recharge.

Eat Healthy: Be sure to budget your time for meals and bring snacks while attending EXPO.

Not Feeling Well? We ask that if you are feeling unwell to notify the ARCA staff or a member of the Expo Committee and to isolate yourself.

Expo Packages

'A' FULL REGISTRANT	'B' SPOUSE/ ADDITIONAL FAMILY (Not in the Roofing Industry)	'C' EDUCATIONAL CONTRACTOR (Friday only)	'D' TRADESHOW NON- EXHIBITING ASSOCIATE MEMBER	
●	n/a	n/a	n/a	INCLUDES: \$50 Gift Certificate to the ARCA Shoppe
●	●	n/a	n/a	Thursday Night “Get Acquainted” Party
●	●	●	n/a	Friday Breakfast
●	●	●	n/a	Seminars
●	●	●	●	Friday Tradeshow
●	●	n/a	n/a	Saturday Breakfast
●	●	n/a	n/a	Saturday Bingo Social
●	●	n/a	n/a	Saturday Lunch
●	●	n/a	n/a	Saturday Cocktail Party
●	●	n/a	n/a	Saturday Awards Banquet
●	●	n/a	n/a	Saturday After Party
\$450	\$350	\$75	n/a	Early Bird Rate (Before September 1, 2023)
\$475	\$350	\$95	n/a	Rate After September 1, 2023
n/a	n/a	n/a	\$225	Associate Member

2023 Expo Registration

EXPO REGISTRANT NAME(S) & SELECT PACKAGE OPTION

For Expo package descriptions see page 4 or visit us online at www.azroofing.org.

Package 'A' Early Bird, \$450; Package 'A' after September 1, \$475; Package 'A' Non-Member, \$500; Package 'B', \$350; Package 'C' Early Bird, \$75; Package 'C' after September 1, \$95; Package 'D' \$225, Associate Members

Full Name _____ Company _____ A B C D

Full Name _____ Company _____ A B C D

Full Name _____ Company _____ A B C D

Full Name _____ Company _____ A B C D

PROGRAM ADVERTISEMENT

- Full Page 8" x 10.5".....\$400
- Half Page 8" x 5.25".....\$200
- Quarter Page 4" x 5".....\$100
- Business Card Size 2" x 3".....\$50

SPONSORSHIP OPPORTUNITIES

- THURSDAY & SATURDAY PREMIUM BEVERAGE – \$2,000
- THURSDAY 'GET ACQUAINTED' PARTY HOST – \$1,500
- THURSDAY 'GET ACQUAINTED' BAND – \$1,200
- THURSDAY 'GET ACQUAINTED' BEVERAGE – \$1,000
- FRIDAY BREAKFAST – \$500
- FRIDAY TRADESHOW BEVERAGES – \$1,000
- FRIDAY SEMINAR SNACK – \$500
- SATURDAY NIGHT TITLE – \$2,000
- SATURDAY NIGHT BEVERAGE – \$1,000
- SATURDAY NIGHT AFTER PARTY – \$1,000
- SATURDAY BREAKFAST – \$500
- SATURDAY LUNCH – \$500
- SATURDAY DJ – \$500
- BINGO SOCIAL – \$500
- SATURDAY NIGHT TABLE RESERVATION – \$250
- CORNHOLE TOURNAMENT – \$750
- CORNHOLE BOARD – \$450
- SPORTING CLAY LUNCH SPONSOR (THURSDAY) – \$1,500
((\$1,500 is tax deductible, includes complimentary two (2) shooters)
- SPORTING CLAY STATION SPONSOR (THURSDAY) – \$300
((\$300 is tax deductible)
- SPORTING CLAY BRONZE SPONSOR (THURSDAY)
- GOLF LUNCH SPONSOR (SATURDAY) – \$1,500 (includes complimentary four (4) golfers)
- GOLF TEE SPONSOR (FRIDAY) – \$150
 - I will be staffing the sponsored tee
- IN-KIND DONATION _____

YOUNG PROFESSIONALS ROOFING WARS

COMPLIMENTARY

Participant _____

Participant _____

TRADESHOW 8' TABLE (SATURDAY)

- ORGANIZATION SPONSOR, COMPLIMENTARY
(Must be a 2023 Platinum, Gold or Silver Member)
- MEMBER, \$400 per table NON MEMBER, \$600 per table

SPORTING CLAYS TOURNAMENT (THURSDAY)

\$135 PER PERSON (Submit names by Friday, September 13, 2023)

Shooter 1 _____

Shooter 2 _____

Shooter 3 _____

Shooter 4 _____

CORNHOLE TOURNAMENT (THURSDAY)

\$35 PER PERSON (Submit Players names by Friday, September 13, 2023)

Player 1 _____

Player 2 _____

54th ANNUAL GOLF INVITATIONAL (FRIDAY)

- \$200 PER PERSON
- \$960 PACKAGE— includes registration for four golfers and four mulligan and raffle ticket packs - one per golfer.
(Submit names by Friday, September 13, 2023)

Golfer 1 _____

Golfer 2 _____

Golfer 3 _____

Golfer 4 _____

BINGO SOCIAL EXTRA PACKS (SATURDAY)

_____ X \$5 PER PACK (three packs per person maximum)

PAYMENT INFORMATION

Check Enclosed – Payable and mailed to ARCA, 3839 N. 3rd St., Ste. 106, Phoenix, AZ 85012
Credit Card – complete form and fax to 602-335-0118, or scan and email to arca@azroofing.org

TOTAL \$ _____ Credit Card Mailing Check Invoice Pay Online

First Name: _____

Last Name: _____

Company Name: _____

Credit Card _____ Exp Date: _____

Seminars — included in the 'A' Full Registrant package and 'C' Educational Contractor package. Pre-registration is requested.

- A. Ventilation Concepts and Trouble Shooting (9:15 AM, Friday)
- B. Meet Director Quezada, Registrar of Contractors (10:30 AM, Friday)
- C. Service Industry Success (11:45 AM, Friday)
- D. Case Studies of Failed Roofs (1:00 PM, Friday)
- E. Creating and Implementing Effective Employee Training in the Roofing Industry (2:15 PM, Friday)
- F. Understanding Insurance Captives 101 (2:15 PM, Friday)

Full Name _____ A B C D E F

Full Name _____ A B C D E F

If you need to register additional participants for the seminars please complete additional forms and submit the registrations to ARCA.

2023 Tradeshow

Each Exhibitor will receive an eight (8') foot table. If additional space is needed, additional tables can be purchased for \$400 ea. Please plan your table setup accordingly.

Table Selections: 1) _____; 2) _____; 3) _____

Please list your top three table selections

Electricity Needed? Yes No, we will not need electricity

(Room perimeter booths only, no interior booths, cords are not provided and if used must be taped down.)

Are you offering a drawing or door prize? Yes No

Names of Table Attendants:

1) _____

2) _____

ARCA SPONSORS

ARCA will contact sponsors for table selection starting with the

- Platinum Sponsors on May 16
- Gold Sponsors May 23
- Silver Sponsors May 30

PAID TABLE REGISTRATIONS

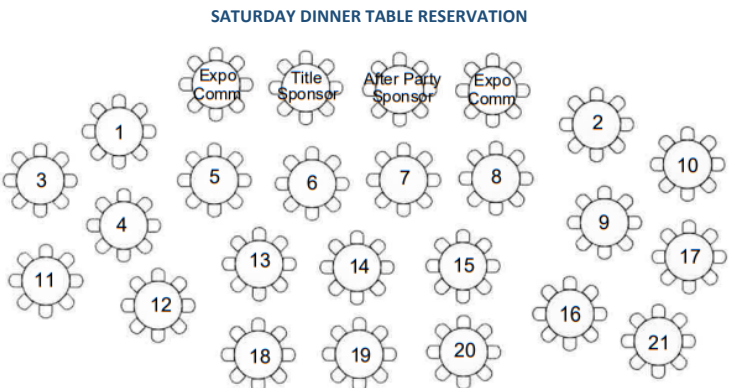
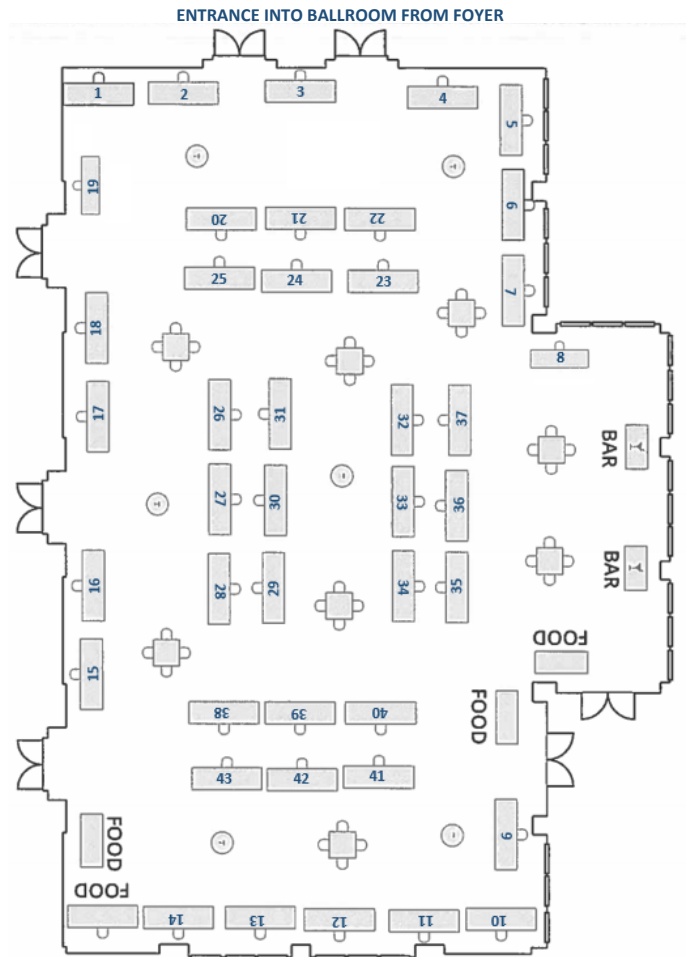
ARCA members and non-members will be contacted for table selection after June 4.

Saturday Dinner Table Reservation

New this year! ARCA is offering the opportunity to reserve a table at the 54th Annual Award Banquet. Each table consist of 10 seats. Reserving a table is the best way to ensure seating with colleagues, friends and family members.

Table Selections: 1) ____; 2) ____; 3) ____

Please list your top three table selections





Schedule of Events

Thursday, September 28, 2023

11:00 AM - 3:00 PM	Sporting Clay Tournament	Northern Arizona Shooting Range
12:00 PM - 5:30 PM	ARCA Shoppe	Flagstaff Room
12:00 PM - 5:30 PM	Registration Desk	Flagstaff Room
6:00 PM - 8:00 PM	Registration Desk	East Lawn
6:00 PM - 9:00 PM	Get Acquainted Party (<i>Dinner served 6-8 PM</i>)	East Lawn
6:30 PM - 8:30 PM	Cornhole Tournament	East Lawn

Friday, September 29, 2023

6:00 AM - 9:00 AM	Breakfast Buffet	Ponderosa Room
8:00 AM - 10:00 AM	Tradeshaw Set-Up	Grand Ballroom
8:00 AM - 3:00 PM	Registration Desk	Flagstaff Room
10:00 AM - 3:00 PM	ARCA Shoppe	Flagstaff Room
9:15 AM - 10:15 AM	Seminar: <i>Ventilation Concepts and Trouble Shooting with Phil Berg, Lomanco Vents</i>	Spruce
10:30 AM - 12:00 PM	Seminar: <i>Meet Director Quezada, Registrar of Contractors</i>	Ponderosa Room
12:00 PM - 1:00 PM	Seminar: <i>Service Industry Success with Brian Harding, Successful Concepts</i>	Spruce
1:00 PM - 2:00 PM	Seminar: <i>Case Studies of Failed Roofs with Jerry Brown, WRECORP</i>	Aspen
2:15 PM - 3:15 PM	Seminar: <i>Creating and Implementing Effective Employee Training in the Roofing Industry with Jef McCurdy, Castagra Products</i>	Spruce
2:15 PM - 3:15 PM	Seminar: <i>Understanding Insurance Captives 101 with Craig Nelson, LeBaron and Carroll</i>	Aspen
1:00 PM - 4:00 PM	Tradeshaw & Auctions	Grand Ballroom
5:00 PM - 6:30 PM	Roofing Wars	Parking Lot Near East Lawn

Saturday, September 30, 2023

6:00 AM - 9:00 AM	Breakfast Buffet	Ponderosa Room
8:00 AM - 1:00 PM	54th Annual Golf Tournament	Continental Golf Course
9:00 AM - 11:00 AM	Bingo Social	Aspen Room
11:00 AM - 1:30 PM	Lunch Buffet	Ponderosa Room
4:30 PM - 5:00 PM	Cocktail Party	Ballroom Foyer
5:00 PM - 7:00 PM	Awards Dinner Banquet	Grand Ballroom
7:00 PM - 10:00 PM	Casino After Party	Flagstaff Room