

What is National Roofing Week?

PLAINTIFF'S EXHIBIT

BIR-706

National Roofing Week is the annual celebration of roofing. It's a chance for the entire industry — contractors, retailers, distributors, manufacturers, and associations — to showcase the \$10-billion roofing industry and spotlight individual businesses. It's a call to all roofing professionals to get people thinking about roofing, to convince those who usually take roofing for granted of the importance of roofing and good roofing practices. And it's an opportunity for small, independent businesses to tie in with a national promotion.

Conceived by the Asphalt Roofing Manufacturers Association (ARMA), National Roofing Week features an intensive national media campaign generating news and feature coverage of the roofing industry in newspapers, on radio and television, and in consumer and trade magazines. As in the past, ARMA will provide a variety of promotional tools and ideas for the industry to employ in publicizing the national campaign.

Now in its third year, National Roofing Week involves all sectors of the roofing industry, including many allied associations that support the promotion through their memberships.

Take advantage of ARMA's effort to build sales in your own market. Contractors can design advertising campaigns for both their steep and low-slope roofing business using the National Roofing Week logo and ad materials. Building material retailers can time special offers during the week. Many roofing manufacturers stage special events and promotions in conjunction with it.

Local contractors and dealers petition their mayors for official observances of National Roofing Week. The results: mayors of Los Angeles, Atlanta, New Orleans, Indianapolis and many other cities issued proclamations.

Below are suggestions for how you can take advantage of National Roofing Week. ARMA is offering free promotion kits featuring posters, buttons, advertising and editorial materials and envelope stuffers. As official spokesperson for National Roofing Week once again, former Miss America Terry Meeuwsen will be publicizing the campaign with television and radio appearances in major markets.

National Roofing Week will be celebrated May 7 to 15, 1988. Start planning your campaign now and take advantage of a once-a-year opportunity to increase your sales.

How to Participate:

A number of professionals have a stake in the roofing industry. Each group can develop specialized programs that will allow them to get the most out of National Roofing Week.

Roofing Contractors-Residential:

Roofing contractors specializing in steep roofing can sponsor a variety of programs. Some include:

- The use of envelope stuffers to promote your own company and National Roofing Week;
- Special advertisements using the National Roofing Week artwork;
- Donating the roofing materials for repairing or reroofing an historic or community building;
- Offering homeowners an incentive on any roofing contract signed during National Roofing Week;
- Beginning an educational program to convince builders to specify top-of-the-line shingles as an amenity;
- Petitioning local officials to declare May 7-15 as National Roofing Week;
- Stamping all invoices, checks and literature "Support National Roofing Week."

Retailers:

Retailers reach large numbers of consumers with their advertising and in-store promotions. Use the time around National Roofing Week to promote roofing:

- Incorporate National Roofing Week artwork in your store advertisements;
- Literature on roofing as part of your product displays;
- Sponsor do-it-yourself clinics;
- Hang National Roofing Week posters in your store and ask personnel to wear National Roofing Week buttons;
- Peg your May home improvement promotion to roofing and National Roofing Week;
- Offer roofing specials during the week of May 7 to 15.



Roofing Contractors-Commercial Industrial:

Contractors who specialize in low-slope roofing can sponsor a number of programs:

- Host an open house for local architects to introduce them to your company;
- Use the National Roofing Week artwork in your advertisements;
- Offer local school boards and other building owners free roof inspections;
- Work with the local press to develop special articles on roofing and your company;
- Prepare a data sheet of maintenance tips and send it to the maintenance directors of local commercial and industrial buildings. Include National Roofing Week material and the capabilities of your own company.



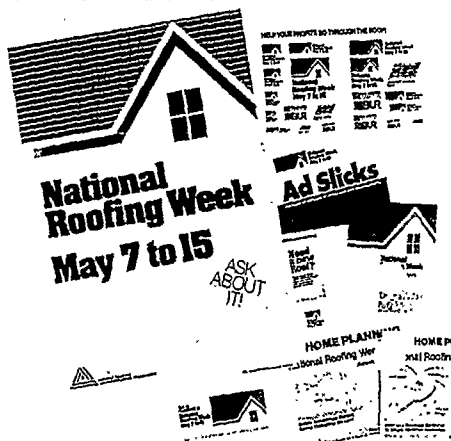
Terry Meeuwsen, a former Miss America, served as National Roofing Week spokesperson last year. Terry will once again appear on television and radio promoting National Roofing Week in 1988.





National Roofing Week draws all members of the roofing community together for a short time each year. The success of the promotion depends on how well all segments of the industry work together. Material manufacturers that are members of ARMA plan a number of promotions on their own. This is an excellent opportunity for contractors and retailers to tie-in with these nationwide promotion programs.

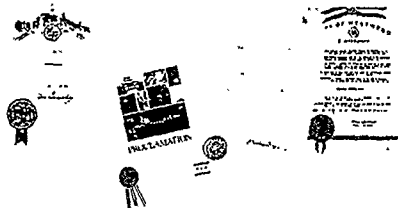
ARMA will make available a number of promotional items for National Roofing Week. These include:



Posters, Buttons, Logo sheets, Editorial material, Envelope stuffers

Proclamations:

Local government officials sometimes have the authority to issue official proclamations. You can request your local government to issue such a proclamation for National Roofing Week.



Marcelo Quiroga (l.), president of Mike's Roofing Co., Van Nuys, Calif., accepts National Roofing Week proclamation from Los Angeles Mayor Tom Bradley last May. Quiroga, who led the proclamation drive, accepted on behalf of Southern California roofers.



Below are two model proclamations you can suggest to officials in your area.

- 66 Be it known that the Mayor of _____ has this day proclaimed May 7-15, 1988 to be National Roofing Week in the city of _____
 Mayor's signature _____
 Official seal
- 66 In recognition of the contribution roofing companies and roofing-related businesses make to the economic and civic well being of _____, I do hereby declare May 7-15, 1988 as National Roofing Week in _____
 Mayor's signature _____
 Official seal

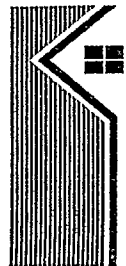
Get started on your National Roofing Week promotion by ordering a FREE promotion kit from ARMA.

Asphalt Roofing Manufacturers Association c/o Sumner Rider & Associates, Inc.
 355 Lexington Avenue, New York, N.Y. 10017

NAME/TITLE _____
 COMPANY _____
 ADDRESS _____
 CITY/STATE/ZIP _____
 () _____
 AREA CODE TELEPHONE _____

HELP YOUR PROFITS GO THROUGH THE ROOF!

Use this camera ready artwork in your local advertising.



**National
Roofing Week
May 7 to 15**



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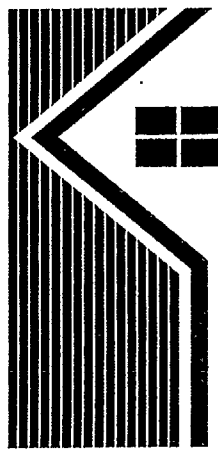
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**NATIONAL ROOFING
WEEK MAY 7-15**

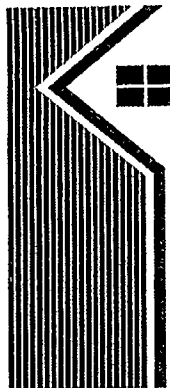


Built-Up Roofing, A System Above The Rest.

**MODIFIED BITUMEN
MBS
S-Y-S-T-E-M-S
National Roofing
Week May 7 thru 15**

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**NATIONAL ROOFING
WEEK MAY 7-15
BUR
Built-Up Roofing, A System Above The Rest.**



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**NATIONAL ROOFING
WEEK MAY 7-15**



Built-Up Roofing, A System Above The Rest.

**NATIONAL ROOFING
WEEK MAY 7-15**



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