



**For Immediate Release**

## **The International Roofing Expo 2022 Concluded Successfully, Gathering Top Roofing Brands and New Products to Advance the \$52.2 Billion Industry**

*Members of the roofing industry engaged in three days of industry connection, education, networking, and competition with industry's leading brands and experts.*

New Orleans, LA (February 18, 2022) [International Roofing Expo \(IRE\)](#), Informa Markets' premiere roofing and exteriors event serving the roofing industry, concluded its 67<sup>th</sup> annual event held earlier this month, February 1-3, at the Ernest N. Morial Convention Center in New Orleans. With 10,002 registered professionals, the annual event connected notable and emergent brands with thousands of buyers, while providing ample networking opportunities and a full range of education led by renowned industry experts.

The 2022 edition of International Roofing Expo took over **142,483 NSF** of the award-winning Convention Center, hosting nearly **400 industry-leading suppliers** in the expo hall; thus, offering attendees access to a wide variety of products and activations from the world's largest suppliers and manufacturers to specialized SMBs with specific services. Manufacturers and suppliers showcased the latest products, services, and technology for the roofing and exterior industries, including notable companies such as **ABC Supply Co. Inc., Beacon Building Products GAF/Siplast, SRS Distribution, Beacon Building Products, Owens Corning**, and more.

"The International Roofing Expo was an amazing and productive experience for both attendees and exhibitors, serving as the industry's leading platform driving company growth and enabling collaboration within the roofing industry," said Lauren Lamb, Vice President of Strategy, Marketing, and Conference at International Roofing Expo, organized by Informa Markets. "Every year, brands exhibit at our event to make new deals and re-establish connection with existing partners - and this year was no different. The expo floor was electric with buyers perusing new brands and products, and conference rooms were packed as professionals sought out solutions to today's challenges. We were thrilled to be able to return to a larger format, while still holding onto the intimate feel of last year's event."

In addition to an expansive expo floor, registered participants had the opportunity to engage with world-class education made available at the event. The event's educational programs served as inclusive and productive sessions that allowed for connections in specific groups, such as the **National Women in Roofing** conference, as well as the **SRS Para Latino Lounge** on the show floor that offered custom-tailored educational and networking opportunities for Latinos in the roofing industry.

National Women in Roofing (NWiR) hosted their **5<sup>th</sup> annual NWiR Day** conference on January 30<sup>th</sup> in conjunction with the IRE. Multidisciplinary women professionals in the roofing industry get together at the event to learn about the latest business tactics and strategies and to share their business secrets. They announced their new **DEI (Diversity, Equity, and Inclusion)** education program called REAL Roofing at the event.

The Roofing Alliance hosted its **eighth Construction Management Student Competition** this year at IRE. The five finalist teams presented on Wednesday, February 2<sup>nd</sup> at the International Roofing Expo as the final stage of the competition. The Roofing Alliance is proud to announce Texas A&M University as the winning school and Allie Stark from Clemson University as the Best Individual Presenter. Winners were announced at the Cocktail Reception and Awards Ceremony held on Wednesday, February 2<sup>nd</sup>, including **Kyler** Hardison (team captain), Blake Bocchino, Kyle Cahill, Canyon Martine and Alexia Palomares (team alternate).

In support of the local community, each year, IRE partners with **Rebuilding Together** to make critical home repairs for those in need. On January 31<sup>st</sup>, 56 volunteers gathered for the 13<sup>th</sup> Annual Community Service Day Project to rebuild the homes of those whose were severely damaged in Hurricane Ida. As a result, there were considerable donations made, including a \$10,000 donation from IRE, \$15,000 from Sika Sarnafil, the primary sponsor, and a running total of \$2,497 from IRE attendees and exhibitors. Other sponsors of the community service day included Carlisle Construction Materials, CentiMark, Damato Enterprises, GAF, ICP Building Solutions Group, and OMG Roofing Products, along with a special additional donation from GAF of 50 roofs to Rebuilding Together New Orleans.

Roofing & Exteriors, the Official Digital Media Brand of International Roofing Expo, launched their first annual Power Players List at the IRE expo, sponsored by [SRS Distribution](#)—which distinguishes 50 leading industry companies based on a variety of factors including annual revenue, company size, areas of expertise, community engagement, and cultural factors and provide recognition and visibility throughout the year on R&E. The Power Players list will identify the strongest roofing firms according to some of the following key business divers:

1. Annual revenue
2. Residential revenue
3. Commercial revenue
4. Community engagement

5. Social media use
6. Innovation and growth
7. Diversity efforts
8. Technology adoption
9. Culture creation
10. Competitive advantages

Power Player honorees will be recognized on R&E with shareable online slides featuring company logos, staff photos, along with key company identifiers and attributes throughout 2022.

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**Save the Date for IRE 2023**

Next year's event is headed to the Kay Bailey Hutchison Convention Center, in Dallas, Texas, March 7-9, 2023. Get notified when registration opens this fall by [signing up to receive show news and updates from the IRE](#).

To learn more about Informa Markets events, visit [www.informamarkets.com](http://www.informamarkets.com). For more information on IRE, visit [www.theroofingexpo.com](http://www.theroofingexpo.com). Visit [www.roofingexteriors.com](http://www.roofingexteriors.com) to read the latest industry news and to sign up for their e-newsletter.

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## **ABOUT THE INTERNATIONAL ROOFING EXPO**

The International Roofing Expo® is the premier event for both the commercial and residential roofing and exterior construction industries. The IRE brings the professional community together to help them stay current on trending knowledge and to see the largest selection of products and services. The event helps professionals improve their business through education, exhibitions, and networking. The International Roofing Expo is owned and operated by Informa Markets. The official show sponsor is NRCA and the official show publication is Roofing Contractor. For more information, please visit [www.theroofingexpo.com](http://www.theroofingexpo.com)

## **ABOUT INFORMA MARKETS**

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).