



Working as partners with the National Roofing Contractors Association (NRCA) and the International Roofing Expo Education Alliance (IREEA), Hanley Wood Exhibitions is committed to providing in-depth and comprehensive education for the entire roofing industry. We are currently seeking speakers for our 2011 IRE Conference Program. A **Call for Presentations** has been released to professionals in the roofing industry including previous speakers for NRCA, the International Roofing Expo and other Hanley Wood Trade Shows. This is your opportunity to share your knowledge and skills and make a difference in the lives of roofing professionals.

Following are details of our upcoming show:

- Dates:** February 16-18, 2011
Location: Las Vegas Convention Center, Las Vegas
Audience: Roofing Contractors, Architect/Engineers, Consultants, Building Owners/Facility Managers, Manufacturers, Distributors, Foremen, Superintendents, Project Managers
Courses: Approximately 48 sessions in 90 minute blocks
Deadline: Complete the attached Submission Form and **submit by April 9, 2010** (*e-mail submissions*)

Educational Tracks will include:

- Technical – roof systems, techniques, product & industry trends, design theory/analysis, legal issues
- Workplace Safety – risk management, safety procedures, insurance, OSHA
- Business – human resources, leadership/management skills, business “best practices,” sales/marketing, client relationships, money management, field management, money matters, legal
- Green Building- green building practices, solar energy, energy efficiency, sustainable and renewable resources to ensure environmental responsibility

Here is what we are looking for:

- Information that can be immediately implemented in the workplace
- How-to classes that stimulate and provide attendees with a new skill, technology or process
- Topics that are innovative, stimulating and cutting-edge for the construction and roofing industry
- Strong proposals that provide a better understanding of processes and techniques
- Presenters with strong speaking experience and in-depth knowledge of subject matter presented
- Topics related to roofing professionals, not generic in nature

What we are NOT looking for:

- Product pitches
- Topics that require the use of your organization's product
- Niche focused topics that would only be relevant to a small audience

Final acceptance will be based on (but not limited to) the course's ability to meet submission standards, overall program/track specification and industry need. Additionally, our Advisory Committee (made up of NRCA staff, Hanley Wood representatives, industry leaders and editors) will review the proposed topics for relevancy and industry feedback. All approved courses will be submitted for continuing education and will therefore **require syllabus handouts** for attendees. **Please note that vendors must be exhibitors in the show to be considered for a presentation.** Please submit required form in lieu of alternate submission formats.

The deadline for returning your submission for consideration is **April 9, 2010**, but you may continue to submit proposals after this date in the event of a cancellation or change to the schedule. Should you have any questions about the International Roofing Expo conference program, please contact Conference Manager, Brandi McElhaney via email bmcelhaney@hanleywood.com or 972.536.6392.

I look forward to hearing from you soon.

Best Regards,

Brandi McElhaney, Conference Manager



2011 CALL FOR PRESENTATIONS
Presentation Submission Form
INTERNATIONAL ROOFING EXPO
 Las Vegas, NV ✧ February 16-18, 2011
SUBMISSION DEADLINE: April 9, 2010

Speaker Name:	Speaker Title:	
Company:	Wk Phone:	Cell:
Address:	Fax:	
City, State Zip:	E-Mail:	

The International Roofing Expo is seeking experienced speakers to present practical and useful sessions for contractors, consultants, designers and other roofing professionals who want to overcome challenging conditions and get ahead in the commercial, residential & metal roofing industry. Please note that vendors must be exhibitors in the show to be considered for a presentation. All courses will require presentation materials to be used as attendee handouts. Please be as succinct as possible. Please complete all sections of this form and return by April 9, 2010 via email (no hand-written submissions or submissions other than this form) to bmcelhaney@hanleywood.com. Thank you!

1) Title of Education Course:
2) 3-4 Sentence Description of Education Course: <i>(Technical courses need to indicate low-slope/steep-slope application)</i>
3) List 3-4 "bullet points" describing learning objectives for the course: <i>Attendees will be able to:</i> 1. 2. 3. 4.
4) Your credentials as a roofing industry speaker: (Submit Bio in separate word document and list any additional speakers on a separate page)
5) Your targeted audience (✓check all that apply): <input type="checkbox"/> Commercial Contractor <input type="checkbox"/> Architect/Designer/Consultant <input type="checkbox"/> Residential Contractor <input type="checkbox"/> Manufacturer - Supplier <input type="checkbox"/> Building Owner/Facility Manager <input type="checkbox"/> Metal Contractor <input type="checkbox"/> Sales & Estimating <input type="checkbox"/> Superintendent-Foreman <input type="checkbox"/> Owner/CEO/General Manager
6) Company Size: <input type="checkbox"/> Small Companies (less than \$5M Sales) <input type="checkbox"/> Large Companies (\$5-10M Sales) <input type="checkbox"/> All Sizes
7) Technical Sessions Only: <input type="checkbox"/> Low Slope <input type="checkbox"/> Steep Slope <input type="checkbox"/> Both
8) Content Level: <input type="checkbox"/> Beginner <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced
9) Your suggested educational track(s): <input type="checkbox"/> Technical <input type="checkbox"/> Workplace Safety <input type="checkbox"/> Money Matters <input type="checkbox"/> General Business <input type="checkbox"/> Leadership/Management <input type="checkbox"/> Green Building <input type="checkbox"/> Legal/HR <input type="checkbox"/> Sales & Service <input type="checkbox"/> Spouse Program