



2021

**VIRTUAL EDITION**

MARCH 2-4

**LIVE IN LAS VEGAS**

AUGUST 10-12

**CONNECTING  
THE INDUSTRY**

## WINDOWS & SIDING IN 2021

Research conducted by MetroStudy\* found significant overlap in firms involved in both roofing, windows, and siding. Additionally, the International Roofing Expo has a number of attendees seeking out window and siding products and services.

To better serve our attendees, and provide more opportunities for exhibitors, we are expanding our window and siding footprint.

Here is what you can expect to see in 2021:

- A new Window & Siding Pavilion on the show floor at the live event in August
  - Educational sessions focused on windows and siding segments
  - IRE partnering with key window and siding associations



## PRODUCT CATEGORIES

- Brick
- Caulks & Sealants
- Cedar Shake
- Composite Materials
- Copper Roofing Accents
- Engineered Wood
- Aluminum
- Exterior Coatings, Paints, Stains
- Exterior Trim
- Fiber Cement
- Gutters & Downspouts
- Housewrap
- Insulation
- Manufactured Stone Veneer
- Skylights
- Synthetic Stucco (EIFS)
- Weather Barriers & Flashing
- Windows
- Vinyl Siding

Official Show Sponsor:



Official Show Publication:

**ROOFING  
CONTRACTOR**

# WINDOWS & SIDING BY THE NUMBERS

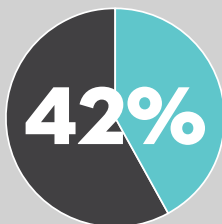
**1,809,071**

Projected Siding Replacement  
Projects for 2020\*



**1,392,000**

Projected New Residential  
Home Builds for 2020\*



of contractor locations are involved in both  
roofing and siding and/or window projects\*

**14,671**

residential contractor locations in U.S. that have siding  
and/or windows as a core area for their business\*

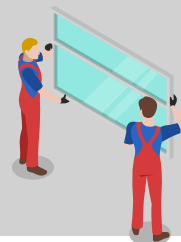


**23%**

2020 IRE attendees interested in siding products

2020 IRE attendees interested in window products

**15%**



*\*MetroStudy is the leading provider of primary and secondary market information to the housing and residential construction industry.*

For more information contact your account executive today  
or at [sales@theroofingexpo.com](mailto:sales@theroofingexpo.com).

**IRE ACCOUNT EXECUTIVE TODAY**



**Tami Svarfvar**  
Business Development Manager  
Window & Siding Accounts  
[tami.svarfvar@informa.com](mailto:tami.svarfvar@informa.com)  
802-476-8584

**WWW.THEROOFINGEXPO.COM**