



July 8, 2020

## We are Preparing for You in Las Vegas

Dallas, TX - Officials with the International Roofing Expo, the industry's premier event for education, networking, and exhibitions, confirm that the 2021 show will be held as scheduled. The event will take place in Las Vegas, Nevada at the Mandalay Bay Convention Center and will follow Informa's newly developed set of strict health and safety measures to ensure a safe and secure event. Informa AllSecure will employ the highest standards of safety, hygiene, cleanliness and quality for operating events. These measures are in addition to government local authorities and the Mandalay Bay convention center which is currently requiring all guests to wear masks inside of public spaces.

The IRE will adapt, at a minimum, the following standards from Informa AllSecure and will add additional procedures if necessary:

- **Enhanced cleaning:** Public, high-traffic areas of the Mandalay Bay Convention Center will undertake enhanced, deep cleaning before, during and after the IRE. We're working with the venue to ensure the highest standards of hygiene and cleanliness. This includes continuous sanitization throughout the course of an event, with a focus on high-touch areas such as door handles, restrooms and food and beverage areas.
- **Non-contact registration:** We'll have a system that facilitates non-contact registration and badge pick-up for participants.
- **Limited physical contact:** We are requesting that participants avoid physical contact, such as handshakes and embraces, promoting alternative ways to greet business partners. The exchange of printed materials, such as business cards and sales brochures, is discouraged, with digital alternatives recommended. In fact, exhibitors can use their Upgraded Media Package to upload videos, PDFs and more to their exhibitor listing on the IRE website.
- **First aid:** All event participants will have access to a qualified EMT and a separate quarantine area. Participants will be asked not to attend if they are feeling unwell, and the show team will follow local health authority guidance on detecting and managing anyone who displays symptoms of COVID-19.
- **Adapted conference rooms & sessions:** We're revising seating arrangements and set-up in conference and meeting rooms, to enable greater space between seats. We're also working on solutions to avoid the sharing of equipment, like computers and microphones.

"We would not hold an event that we felt would risk the health or safety of our attendees," explained Ray Giovine, Group Director at Informa. "We are expecting a strong turnout at the event. We are hearing from our exhibitors that they are looking forward to the show and connecting with industry."

Registration details and information on obtaining exhibitor and/or sponsorship information are available at [www.theroofingexpo.com](http://www.theroofingexpo.com). Registration will be live for attendees in late-September, with exhibitor registration to follow a few weeks after.

Informa Peace of Mind Policy In the instance the event is canceled as a result of COVID-19, attendees and exhibitors alike can be assured the following flexibilities:

- Exhibitors will choose to be refunded or have their payment applied to the 2022 event in New Orleans, LA.
- All conference and expo registrants will be fully refunded.
- If hotel accommodations are booked through the show's official vendor, OnPeak, participants will receive a full refund.

Those with additional questions regarding Informa AllSecure are encouraged to reach out to Meggan Spehar, Senior Marketing Manager for the IRE at [meggan.spehar@informa.com](mailto:meggan.spehar@informa.com).

### **About International Roofing Expo**

The International Roofing Expo® brings commercial and residential roofing and exterior construction professionals together to help them improve their business by providing them with trending industry education and a place to see the largest exhibition of products and services. The official show sponsor is NRCA and the official show publication is Roofing Contractor. Formerly owned by NRCA, the show was sold to Hanley Wood Exhibitions in May 2004. Hanley Wood Exhibitions was acquired by Informa Exhibitions U.S. in December 2014.

### **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).