The International Roofing Expo® is expanding our siding and window footprint. New for 2021 we have added a Siding & Window Pavilion on the show floor dedicated to products and services for exterior contractors.

Research conducted by MetroStudy* found significant overlap in firms involved in both roofing, siding and windows. Reach thousands of contractors involved in both new home build and remodeling projects at the International Roofing Expo.

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

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SIDING & WINDOWS BY THE NUMBERS

- Projected Siding Replacement Projects for 2020*: 1,809,071
- Projected New Residential Home Builds for 2020*: 1,392,000
- 2020 IRE attendees interested in siding products: 23%
- 2020 IRE attendees interested in window products: 15%
- 42% 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*

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

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