

EXPAND YOUR BUSINESS.

BUILD YOUR FUTURE.

SIDING & WINDOWS AT IRE 2021

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

SIDING & WINDOWS BY THE NUMBERS

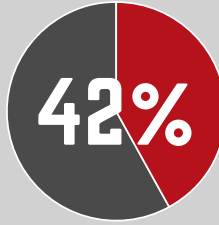
1,809,071

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.*

CONTACT YOUR ACCOUNT EXECUTIVE FOR DETAILS



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**ROOFING
CONTRACTOR**