



FOR IMMEDIATE RELEASE

IRE Returns to the Show Floor August 10-12 as the Premier Trade Event for Roofing and Exteriors in Las Vegas, NV

The #1 Trade Show for Roofing and Exteriors Professionals, The IRE Brings Together Manufacturers of the Latest Products, Experts of the Most Valuable Skills, and the Passion of Contractors and Business Owners

Las Vegas, NV – July 31, 2021 – The International Roofing Expo (IRE), by Informa Markets will open August 10-12 at the Mandalay Bay Convention Center. The event brings together construction professionals, distributors, and manufacturers from all over the roofing and exteriors industry. The IRE pulls thousands of members of the roofing and exteriors community together to engage with the latest offering of products, services and networking. These interactions come in the form of new and existing connections, education sessions, demonstrations and more.

The International Roofing Expo is the #1 event for exhibitions and education for the roofing and exterior construction industries. Attendees cover the entire spectrum of the industry: roofing, siding, windows and everything between. Attendees are encouraged to learn from industry experts' conference sessions, speaking events, presentations and demonstrations. These are in addition to the exhibits and showcases lining the expo hall.

“We couldn’t be more excited to open our doors and welcome roofing professionals in less than two weeks! We have a number of new companies attending and such a high quality of attendees, we anticipate a large amount of business to be done on our show floor. We’re bringing together the community, and we can’t wait to see the impact,” said Ray Giovine, Group Director of The International Roofing Expo.

After an economically impactful last year dominated by a pandemic, now is the time to join peers and colleagues on the trade show floor. The need to innovate, grow and build connections as a business has never been greater. The IRE’s goal is to help professionals improve their business through education, exhibitions, and networking. This drive to help businesses does not stop at the event itself. While its economic impact falls largely under the radar, the trade event industry creates over \$325 billion in business sales and 1.3 million jobs globally each year, providing an incredible economic boom for the industries they serve, the

cities that host their events, and the small and medium sized businesses which make up 85% of their customers.

“We have heard from contractors, builders and manufacturers, and there is pent up demand for reconnecting in-person. They are looking forward to attending the International Roofing Expo, and so are we,” said Reid Ribble, CEO for National Roofing Contractors Associations (NRCA). “Informa Markets and the IRE show team has done a tremendous job putting together show that is implementing a health and safety plan to help ensure a safe environment for everyone in attendance.”

Informa Markets has run several, in-person trade shows in Las Vegas in 2021. These expos added a focus to safety and health for all parties while continuing to provide exhibitors and attendees with incredible benefits toward their businesses. The International Roofing Expo continues to prioritize the health and safety of all guests by adhering to current CDC and local government guidance. Effective July 28, 2021, Clark County has imposed a mask mandate for all individuals, both vaccinated and unvaccinated. As a result, masks will be required at the International Roofing Expo. Face masks will be available onsite for all guests if they do not have their own.

The IRE team understands that our event impacts the environment and the communities we serve. In response, event organizers are making strides to transform the IRE into a more sustainable event in addition to providing jobs and business to the community. This effort includes spotlighting sustainability on the show floor, taking steps to reduce carbon emissions, working toward offsetting unavoidable emissions, measuring our impacts year over year, and more. Regarding the trade show, these impacts are seen in the move to digital badges, the removal of carpet, and the reduction of unnecessary paper waste.

Exhibitors at the IRE include manufacturers and regional distributors encompassing all aspects of roofing and exterior contracting and construction. The Mandalay Bay Convention Center provides the space and accommodations exhibitors needs to effectively display and demonstrate their products on the show floor. This year, the event will showcase one of the largest collections of manufacturers of building products ranging from aluminum windows to roof decks to wood siding.

“Being a part the International Roofing Expo each year is very important to our business and this year is no different. This show allows us to connect in-person with our customers and build new relationships,” said Dan Tinker, President & CEO of SRS Distribution. “We’re looking forward to seeing everyone at our booth and outside in the parking lot for our Extreme Tailgate event. We are also excited for our annual Raise the Roof charity concert event featuring Darius Rucker and Little Big Town. There are a few tickets left so grab yours today.”

There is a wide variety of ways to interact at IRE. Just by walking around the expo floor, attendees connect directly with manufacturers, distributors and suppliers. Exhibitors offer an opportunity for others to learn about the latest innovations and newest products to hit the

industry. The educational sessions and speakers help to broaden horizons with teaching new techniques and skills that run the roofing and exteriors gamut. These include live demonstrations and offers to purchase products and services that could give businesses an advantage back home.

“Our platforms create commercial and connection opportunities that are unmatched,” said Nancy Walsh, President, North America at Informa Markets. “We help launch small businesses to new heights, educate our community on the latest innovations, create rich networking opportunities, and ensure that revenue opportunities are stimulated on and off the show floor.”

Trade shows have transformed into far more than booths displaying product—they have become perennial marketplaces brought to life by educational opportunities, innovation launches, and data-driven qualified lead retrieval opportunities supported by social networking activities that unite valuable digital progress with the now-yearned-for magic of interpersonal connection. Last year, many of the nearly 32,000 exhibitions held worldwide transitioned to digital solutions which leveraged best-in-class technology to create those critical supply chain connections. But while digital solutions have proven invaluable to many during pandemic times, as economies re-open in response to progress against COVID-19, data shows that both sides of the supply chain look toward moving forward with in-person events and exhibitions.

“We are in the business of connection,” said Walsh. “We have made incredible progress in providing our customers broader reach, better qualified leads, and year-round opportunities for education, innovation and growth through digital and data solutions, but meaningful networking is not replicable in a virtual format. There is an energy to the in-person experience that we have been missing over the last 15 months. Our platforms play a really important role in rich relationship building and revenue-driving for the communities they serve, and that is rarely a one-click experience.”

To learn more about Informa Markets events, visit www.informamarkets.com. For more information on IRE, visit www.theroofingexpo.com.

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ABOUT THE INTERNATIONAL ROOFING EXPO

The International Roofing Expo® is the premier event for both the commercial and residential roofing and exterior construction industries. The IRE brings the professional community together to help them stay current on trending knowledge and to see the largest selection of products and services. The event helps professionals improve their business through education, exhibitions, and networking. The International Roofing Expo is owned and operated by Informa Markets. The official show sponsor is NRCA and the official show publication is Roofing Contractor. For more information, please visit www.theroofingexpo.com.

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.

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