



FOR IMMEDIATE RELEASE

THE INTERNATIONAL ROOFING EXPO GIVES BACK TO DALLAS VIA COMMUNITY SERVICE

Event participants to renovate three local projects as part of IRE's overall connection to Dallas area

DALLAS, TX - January 28, 2020 – Before the International Roofing Expo (IRE)[®] kicks off in Dallas next month, some event participants will be giving back via the event's Community Service Day. The 11th annual Community Service Day is on Monday, February 3. In conjunction with the non-profit Rebuilding Together North Texas, attendees and exhibitors in town for IRE will give back to the Dallas area via a renovation project.

The three recipients of the renovation projects are two homeowners, and John Quincy Adams Elementary School in Pleasant Grove. Participating volunteers are of all skill levels.

"The mission of Rebuilding Together North Texas – to repair homes, revitalize communities, and rebuild lives – will come to life at the 11th Annual IRE Community Service Day," said Garrett Jones, Executive Director of Rebuilding Together North Texas. "There are three very deserving projects, and with the help of IRE's volunteers, the quality of life for each homeowner and every child served by John Quincy Adams Elementary School will improve."

IRE's Community Service Day is primarily sponsored by Sika Sarnafil. Additional sponsors include KPost Roofing & Waterproofing, Carlisle Construction Materials, Centimark Innovative Roofing and Flooring Solutions, ICP Building Solutions Group and OMG Roofing Products.

"All of us Sika Sarnafil are very excited to be acting as the main sponsor for the IRE Community Service Day for our 11th straight year," said Bill Bellico, LEED AP BD+C, Director of Marketing & Inside Sales at Sika Sarnafil. "This is always one of the most rewarding events of the year for us and always great to see people from across the roofing industry pulling together for the day to give back those in need in the local community."

"Community Service Day is such a unique and worthwhile aspect of IRE," said Ray Giovine, Group Director at Informa Markets. "It's when the roofing industry comes together for a great cause before embarking on a great conference. Via this project, IRE can leave an impact on the city of Dallas, even when the event wraps and moves to a new city."

Another avenue for IRE's community involvement is National Women in Roofing Day – Sunday, February 2. It provides the opportunity to be a part of the discussion focused on the unique challenges and opportunities that women in the roofing industry face. NWIR Day has adapted itself to support women who are just starting out their career all the way to the seasoned roofing professionals. The sessions are designed to bridge the gap between women at all levels by offering the chance to meet, network and gain valuable insight from hundreds of roofing professionals (including technical experts as well as leading marketing and technology providers).

Additional activities at IRE include a keynote by Charlotte Jones, EVP and Chief Brand Officer of the Dallas Cowboys, three days of education, and more than 500 exhibitors – with 50 based in Texas. The conference program features over 40 sessions covering a large range of topics, including industry trends, best practices, and sales and management skills.

The National Roofing Contractors Association (NRCA) will also present a variety of educational sessions this year including the Pro Certification Exams, the Roofing Alliance Construction Management Student Competition, and more. NRCA will be holding a silent auction in their booth to benefit ROOFPAC.

“NRCA is excited to host a number of activities at IRE in Dallas,” said NRCA CEO Reid Ribble. “The ROOFPAC Silent Auction held in the NRCA booth is a fun way for members to support ROOFPAC, NRCA’s political action committee, which helps advance public policies beneficial to the roofing industry in Washington, D.C.”

The International Roofing Expo will take place February 4-6, 2020 at the Kay Bailey Hutchison Convention Center in Dallas, Texas. For more information or to register visit www.theroofingexpo.com.

About International Roofing Expo

The International Roofing Expo is the must-attend event for commercial and residential roofing professionals to stay abreast of market directions, trends and cutting-edge technology. The official show sponsor is NRCA; the official show publication is Roofing Contractor; and the digital destination and official residential publication is Replacement 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.

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