



FOR IMMEDIATE RELEASE

THE INTERNATIONAL ROOFING EXPO SET TO MAKE HISTORY WITH FIRST EVER FEMALE KEYNOTE SPEAKER.

Charlotte Jones, Dallas Cowboys Executive Vice President and Chief Brand Officer, will make history this February as the first-ever female keynote speaker at the IRE.

Dallas, TX – January 10, 2020 - The team behind the 2020 International Roofing Expo® did not have to look far to find this year's keynote speaker. Stanford University graduate Charlotte Jones, daughter of the Dallas Cowboy's owner Jerry Jones, will be making history as the IRE's first-ever female keynote and will share insight on building a successful brand. As the Executive Vice President and Chief Brand Officer of the Dallas Cowboys, Charlotte oversees all business operations including strategies as they relate to the team's brand (recognized world-wide). Charlotte Jones will be the first corporate executive to serve as the IRE Keynote in five years. The Keynote will take place Tuesday, February 4th at 9:30am, at the Kay Bailey Hutchison Convention Center in Dallas.

'We are gearing up for another incredible IRE next month in Dallas and are thrilled to host Charlotte Jones as the keynote speaker,' said Shelby Snelson, Show Manager. "Jones' message will resonate with everyone in the audience, and it's an exciting milestone for the show."

In addition to a history-making keynote speaker, the IRE is providing multiple opportunities for attendees and exhibitors to grow their businesses, network throughout the industry and give back to the local community. Make plans to join the team a day early to participate in the 11th Annual Community Service Day sponsored primarily by Sika Sarnafil in conjunction with: Carlisle Construction Materials, CentiMark, Innovative Roofing and Flooring Solutions, ICP Building Solutions Group, KPost Roofing & Waterproofing and OMG Roofing products. Volunteers of all skill levels are encouraged to sign up as well as all those looking for the opportunity to give back to the local community.

With education being a top priority at the IRE, there is no shortage of options this year. The IRE conference program features over 40 sessions covering a large range of topics, including industry trends, best practices, and sales and management skills. 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. The Student Competition

promotes careers in roofing industry management by challenging students' roofing knowledge, construction management skills, time management, and organizational and presentation skills.

You will also find tons of free education on the show floor at IRE. GAF will host sessions in their sponsored Education Center that focus helping the entire team build skills, think critically and work smarter. Johns Manville sponsors The Roofing Institute that features small group business training to help you increase profits and streamline processes. You can also experience live product demos and exhibitor presented seminars on the expo hall floor.

In an effort to continually invest back into the roofing community, National Women in Roofing Day is providing 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).

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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