



**FOR IMMEDIATE RELEASE**

## **Registration is Live for the much anticipated 2021 International Roofing Expo in Las Vegas**

*The roofing and exterior construction industry is connecting in-person in on August 10-12*

*Date: May 4, 2021*

Irving, TX – Excitement has been building in anticipation of the in-person event in Las Vegas for the International Roofing Expo® (IRE), an Informa Markets event. The show is taking place August 10-12, 2021 at the Mandalay Bay Convention Center, and registration for the event is now open. Attendees may register online at [www.theroofingexpo.com](http://www.theroofingexpo.com).

Those wishing to attend the event are encouraged to register by June 15 to take advantage of early bird pricing. An expo hall pass starts at \$65 (\$85 after June 15) and a conference super pass starts at \$400 (\$505 after June 15). NRCA Members and NWiR members are eligible for discounts on select packages and/or events. **To register for the show visit [www.theroofingexpo.com/register](http://www.theroofingexpo.com/register).**

Las Vegas and Informa Markets are partnering to bring meetings and conventions back to Las Vegas, signaling the start of a safe economic recovery for the many industries and communities their platforms serve, and MGM Resorts International/Mandalay Bay is playing a significant part in the industry's return. As industries and economies like the roofing and exterior construction communities look for opportunities to re-connect in the wake of the COVID-19 pandemic, their platforms provide the ideal setting to rebuild communities and revive local economies.

Foundational to Informa Markets' return to the show floor is its commitment to safety. Informa Markets is working with the Mandalay Bay Convention Center on a thorough health and safety plan, largely based on the framework of Informa AllSecure, a set of rigorous health and safety measures to prioritize guest safety at trade events. Through this plan, the International Roofing Expo has set specific operational protocols and communication strategies surrounding the event.

*"We understand how important the International Roofing Expo is to the industry and the need to stay informed and connected," said Ray Giovine, Group Director for Informa Markets and the International Roofing Expo. "We are hearing from the industry they ready to get together in-person, and we're looking forward to providing them with a safe and secure way to interact with each other."*

Over the years the IRE has become the premier annual event for education, exhibitions, and networking. Commercial and residential roofing and exterior construction professionals from across the country come together to experience the newest innovations, participate in cutting-edge educational sessions, and build strong business relationships.

Registrants may choose from an expo hall pass or they can select one of the conference pass options. *"If you are looking to stay at the forefront of the industry our conference passes provide you with the*

*opportunity to learn from some of the top professionals. They will discuss current issues the industry is facing and share their knowledge on the latest market trends,” said Shelby Snelson, Show Manager for Informa Markets and the International Roofing Expo. “The great thing about our conference program is it doesn’t overlap our expo hall hours, so you can take advantage of all the IRE has to offer.”*

The 2021 IRE event will feature:

- IRE Conference Program with over 40 educational sessions
- Hundreds of brands displaying their latest products, services and technologies
- Free educational sessions and live product clinics on the show floor
- 12<sup>th</sup> Annual Digital Community Service Day Project
- National Roofing Contractors Association (NRCA) educational classes
- NRCA ROOFPAC Reception and Live Auction
- 4<sup>th</sup> Annual National Women in Roofing’s (NWiR) Day
- IRE Welcome Party and First-Time Attendee Reception

*“Since attending the IRE in Las Vegas in 2017, our company has come every year and increased our presence every year. The knowledge we have gained from the shows has been instrumental in our growth and in our expertise in the industry. I would highly recommend attending the IRE to help build your business,”* said Joe B., Semper Fi Roofing.

To learn more about Informa AllSecure, and the IRE’s health and safety measures, visit [www.theroofingexpo.com/health](http://www.theroofingexpo.com/health).

#### **About 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](http://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](http://www.informamarkets.com).

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