



## **The International Roofing Expo Adds a Virtual Conference and Expo in 2021 and Announces New Show Dates as it Continues to Connect the Industry**

**Dallas, TX – November 20, 2021** – The International Roofing Expo, with the full support of the NRCA, is excited to launch a virtual conference and expo in 2021 in addition to their physical event. The virtual event will be held on February 24-26, and the in-person event will be rescheduled from April to August 10-12 at the Mandalay Bay Convention Center in Las Vegas, NV.

“We are thrilled about the addition of a complementary virtual event and being able to provide the industry with more of the education and content they look forward to every year,” said Ray Giovine, Group Director for the International Roofing Expo / Informa Markets. “By transitioning our live event to August and launching our virtual event in February, we’re able to create an opportunity to connect our audiences across multiple channels throughout the year.”

The IRE 2021 Virtual Conference and Expo will allow the industry to share best practices for today’s market, discuss the latest trends, and see the newest products and technology hitting the market. The virtual conference and expo will feature both live and on-demand educational sessions, a virtual exhibit hall, a product showcase, and a networking platform where attendees and exhibitors can engage with each other via chat, video call and more.

The in-person event, held August 10-12, 2021, will continue to include a large exhibition hall featuring the industry’s top manufacturers and suppliers, a robust conference program, and unparalleled networking events for attendees and exhibitors.

“We were fortunate to secure the same exhibit halls for our new dates to make the transition easy for our exhibitors, speakers and attendees,” said Ray. “We are really excited about our digital offering, but equally excited to return to the show floor this August.”

The International Roofing Expo will adapt Informa AllSecure, which is Informa’s approach to ensuring the highest standards of safety, hygiene, cleanliness, and quality for operating events. In addition to AllSecure, the show will follow all local government guidelines, as well as the Mandalay Bay Convention Center guidelines.

Additional information on the virtual event will be available in the coming weeks. Those with questions regarding Informa AllSecure are encouraged to reach out to Meggan Spehar, Senior Marketing Manager for the IRE at [meggan.spehar@informa.com](mailto:meggan.spehar@informa.com).

**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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