



**FOR IMMEDIATE RELEASE**

### **International Roofing Expo Keynote Speaker Will Highlight Life Lessons**

*IRE brings together thousands of residential and commercial roofing and exterior construction professionals to help them grow their careers and expand their businesses. The LIVE & IN-PERSON event takes place from February 1–3 in New Orleans, Louisiana; registration available now*

**New Orleans, Louisiana (December 10, 2021)** – Informa Markets, the International Roofing Expo, and the National Roofing Contractors Association are pleased to host a Keynote Session at the 2022 event. The Keynote is on Tuesday, February 1, from 9:30 a.m. to 11 a.m. at the Ernest N. Morial Convention Center in New Orleans. The keynote presentation is sponsored by Malarkey Roofing Products. The keynote is included with all registration types; registration for the event is now available, and industry professionals are showing their enthusiasm to reunite.

IRE takes place February 1–3, 2022. To kick off the event, a keynote address — “Lessons...An Insider’s Look at 40 Years of Learning, Falling, Failing, and Succeeding” — will feature industry icon Reid Ribble, CEO of the NRCA.

Before becoming CEO, Ribble served six years in the U.S. House of Representatives. During his tenure, he served on the Agriculture, Transportation and Infrastructure, Budget and Finance, and Foreign Affairs Committees, where he served as vice chairman of the Committee on Emerging Threats. During his time in Congress, Ribble met with more than 25 heads of state and in his capacity on the Committee on Foreign Affairs, traveled extensively throughout Eastern Europe and the Middle East.

Yet roofing is in his blood. For more than 30 years, Ribble was the president of his own roofing company in Kaukauna, Wisconsin. As a contractor, he volunteered countless hours serving on numerous NRCA committees and on NRCA’s board of directors.

“Every person and every business has an absolute need for shelter,” said Ribble. “As roofing professionals, it’s our honor to provide them with the roofs over their heads. The IRE will be a fantastic way to bring the industry together, to talk about goals, and create a basis for having a great year in 2022.”

IRE will feature the industry’s top suppliers and manufacturers, 60+ educational sessions taught by leading industry experts and various networking events. In addition to the keynote, a robust expo hall and more than 60 education sessions, event highlights include:

- Exhibitor presented seminars taught on the show floor
- Dedicated windows and siding pavilion and education theater
- Exhibitor product clinics featuring live demonstrations
- Exhibit hall product showcase
- Outdoor exhibits and special events
- 13<sup>th</sup> Annual Community Service Day Project

- IRE Welcome Party and First-Time Attendee Reception
- National Roofing Contractors Association (NRCA) training classes
- NRCA ROOFPAC Reception
- NRCA Awards Ceremony & Cocktail Reception
- Roofing Alliance Construction Management Student Competition
- 5<sup>th</sup> Annual National Women in Roofing's (NWIR) Day

Those wishing to attend are encouraged to register by December 14 to take advantage of early bird pricing that offers up to a 20% savings. NRCA members can receive an additional discount on a Conference Super Pass or a Single Day Conference Pass. For a complete listing of packages and pricing, and to register, visit [www.theroofingexpo.com/register](http://www.theroofingexpo.com/register).

Currently there is not a mask mandate nor a proof of vaccination or negative COVID-19 test requirement in place for attending the International Roofing Expo. As part of our protocols, we are following all state and local regulations and guidance. We will continue to update you should this information change between now and the show. To learn more about AllSecure and IRE's health and safety measures, visit [www.theroofingexpo.com](http://www.theroofingexpo.com). Guided by Informa AllSecure, a detailed set of measures developed collaboratively with industry associations, event organizers, and venues, The International Roofing Expo aims to deliver the highest levels of hygiene and safety at its event, providing everyone with reassurance and confidence they are participating in a safe and controlled environment.

###

#### **Interview Opportunities**

Interviews can be arranged with the Keynote speaker. To arrange, please contact Meggan Spehar, Senior Marketing Manager for IRE.

Meggan Spehar | [meggan.spehar@informa.com](mailto:meggan.spehar@informa.com) | (212) 600-3721

#### **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](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).

###

#### **International Roofing Expo Media Contact:**

Meggan Spehar  
Sr. Marketing Manager

212-600-3721  
meggan.spehar@informa.com

**Informa AllSecure Media Contact:**

Lauren Lamb  
Vice President of Marketing & Conference  
281-723-3131  
lauren.lamb@informa.com