



FOR IMMEDIATE RELEASE

THE INTERNATIONAL ROOFING EXPO LAUNCHES A NEW VISUAL WAY TO DISCOVER EMPLOYERS AND JOB OPPORTUNITIES IN THE ROOFING INDUSTRY

The new IRE Community Map official launched February 1 at the 2022 International Roofing Expo in New Orleans.

Irving, Texas (February 17, 2022) – The International Roofing Expo (IRE) has taken a new initiative to help the roofing industry address a top issue, the shortage of talent. The IRE has partnered with Work for Your World to create a new way to connect employers and job seekers.

The new IRE Community Map offers a visual way for talent to discover and learn about the roofing industry, companies, and job opportunities near them. The interactive map officially launched on February 1 during the 2022 International Roofing Expo. The map is now accessible to the roofing community via the International Roofing Expo website at www.theroofingexpo.com and the Roofing & Exteriors website at www.roofingexteriors.com.

According to data from the Bureau of Labor Statistics released in March 2021 by Associated Builders and Contractors (ABC), it was estimated that the construction industry needed to hire an additional 430,000 craft professionals in 2021 over 2020. The construction industry was estimated to grow 1.3% in 2021 to \$1.45 trillion and is estimated to grow 3.5% in 2022 to \$1.50 trillion. In addition, the Bureau of Labor Statistics estimates that employment of roofers is projected to grow 5% from 2020 to 2030, with about 15,600 openings for roofers projected each year.

“One of the main issues that the roofing industry continues to face is finding workers. We wanted to create a niche platform that is dedicated to connecting roofing contractors, suppliers, and manufacturers that are hiring with people looking for a job in the industry,” said Ray Giovine, Group Director for the International Roofing Expo/Informa Markets.

Anyone looking for a job in the roofing industry can access the map and discover hundreds of companies across the globe. You can search for companies hiring by location, job function, category, or company name, and then access their website to find current job openings.

“Our research showed that people want employers they would be proud and excited to work for. By showcasing the company before presenting the jobs, you tend to attract motivated workers you may not otherwise reach with a job board,” said Robert Drblik, CEO of Work For Your World.

Employers wanting to list their company on the map have two options. The no-cost option is a basic listing that includes your company name and a link to your website. Companies who wish to have higher visibility on the map and list their open job roles can opt for Premium Pins for their locations. The Premium Pin option helps employers that are actively hiring to stand out from their competition on the map.

To view the IRE Community Map, please visit <https://ire.workforyourworld.com/>. To learn more about showcasing your company locations and job opportunities, please visit <https://info.workforyourworld.com/>.

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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.

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.

ABOUT WORK FOR YOUR WORLD

Work For Your World is a tech-based media company that has developed an innovative approach to help companies attract active and passive talent. Our employer discovery map offers an interactive, mobile-first way for workers to discover and learn about key industries, companies, and job opportunities near them. We help companies generate talent leads. For more information, please visit www.workforyourworld.com.