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The International Roofing Expo® [IRE] is where exhibitors and education offer serious solutions, real results, and provide opportunities for you to make powerful connections. If you are a roofing contractor, builder, remodeler, building owner, facility manager, architect or designer of any level, you will walk away inspired to expand your business. REGISTER NOW!



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Safety/Fall Protection

Shingles

Siding/Insulation Single-Ply Roofing

Slate

Solar

Spray Polyurethane Foam

Synthetic

Technology/Software

Tools/Accessories Underlayment Vapor Retarders Vehicles/Rigging

Ventilation Waterproofing

Weather/Climate

Skylights



CONFERENCE SCHEDULE

If you register for a Super Pass, Day Pass or Spouse Pass, the following educational sessions are available. Visit www.TheRoofingExpo.com to view full event and session descriptions. Sessions, events and times are subject to change.

IRE Conference Program Sponsor:



Γra	10	

■ General Business Sales/Service

Green Building Special Events

Leadership

Legal/HR

■ Money Matters

Technical ■ Workplace Safety

Tuesday, February 6		
Session	Presenter(s)	Track
7:45 am - 9:15 am	1 resenter(s)	Huck
TU01 Priorities that Drive Profitability	J. DeRosa	•
TU02 Asphalt Shingle Installations for Wind Resistance (Steep Slope)	H. Estes, M. Zehnal	•
TU03 Safety as a Competitive Edge	J. David, D. Bradford, B. Hettrick	
TU04 NRCA Young Contractor's Emerging Technology Roundtable Discussion	G. Mitchell, J. Smithey, B. Sutter, E. Jackson, C. Lecklider, M. Leonard, K. Van Winkle, J. Reader, B. Morgan, A. Marcon, D. Duncan, M. Cameron, T. de la Cruz, J. Embow, C. Collins, S. Kawulok	•
TU05 Pro-Active Must-Do Field & Project Management Systems!	G. Hedley	
TU06 The Top 10 Employment Law Mistakes Roofing Contractors Make and How to Avoid Them	P. Siegel, Esq.	
TU07 NRCA Technical Issues: Low-Slope Roof Systems	M. Graham	
TU08 Concrete Roof Decks and Moisture	M. Dupuis, B. McHugh	
TU09 The Prospect Experience: What Perception is Your Company Giving BEFORE They Become Customers?	C. Thokey	•
9:30 am - 10:50 am		
TUKEY Keynote What I've Learned	Julius "Dr. J" Erving	•
Wednesday, February 7		
7:45 am - 9:15 am		
WE01 The 2018 I-Codes: Roofing-Related Changes	M. Graham	
WE02 Elevate Your Engagement: Smart Strategies to Keep Your Top Talent From Becoming Someone Else's	Lisa Ryan	•
WEO3 To Match or Not to Match, That is the Question: How Does Matching Statutes and Regulation Affect the Claim Process For the Insurance Restoration Industry?	L. Douglass	-
WE04 Numbers Contractors Must Know & Track to Always Make a Profit!	G. Hedley	
WE05 Leveraging Roof Consultants for Better Installation	M. Clark	

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CONFERENCE SCHEDULE (cont.)

Visit www.TheRoofingExpo.com to view full event and session descriptions. Sessions, events and times are subject to change

Session	Presenter(s)	Tracl
7:45 am - 9:15 am		
WE06 How to Start (or Grow) a True Service Department What You Need to Know That You Don't Know Part 1 of 2	G. Hayne	
WE07 NRCA's Objective Data Collection Results under OSHA's Construction Silica Regulation	H. Dietz	
WE08 Understanding Metal Roofing Part I of 2	R. Haddock	
WE09 Exit Planning & Succession: How to Retire by Replacing Your Income and Replacing Yourself	K. Kennedy, J. Bazzano	
9:30 am - 11:00 am		
WE10 Building Effective Management Skills	T. Grandy	
WE11 How To Start (or Grow) a True Service Department Just What Is "Great Service"? Part 2 of 2	G. Hayne	•
WE12 ASCE 7-16 and its Impact on Wind-Uplift Design	M. Graham	-
WE13 Understanding Metal Roofing Part 2 of 2	R. Haddock	
WE14 Keys to Escape the Price-Driven Sale	J. DeRosa	
WE15 2017 AIA Construction Contracts: What Contractors Need to Know	S. Phillips	-
WE16 Complying with Energy Code Requirements for Commercial Roof Assemblies	J. Wilen	
WE17 What's All This Talk About Traction? Get More Focus, Growth and Enjoyment from Your Business	M. Krolczyk	
WE18 Mastering Millennial Mindset and Beyond: How to Attract and Retain Emerging Leaders	L. Ryan	
Thursday, February 8		
7:45 am - 9:15 am		
TH01 Improving Your Company's Safety Climate and Safety Performance	R. Trewyn	
TH02 Create Your Own Skilled Labor: As Showcased by the Mike Rowe Works Foundation	S. Shapiro, C. Shouppe	
TH03 Open Forum: Technical & Design Observations from the Field Experts	S. Teal, H. Hardy Pierce, D. Bradford	•
TH04 How to Be a Better Boss in Today's Work Place	M. Porter	•
TH05 Fifteen Things All Successful Companies Have In Common	T. Grandy	
TH06 Growing your Roofing Business with Paid Social Media Ads	A. Hockel	

Iracks:				
General Business	Green Building	Leadership	■ Legal/HR ■ Money Matters	
Sales/Service	Special Events	Technical	■ Workplace Safety	

Session	Presenter(s)	Track
7:45 am - 9:15 am		
TH07 Drones and Roofing: The Economic and Safety Benefit and How to Navigate the Regulations for Safe Operation	B. Schulman	
TH08 Proper Application of Asphalt Shingles: Path to Performance (Steep Slope)	J. Kouba, S. Dinwiddie, A. Phillips, T. McQuillen	
TH09 Effective Thermal Performance of Roof Systems	A. Habellion	
9:30 am - 11:00 am		
TH10 Common Financial Pitfalls and Business Structure Mistakes Contractors Make	M. Porter	
TH11 Winning the War for Talent	C. Czarnik	
TH12 Developing Marketing Plans - An Interactive Class	H. Ellsworth, K. Edwards	
TH13 NRCA Technical Issues: Steep-Slope Roof Systems	M. Rupar	
TH14 Leading A Sales Team to Believe	J. Johnson	
TH15 Low-Slope Roofs: What, Where, Which, When, Why, & HowIt's Not 1993 Anymore	H. Hardy Pierce	•
TH16 The Hurricanes of 2017: Low-Slope Roof Findings and Recommendations for Designers and Contractors	T. Smith	
TH17 The Impact of the Legalization of Marijuana on the Roofing Industry	T. Cotney	-



SHOW FLOOR EDUCATION

FREE to all registered attendees. Registration is highly recommended. Seating available on a first-come, first-served basis for all Show Floor Education.

Sessions and times are subject to change. Visit www.TheRoofingExpo.com to view full descriptions.

EXHIBITOR-PRESENTED SEMINARS

Tuesday, February 6 | Wednesday, February 7

Education content prepared by our exhibitors to give you innovative ideas and solutions.

Tuesday, February 6			
Exhibitor Session		Presenter	
1:00 pm - 1:45 pm	00 pm - 1:45 pm		
Roof Systems [™] Flat Roofing Solutions	EP2 Newly added session; check the website soon for more details	TBD	
2:15 pm - 3:00 pm			
KEMPER SYSTEM More than waterproofing	EP3 Insulated Roof Systems with Liquid-Applied Membranes: Hands-On Demonstration	Braeden Kleven	
3:30 pm - 4:15 pm			
NRCA	EP4 NRCA Update	Reid Ribble	
Wednesday, February 7			
1:00 pm - 1:45 pm			
EP6 Service as a Superpower - How a Remote Receptionist Service Can Increase Profitability and Boost Productivity		Christina Burns	
2:15 pm - 3:00 pm			
KEMPER SYSTEM More than waterproofing	EP7 Insulated Roof Systems with Liquid-Applied Membranes: Hands-On Demonstration	Braeden Kleven	

THE ROOFING INSTITUTE I SPONSORED BY JOHNS MANVILLE

Tuesday, February 6 | Wednesday, February 7

Industry experts will give you the insight you need to stay viable in a competitive market. Topics include marketing strategies, leadership development and technical skills.



THE ROOFING INSTITUTE | SPONSORED BY JOHNS MANVILLE (CONT.)

Wednesday, February 7	
11:20 am - 12:20 pm	
RI5 Time for a Website Update	Heidi Ellsworth
12:30 pm - 1:30 pm	
RI6 Leaders Who Engage are Leaders Who WIN	Lisa Ryan
1:45 pm - 2:45 pm	
RI7 JM Single Ply Systems that Promote Productivity	Daniel Blasini
3:00 pm - 4:00 pm	
RI8 Skylight 101 from Logistics Lighting	Eric G. Huffman

GAF EDUCATION CENTER



Tuesday, February 6 | Wednesday, February 7

The GAF Education Center is dedicated exclusively to roofing industry education, not product pitches. Through a series of 45-minute sessions, expert trainers will help you build skills, think critically and arm you with practical solutions to work smarter.

Tuesday, February 6	
Session	Presenter
11:45 am - 12:30 pm	
G1 Air Barriers and Vapor Retarders	Tom Taylor
12:45 pm - 1:30 pm	
G2 Storm Restoration for the Master Roofer, the Code to Profit	Wade Baughn
2:00 pm - 2:45 pm	
G3 Why Preventative Maintenance: The Benefits of Being Proactive and How to Effectively Market Yourself for Success	Jennifer Long
3:15 pm - 4:00 pm	
G4 Why Offer Finance to the Homeowner?	Dave Segur
Wednesday, February 7	
11:45 am - 12:30 pm	
G5 Getting Ready for Solar	Amy Ochsenreiter
12:45 pm - 1:30 pm	
G6 Estimating Energy Savings: How to Help Owners and Facility Managers Estimate Return on Investment	Martin Grohman
2:00 pm - 2:45 pm	
G7 Labor Crisis	Brendan Hale
3:15 pm - 4:00 pm	
G8 Application of Infrared Thermography to the Inspection and Diagnosis of Low Slope Commercial Roofing Systems	Bill Schwahn



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www.TheRoofingExpo.com on or before 1/12 using the reg code located above the mailing label.

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SPECIALTY EDUCATION

Visit www.TheRoofingExpo.com for session descriptions

NRCA EDUCATIONAL PROGRAMS

CERTA Train-the-trainer Program [CT] Monday, February 5 | 7:00 am - 6:00 pm



NRCA ProCertification Program: Exam Development Workshop Mondau, Februaru 5 | 8:00 am - 5:00 pm

This free workshop gives you the opportunity to contribute to the NRCA ProCertification Program—a roofing industry game-changer! To participate, you must have expertise in TPO, PVC and/or asphalt shingle roof system installations.

Roofing Industry Fall Protection from A to Z [FAL] Monday, February 5 | 8:00 am - 4:30 pm

This interactive class focuses on fall-protection systems, current state-specific OSHA requirements, equipment and techniques for self-rescue, and relief of suspension trauma.

Union Breakfast Program | Recruiting, Training and and Retaining Roofing Technicans and Leaders of Tomorrow [WES] — for contractors only Wednesday, February 7 | 7:00 am to 9:15 am

Listen as a panel discusses implementing innovative strategies and creating a comprehensive training regimen for new business representatives to make better leaders.

The Roofing Industry Alliance for Progress Construction Management **Student Competition [SC]**

Wednesday, February 7 | 7:45 am - 11:15 am

This is a hallmark competition that promotes careers in roofing industry management by challenging students' roofing knowledge, construction management skills, time management, and organizational and presentation skills.

Sponsored by:



For Foremen Only, Level 1 [NFO]

Thursdau, Februaru 8 | 8:00 am - 4:00 pm

This program focuses on communication, leadership and management skills so field managers can effectively run their crews. During class, the students will use interactive exercises to practice using these skills.

NWIR EDUCATIONAL PROGRAM



NATIONAL WOMEN IN ROOFING EDUCATION DAY Sunday, February 4 | 9:00 am - 7:30 pm

Join NWIR to be among professional, like-minded, good-spirited women from all facets of the roofing industry to experience insight, inspiration and fun. There will be plenty of time for discussion with colleagues and opportunities to grow professional networks and meet new peers.

9:00 am - 10:00 am Guided Walking Tour or Yoga

10:00 am - 10:30 am **Registration Opens**

10:30 am - 11:30 am **Dutch Treat Round Robin Brunch**

12:00 pm - 1:30 pm Welcome & Keynote Speaker: Leila Gowland

1:30 pm - 5:30 pm Educational Sessions and Mentoring "Speed Dating"

5:30 pm - 7:30 pm Super Bowl Party

Registration Fee: NWIR Members: \$50 | Non-members: \$110 (\$50 plus cost of NWIR membership \$60)

SHOW FLOOR HIGHLIGHTS

BUSINESS & TECHNOLOGY PAVILION

Stop by this pavilion to find new tools and resources that will help you run your business better, faster and safer. Find solutions and stay on top of the latest industry technologies that can generate more revenue, including mobile, wireless and web-based programs for insurance, finance, credit, estimating, labor, weather, and more.

EXHIBITOR DEMONSTRATIONS

These companies will lead interactive demonstrations of products, of best practices and quick tips. Visit www.TheRoofingExpo.com to view full descriptions.

- Acme Cone Company
- Polyglass U.S.A., Inc.
- DuPont Tyvek Protec
- Tremco Roofing and Building Maintenance

• IKO

EXHIBITOR PRODUCT CLINICS

Get to know the Equipter, OMG and Soprema teams and their products in depth and in person through clinics held daily on the show floor. You can make a better purchasing decision after seeing a demo, and having a Q&A session with product experts about the functionality and capabilities.

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METAL MARKETPLACE

Stay on the cutting-edge of what's new from leading manufacturers supplying creative and innovative metal products, designs, building concepts, tools and services. If metal is your specialty, you will find exactly what you need in the Metal Marketplace.



PRODUCT SHOWCASE

To build your business and keep your company thriving into the future, stop by this pavilion where you will explore innovation as you see, try and compare a wealth of dynamic products. The unique layout offers a time-saving overview of what's new on the show floor.





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SPECIAL EVENTS

9TH ANNUAL COMMUNITY SERVICE DAY

Monday, February 5 | 7:30 am - 4:00 pm

Pay it forward and help those less fortunate by participating in the 9th Annual Community Service Day, the show's home repair and revitalization project. By volunteering for this heartwarming cause, you will help repair and rebuild the homes of New Orleans families that are elderly, disabled or financially unable to support the renovation. Tax-deductible monetary donations are needed as well as volunteers to perform a variety of construction disciplines.

Sponsored by: Sarnafil



Additional Sponsors:















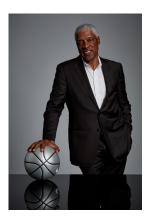


Tuesday, February 6 | 9:30 am - 10:50 am

Known as one of the greatest NBA players of all time, Julius Erving will share what he has learned through triumph and adversity. As Dr. J reveals his personal tactics for overcoming challenges and cultivating a champion's mindset, you will walk away enlightened and with a deeper understanding of the power of grace, humility, hard work and collaboration on the drive to success.

Sponsored by:





WELCOME PARTY

Tuesday, February 6 | 5:15 pm - 7:15 pm | Generations Hall

Join us at historic Generations Hall for an evening of Louisiana culture, food and drink. Originally built in the early 1820s as a sugar refinery, Generations Hall combines a unique glimpse into a bygone era with a state-of-the-art sound system that creates an energetic backdrop to mingle and dance while listening to the music of New Orleans-based party band, The Bucktown All-Stars. Network with industry friends and leaders while experiencing delicious hors d'oeuvres, beer, wine and soda. A dedicated area will be reserved for all international attendees, exhibitors and media.

For admittance, you must register in advance. All guests must be 21 years of age with valid ID and IRE name badge. Free admission for conference registrants. \$55 admission fee for Expo Only registrants before January 8; \$65 thereafter.

Sponsored by:



SRS EXTREME TAILGATE

Daily Throughout the Show

Endless amounts of fun await you outside the show floor in the parking lot of the Riverwalk Outlet Parking Lot. This is your opportunity to enjoy a beverage and cigar while meeting the entire SRS Distribution Senior Management team in a relaxed and inviting atmosphere while checking out the customized tailgating RV.

NATIONAL WOMEN IN ROOFING MENTORING & NETWORKING RECEPTION



Monday, February 5 | 5:00 pm - 7:00 pm

Spend some time getting to know thought leaders, executives and industry experts receive some mentoring advice from those who design, build, operate and support the roofing industry. Open to all roofing professionals. Free of charge, but registration required.





NRCA ANNUAL CONVENTION





NRCA ROOFPAC GOLF TOURNAMENT I TPC LOUISIANA

Monday, February 5 | 8:00 am - 3:00 pm | 9:00 am tee time

Join NRCA and ROOFPAC for a great day of golf at TPC Louisiana featuring a challenging landscape of beautiful wetlands and native cypress trees that lie just across the great Mississippi River. Participants will receive lunch and enjoy a post-tournament scoring reception with open bar and the opportunity to win prizes. To register, please contact npick@nrca.net or 800.338.5765.

Sponsored by:



NRCA ROOFPAC SPORTING CLAYS TOURNAMENT

Mondau, Februaru 5 | 9:45 am - 2:15 pm

Travel across the Mississippi River for a great day of sporting clays in the woods, over the water and in open fields at High Point Shooting Grounds in Belle Chasse! Prizes will be awarded following the tournament. Includes transportation, shotguns, and eye/ear protection and lunch. To register, please contact npick@nrca.net or 800.338.5765.



NATIONAL ROOFING LEGAL RESOURCE CENTER [NRLRC] LUNCHEON

Tuesday, February 6 | 11:00 am - 1:00 pm

While the interpretation and details of a new corporate tax policy are still uncertain, it is clear this new plan will significantly change the business landscape for U.S. roofing companies of all sizes. Held immediately following IRE Keynote and open to all roofing contractors, you will hear insight into the effect and nuances of the tax policies aimed at strengthening small businesses, including understanding the challenges for pass-through entities like S Corporations and the intricacies related to business' tax planning strategies.

Sponsored by:



NRCA/ROOFPAC SILENT AUCTION

Tuesday, February 6 | 11:00 am - 5:00 pm & Wednesday, February 7 | 11:00 am - 4:00 pm ROOFPAC booth #1933

Stop by for fabulous deals on vacations, jewelry and more! You can also bid on the ROOFPAC silent auction items via your laptop, tablet or smartphone. Participate and enjoy a drink from our Auction bar from 2:00 pm - 4:00 pm on Wednesday, February 7. You can get fantastic deals on items, and all proceeds benefit ROOFPAC, NRCA's political action committee, to help make a difference for the roofing industry in Washington, DC.

Sponsored by: GAF



NRCA INDUSTRY AWARDS CEREMONY & COCKTAIL RECEPTION

Wednesday, February 7 | 5:00 pm - 7:00 pm | The Great Hall A-D

Join NRCA for an industry awards ceremony that will formally recognize the roofing industry's most prestigious awards. Complimentary beer, wine, soft drinks and hors d'ouevres; cash bars for cocktails. There is no charge, but advance registration is requested.

ROOFPAC PARTY ON THE MIGHTY MISSISSIPPI | PAT 0'S ON THE RIVER

Wednesday, February 7 | 7:00 pm - 10:00 pm

Join your roofing industry colleagues for an evening of fun, food, drinks and entertainment at Pat O's on the River. Upon stepping onto the Grande Terrace, you will be overlooking the legendary Mississippi River. To register, please contact npick@nrca.net or 800.338.5765.

Sponsored by:



PREPARE FOR THE SHOW

Get the most out of this year's IRE by utilizing all the resources available to help you fully prepare for the show.

REGISTRATION PACKAGES

A variety of registration packages are available to fit your budget and education needs. All educational events and educational sessions require registration. Space in sessions is limited and available on a first-come, first-served basis.

To save 20% off a Super Pass, Day Pass or free Expo Only, register online at www.TheRoofingExpo.com on or before 1/12 using the reg code located above the mailing label. Discounts apply to new registrations only; no refunds issued for pre-existing registrations. Discounts not applicable to MA or NEM registrations.

Need help registering? Please contact Alicia' Antoine at conferenceteam.6483@informa.com or 972.536.6483.

On-site Registration Sponsor:



CONVINCE YOUR BOSS

We understand that there are a lot of variables that go into deciding whether to attend the IRE — registration, hotels, travel, ROI, etc. We are also aware that it can be difficult to ask for approval to attend, so we have created this Justification Toolkit to assist with gaining approval. Visit www.theroofingexpo.com/justification for several tips and tools that will help you present your case.

BOOK YOUR HOTEL

For best selection and discounted hotel, airfare and car rental rates, make plans immediately. Please note the IRE takes place one week prior to Mardi Gras, so hotels are selling out fast. To receive special show discounts on hotels, you must book your reservations through www.TheRoofingExpo.com, where you'll benefit from the easiest, least-restrictive way to secure rooms at the lowest possible rate. Reservations are accepted on a first-come, firstserved basis.

Provided by: \\PE\K

DOWNLOAD THE IRE MOBILE APP

Easily manage your IRE experience — add education sessions to your agenda, schedule meetings, locate exhibitors and events as you connect with fellow attendees and exhibitors. You can also easily check in on-site and print your name badge by scanning your registration barcode from the mobile app. Search **IRE** in the app store.





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opportunities and cutting-edge ideas to propel your business.

SHOW FLOOR HIGHLIGHTS

- 475 companies, 1,300+ booths
- 16 hours of dedicated exhibit time

122 education hours and 44 sessions

CEUs from DBPR + RCI, Inc. **NRCA Educational Classes**

65+ high-profile speakers

EDUCATIONAL CONFERENCE

PROGRAM

- Product Showcase
- **Business & Technology Pavilion**
- Metal Marketplace
- The Roofing Institute by Johns Manville
- **Exhibitor-Presented Seminars**

The Roofing Industry Alliance Construction National Women in Roofing Education Day

Management Student Competition

Spouse Program

- **Exhibitor Product Clinics**
 - **GAF Education Center**

SPECIAL EVENTS

- 9th Annual Community Service Day

Keynote Address by NBA legend, Dr. J.

- Welcome Party at Generations Hall
- NRCA Annual Convention
 - NRLRC Luncheon
- National Women in Roofing Reception
- SRS Extreme Tailgate



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