

For Immediate Release



Kim Rogers
Hanley Wood Exhibitions
KRogers@HanleyWood.com
972.536.6353

2008 INTERNATIONAL ROOFING EXPO STARTS OFF THE YEAR WITH A SUCCESSFUL SHOW

DALLAS -- February 25, 2008 -- The 2008 International Roofing Expo was the gathering place for the roofing construction industry, February 21-23, at the Las Vegas Convention Center in Las Vegas, Nevada USA.

With 1,060 booths and 442 exhibiting companies covering 106,000 net square feet of exhibit space, this year's exhibit hall was filled with the industry's top suppliers, manufacturers and leaders displaying an incredible array of roofing materials and related products, including gutters, insulation, ladders, coatings & adhesives, built up, fasteners, machinery equipment & tools, metal roofing, modified bitumen, roof & decking materials, roof pavers, walkways & ballast, shingles, skylights, slate, spray polyurethane foam, tile, vapor retarders, ventilation, waterproofing, and much more.

"The International Roofing Expo continues to be the ultimate gathering for the industry," said Donna Bellantone, Director of the IRE. "The show is a great venue for the most influential players to help drive the future direction of our industry."

Of the 442 exhibiting companies, almost 100 were first-time exhibitors or exhibitors who haven't exhibited in several years. Occupying 13,100 net square feet of space, new exhibitors included Advanced Green Technologies, AirTight Insulation, Brandguard Vents, C.H. Hanson, Cut Technologies Metal, DiBenedetto Tile, Fasco America, Gutter Roof, Hunter Warfield, Insul Roof Tile, Ladder Port, LiveRoof, LUMA Resources, NewTech, PermaDri, Quick Mount PV, RKW US, Sheffield Metals, Simpson Strong-Tie, Temple-Inland, Truco, Tuff Toe, Wayne County Rubber, Xactware and Zimmerman Metals, just to name a few.

"I attend this show for the seminars and new products which are really beneficial to my business," said Chris Underwood of Formation Roofing & Sheet Metal.

A full array of professionals representing the roofing industry visited the show, including commercial and residential contractors, architects, engineers, consultants, building owners, facility managers, manufacturers, distributors, foremen, superintendents, project managers and other ancillary industry professionals.

"We're very pleased with the number of high-quality attendees who come to the International Roofing Expo to make important purchasing decisions," said Rick McConnell, Vice President of Hanley Wood Exhibitions, owner and producer of the IRE. "We had a phenomenal opening day, followed by a strong second day."

At press time, final verified attendance numbers were not available, but preliminary numbers indicate that attendance was flat from last year's record-breaking number of 9,020.

Exhibitors noted the show's success as they benefited from steady traffic and solid attendance. "The show exceeded our expectations, both in the number of attendees and the quality of contacts made," said Chuck Hotze of Fasco America. "We have already signed up for next year."

"Overall I was very pleased with the constant booth traffic of qualified visitors," said Rob Reale of Carlisle SynTec.

"We were so pleased with the attendance," said Berle Blehm of Level Rite Ladder Safety Tools. "Orders for our products exceeded our expectations."

"The show certainly met our expectation with both quantity, quality and the geographic dispersion of residential roofers," said Milo Fuscaldo of GRIP (Globe Roof Inspection Program).

"This was our first ever tradeshow in the U.S.," said Dominique Minguell of IMSMETAL. "Our expectations were met and we will be exhibiting again next year."

Educational Conference

In addition to the show floor's buying and selling activity, the Expo's educational conference featured 48 educational sessions addressing a myriad of industry issues, including 17 technical and 5 workplace safety classes, as well as 26 business-related sessions including leadership/ management, legal/HR, money matters, sales & service and general business. 90% of the courses offered new topics, with 5 of last year's most popular sessions back due to high demand.

"The contributions of our speakers have been invaluable to the conference program," said Brandi McElhaney, Conference Manager. "Our compelling educational sessions provide attendees a unique opportunity to learn directly from the experts on a wide variety of topics."

Conference attendees grew by over 10% and totaled an impressive 5,200 sessions sold. Especially packed were the 9 sessions addressing the green/eco-friendly topics, reinforcing the industry's efforts to increase global awareness, resulting in a cleaner and safer environment.

"It was impressive show and conference," said Bob Kulp, Kulp's of Stratford. "I always learn a lot at the seminars and enjoy immensely the cross pollination of ideas with other roofing professionals from all over the world."

Special Events

Speaking to a standing room only crowd of over 1,100 attendees and exhibitors, the show's opening day featured an inspirational **Keynote Address** by legendary NFL quarterback, Archie Manning. Sharing personal anecdotes from his 15-year career, he discussed the principles he used throughout his career for success, including developing an attitude of leadership, depending on others, being flexible and playing the game. Manning, who concluded his speech by tossing footballs into the audience, is the father of back-to-back Super Bowl champion sons, Peyton and Eli. "Manning provided a humorous, yet serious presentation that was well received by the audience," said Kim Rogers, Marketing Manager. "It really set the tone for an energy-filled opening day."

The opening night **Welcome Party** on Thursday, February 21, at PURE Nightclub at Caesars Palace attracted over 1,000 show participants who enjoyed delicious hors d'oeuvres, wine, beer and soda, while networking in the three distinct venues that made up the hip, decorative club.

Attendees sharpened their skills at **Live Demonstrations**, providing hands-on training, techniques and tips from APOC/Gardner-Gibson, Gaco Western, Ashland, Johns Manville and Duro-Last. Covering topics from roof restoration procedures, cold applied waterproofing, solar power, attic ventilation, weather resistive barriers, automated insulation fastening system, each demo was 45 minutes in length.

Through the **Exhibitor Product Clinics**, DCI Products, DuPont, Eternabond, Grace, OMG and USG demonstrated their equipment and materials, covering attic ventilation, attic wrap and roof liners, roof repairs, weather resistive barriers, roof boards and green roofing.

Start Planning for 2009

The 2009 International Roofing Expo will be held February 3-5 [Tuesday - Thursday], at the Mandalay Bay Convention Center in Las Vegas, Nevada USA. The educational conference will feature 45 sessions, with most sessions offering continuing education hours.

About the International Roofing Expo

The International Roofing Expo is the must-attend event for commercial and residential roofing professionals to stay abreast of market directions, trends and cutting-edge technology. Formerly owned by NRCA, the show was sold to Hanley Wood Exhibitions in May 2004. The official show sponsor is NRCA, the official show publication is *Roofing Contractor* and the official residential publication is *Replacement Contractor*. For more information, visit www.TheRoofingExpo.com or contact Hanley Wood Exhibitions at 972.536.6415 or Info@TheRoofingExpo.com.

About Hanley Wood

Hanley Wood, LLC, is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. **Hanley Wood Exhibitions** (Dallas) conducts 17 trade shows, including World of Concrete, one of the top 20 trade show events in the country.

Founded in 1976, Hanley Wood is a \$250 million company owned by affiliates of JPMorgan Partners, LLC. CCMP Capital Advisors manages the Hanley Wood investment for JPMorgan Partners.

###