

## For Immediate Release



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### **POSITION YOUR BUSINESS FOR SUCCESS BY EXHIBITING AT THE 2009 INTERNATIONAL ROOFING EXPO**

DALLAS -- April 2, 2008 -- Roofing industry manufacturers and suppliers looking to increase their bottom line, build brand awareness and meet face-to-face with ready-to-buy attendees, should plan to exhibit at the 2009 International Roofing Expo, the largest and most comprehensive event in the industry for commercial and residential roofing professionals.

The 2009 International Roofing Expo will be held February 3-5, in the Shoreline A&B Halls at the Mandalay Bay Convention Center in Las Vegas, Nevada USA.

"Exhibiting at the International Roofing Expo is an essential strategy for the manufacturers and suppliers to the roofing industry," said Donna Bellantone, Director of the International Roofing Expo. "It is a 'must' for companies looking to build their brand and increase market share both domestically and internationally."

The 2009 event is expected to attract 9,000 total attendance. In addition to roofing contractors, builders, replacement contractors, remodelers, building owners, facility managers, architects/engineers, project managers, foremen/superintendents, estimators and consultants, the show will also draw a large number of C-level executives and senior-level managers.

"Exhibiting at the International Roofing Expo makes good business sense," said Bill Good, Executive Vice President of NRCA, the show's official sponsor. "You will reach qualified professionals who want to examine the latest technologies and products, discuss product capabilities with industry suppliers and make purchasing decisions."

Companies wanting to exhibit in the show should sign up now to participate in Space Draw, which will begin Thursday, July 10 at the Hanley Wood Exhibitions headquarters in Dallas. Exhibitors will not be present during the process, as it takes place via phone and the web site.

To be eligible for Space Draw, companies must complete an Application & Contract and submit it with the required 50% deposit. Contracts received after the July 10 deadline will be processed on a first-come, first-served basis and charged a higher rate.

The booth rate varies based on the number of booths and NRCA membership status. The Exhibitor Prospectus, Floor Plan, Sponsorship Opportunities, and Application & Contract were mailed the week of March 17. Electronic versions of each piece can be downloaded by visiting [www.TheRoofingExpo.com](http://www.TheRoofingExpo.com).

Companies interested in exhibiting should contact Show Management for more information. Companies beginning with 0-9 or C-Z should contact [Stephanie Garcia](mailto:SGarcia@HanleyWood.com) at [SGarcia@HanleyWood.com](mailto:SGarcia@HanleyWood.com) or 972.536.6381; companies beginning with A-B should contact Clark McEwen at [CMcEwen@HanleyWood.com](mailto:CMcEwen@HanleyWood.com) or 972.536.6360.

### **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](http://www.TheRoofingExpo.com) or contact Hanley Wood Exhibitions at 972.536.6415 or [Info@TheRoofingExpo.com](mailto: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.

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