

2024 International Roofing Expo Returns with New Dates and Las Vegas Location

Specialized development opportunities across diverse communities highlight premier roofing and exteriors event agenda.

Las Vegas, NV (October X, 2023) – The International Roofing Expo (IRE), the largest and most comprehensive event dedicated to the roofing and exteriors industries, returns February 6-8, 2024, at the Las Vegas Convention Center, fueling the industry and meeting demand for new materials and innovations.

The expo opens on February 6 with a keynote presentation, sponsored by Malarkey. The three-day event is expected to cover more than 180,000 square feet of exhibit space, hosting over 600 companies including Carlisle, Polyglass, Holcim and IKO. Eight educational tracks will be available covering 45 topics across over 100 sessions providing critical conversation and training toward challenges and opportunities facing the ever-changing landscape of roofing.

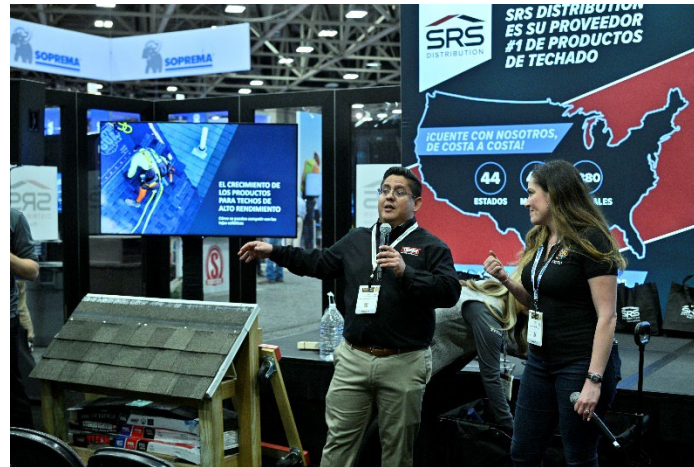
Multiple Building Clinic demonstrations highlight roofing and metals installation, as well as the inclusion of innovative materials ethylene propylene diene terpolymer (EPDM) and thermoplastic polyolefin (TPO). The Exterior Pavilion, first launched in 2022 and continuing to grow, features demonstrations and practices for exterior replacement projects.



IRE continues to expand on cultural initiatives that further support the roofing and exteriors networks. The International Roofing Expo now offers registration capabilities in Spanish as well as on-site bilingual staff and signage for a more inclusive experience. Each year, IRE drives engagement through initiatives such as the designated SRS Para Latinos lounge on the expo floor. This space recognizes the significant contributions of Hispanic professionals in the industry, in addition to specific feature learning sessions designed to service Hispanic contractors. In partnership with the National Roofing Contractor Association's Diversity and Inclusion Committee, IRE provides designated space within the Welcome Party for the Hispanic community.

In a session titled *Diversity and Inclusion for the Hispanic Community*, Teresa Ramirez, CEO and Founder of Southeast Contracting Services, discusses the resources available to the roofing community, including tools to further career advancement. In the session, *How to Start with Commercial Projects*, hosted in Spanish and presented by Sergio Terreros, President and CEO of the National Hispanic Contractors

Association, speaks to small and medium-sized roofing companies interested in expanding from residential roofing to commercial roofing. In continued partnership with National Hispanic Contractors Association, Latinos En Roofing, Labor Central and Southeast Contracting Services, IRE is committed to facilitating conversations to Hispanic groups.



“The International Roofing Expo serves as the meeting place to not only discover new products and materials to grow individual skillsets and knowledge, but also to build connections that inspire and unite the growing sector,” says **Rich Russo, Show Director, International Roofing Expo**. “Through the multitude of specialized conference and training dedicated to all groups that power the field, our community can learn from one another and gain new perspectives that ultimately drive business forward together.”

A key pillar of the International Roofing Expo, the 15th Annual Community Service Day takes place February 5, gathering suppliers and contractors to give back to the region through hands-on restoration in Las Vegas residential housing. Rebuilding Together and IRE partner for a full day to volunteer to make critical home repairs for displaced neighbors, assisting with roof replacements, exterior maintenance and various renovations. Attendees may participate in the Give Back Program to celebrate and positively impact the local municipality. If not able to volunteer in person, attendees can donate to Rebuilding Together during the registration process. The primary sponsor of the event is Sika Sarnafil, for the 15th consecutive year. Additional sponsors include GAF, who donate roofing materials for roof replacements, Roofing Contractor Magazine, Damato Enterprises, Centimark and ICP Building Solutions, with more sponsors to be announced.

NRCA will host multiple events throughout the week including The Annual NRCA ROOFPAC Fundraising Reception, with food and refreshment, as donors bid at the live auction to support ROOFPAC, the only political action committee dedicated to advancing roofing in Washington, D.C. The NRCA awards ceremony formally recognizes the roofing industry’s most prestigious companies and individuals. In addition, NRCA's Roofing Alliance hosts a construction management student competition promoting careers in roofing.

Additional networking includes the sixth annual National Women in Roofing Day conference (February 4), the First-Time Attendee Reception (February 6) followed by the IRE Welcome Party and lastly the SRS

Distribution Extreme Tailgate Party, with outdoor entertainment and activities to meet and engage with other roofers at IRE.

Registration is now open for the 2024 event, with supplemental housing options available during the busy February Las Vegas season. Attendees are encouraged to plan and register in advance through www.theroofingexpo.com.

About 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.

Follow International Roofing Expo on social at [Facebook](#), [Instagram](#), [LinkedIn](#), and [Twitter](#) to stay in touch for the most up to date information on the 2024 expo.

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