

OCTOBER 1-3, 2014  
COLORADO CONVENTION CENTER

**METALCON**



## **NEW FEATURES AND HIGHLIGHTS AT THE 2014 METALCON**

METALCON is only six weeks away and excitement is building about the many new ideas and opportunities it offers. The event is in Denver for the first time, its new education format combines classroom and exhibit hall sessions, interactive roofing competitions keep the action going in the exhibit hall, and the line-up of exhibitors and products is bigger and better than ever.

### Background

METALCON takes place October 1-3 at the Colorado Convention Center in the heart of Denver. It is the only annual international event offering education and product exhibits focused on the use of metal in construction. Visitors from more than 52 countries come to METALCON each year to learn about the top trends in metal from industry experts. METALCON is produced by Newton, MA-based PSMJ Resources, Inc., a leading authority on the effective management of architecture, engineering and construction firms; and sponsored by the Metal Construction Association, an organization of manufacturers and suppliers headquartered in Chicago, IL.

### Colorado Coalition

Two Denver-area exhibitors are spearheading a Colorado Coalition with construction-related organizations in the Rocky Mountain area. Their objective is to bring awareness of METALCON to Colorado, welcome the industry to Denver, and drive attendance. Heading up the Coalition are Kristin Peregoy, Marketing Manager for Denver-based New Tech Machinery and Keith Lipps, Vice President of Colorado Springs-based S-5! Solutions! Also involved are local and state roofing associations, including those from Colorado, Kansas, New Mexico, Montana and surrounding states. COSEIA, the Colorado chapter of SEIA, is also involved as are local AIA, BOMA and IFMA groups.

During the show the Coalition will offer giveaways each day for Colorado-based activities, in the New Tech and S-5! Booths, 606 and 810 respectively. Topping off the Coalition's festivities is a welcoming party on Wednesday, October 1, from 6 to 9 p.m. in the Colorado Convention Center. The party will feature Colorado foods, beers, Denver Broncos cheerleaders, and music by "The Fab 4," a Beatles tribute band.



## Learning Zones

A new series of daily programs takes place in Learning Zones located in the exhibit hall. Topics for these 15-minute sessions focus on technical applications and solutions such as using protective films on metal roofs, flashing details, snow retention systems, software and systems for steel framing, truss component technology, utility applications on standing seam roofs, and matching tools and applications. Learning Zones are strategically placed to allow visitors to capture as many sessions as possible while still having time to peruse product exhibits. Learning Zone 1 is located in Booth 2117 and sponsored by MBCI; Learning Zone 2 is in Booth 341.

## Roofing Competition

A lively, new feature is the MCA's Metal Roofing Championship Games that include four different competitions on Wednesday and Thursday, October 1 and 2 beginning at 1:30 p.m. in Booth 1835. These interactive programs draw volunteers from the audience to compete against each other for prizes of cash or product. They involve fastening screws into purlins, seaming standing seam panels, installing rubber roof jacks and placing PV clamps on a metal roof. The games are designed to show that with the right techniques, tools and products, metal roofing can be easily and accurately installed. More action in the METALCON exhibit hall takes place in Solar Bay Live, Booth 846, an area dedicated to products and demos related to using metal roofing with solar installations.

## Conference Program

The METALCON conference program includes 90-minute classroom sessions focused on what CEOs, presidents and managers need to know to move their companies forward. Topping the list is keynote speaker Steven S. Little, a sought after expert on the subject of long-term business growth. His session takes place Wednesday, October 1, from 10:15 to 11:45 a.m. Steven's personable approach engages the audience and invigorates them to act on their business goals.

On Thursday, Gene Marks, a well-known columnist, author and small business owner, highlights the program with two information-packed presentations: "Sales and Marketing Technologies That Will Improve Your Business," and "Top Trends That Affect Your Business Opportunities and Growth."

Many of the conference presenters are from the Denver region including Rob Haddock, President of the Metal Roof Advisory Group offering "Understanding Metal Roofing Parts I and II"; and Paul Collyer, President of Panelmet Consulting, LLC, sharing his expertise on "Improving Sales by Understanding Body Language." Several key people from the Denver office of FMI Corporation offer high-level topics including "Developing Business Leadership"; "Using a Strategic Plan to Keep Business on Course"; and "Overcoming the Workforce Shortage."

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## Exhibitors

Experts from the 275 exhibiting companies will share their knowledge of products and field applications with attendees. The line-up includes 53 businesses that have not exhibited in METALCON before or are returning after a multi-year absence. These include Butler Manufacturing and companies offering their products to METALON visitors for the first time.

**For a press pass to METALCON contact Marge O'Connor, 847-875-3028, [tmresources@sbcglobal.net](mailto:tmresources@sbcglobal.net)**

**For more information about show times, education program and exhibiting companies, visit [www.metalcon.com](http://www.metalcon.com).**