



## ***FOR IMMEDIATE RELEASE***

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### **Florida Metal Construction Industry Experts Spark the Imagination at METALCON 2015**

***Newton, Mass., September 15, 2015--*** The metal construction industry's largest international event for metal construction products, technologies and solutions announces plans to return to Tampa for its 25<sup>th</sup> annual METALCON tradeshow and conference from October 14-16 at the Tampa Convention Center.

METALCON draws designers, builders, developers, contractors, fabricators and suppliers from more than 50 countries each year. Industry experts from more than 300 leading companies exhibit the latest products and technology, while sharing their knowledge with attendees. Industry specialists present key topics in the show's highly-rated, education program.

Tampa industry experts presenting include:

- James Schug, Principal at FMI— “Past, Present and Future: How Contractors Succeed & Which Emerging Trends They Need to Know.”
- Florida native Ted Garrison, consultant, author, speaker and Internet radio host— “How to Compete on Value in Any Marketplace for Greater Profitability.”
- Nearly 20 Florida-based companies will exhibit at the show including Roof Hugger, Inc., a dedicated participant exhibiting each of the past 25 years.

This year, Roof Hugger will sponsor one of the Metal Construction Association's Metal Roofing Championship Games. In this Battle by the Bay feature, contractors from the audience compete daily for cash prizes in a number of different challenges focused on tools, retrofit systems, panel seaming, snow retention systems, and fasteners. Judges for the competition are members of the local Florida chapter of the Metal Building Contractors and Erectors Association (MBCEA).

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METALCON Show Director, Claire Kilcoyne has been with the show since its inception. “We’re excited to return to Tampa for our 25<sup>th</sup> anniversary celebration,” said Kilcoyne. “The people of Tampa have been very good to us over the years, and we are happy to contribute to the local economy by bringing METALCON back for this momentous occasion.”

This year’s schedule features an extensive offering of business topics, such as dealing with emerging trends, legal issues, leadership techniques and business succession strategies.

Leading the group of experts is METALCON’s keynote speaker, Clyde Fessler, former vice president of business development for Harley-Davidson Motor Company. Fessler led the turn-around that brought the company back from the brink of disaster to its place as the leading motorcycle brand in the world. While sharing how he overcame resistance to change, Fessler will demonstrate how to build a brand, create a vision, define goals and strategies, compete with larger companies, and create customer loyalty by exceeding expectations.

METALCON offers an abundance of action, ideas and networking. Returning this year is the always popular STUD University. This two-day program combines classroom and hands-on workshops that offer an easy-to-understand, yet comprehensive exploration of framing with cold-formed steel.

The education continues in the exhibit hall where attendees can learn about the latest products from the companies who make them. Attendees can also delve into a wide spectrum of topics at Learning Zones—mini-theaters located throughout the exhibit hall offering free instructional sessions. **A detailed program schedule is available at [www.metalcon.com](http://www.metalcon.com).**

## **About METALCON**

Established in 1991, METALCON is the largest international event showcasing the latest products, technologies and solutions in the metal construction industry. Unique in both its service and show management to this vibrant industry, METALCON is the only annual tradeshow and conference devoted entirely to the application of metal in industrial, institutional, light commercial and residential projects. Its success is based on three key methods of education: exhibits, an extensive conference program and interactive, live demos. METALCON is produced by PSMJ Resources, Inc., and sponsored by The Metal Construction Association. For more information, visit [www.metalcon.com](http://www.metalcon.com) or call [800-537-7765](tel:800-537-7765).