

METALCON
OCTOBER 16-18 | PITTSBURGH, PA



PRESS KIT

Welcome to METALCON 2019

The metal construction industry's largest international event for metal construction products, technologies and solutions, comes to Pittsburgh for its 29th annual tradeshow and conference from October 16-18 at the David L. Lawrence Convention Center.

Learning opportunities at [METALCON](#) offer an extraordinary look at the future while presenting ideas to improve today's safety, productivity, communication and finished project.

METALCON 2019 is sponsored by long-time partners' United States Steel Corporation (U.S. Steel) and PPG Industries, both headquartered in Pittsburgh and both actively involved with METALCON since its inception.

What you need to know:

Media Access: Wednesday & Thursday, 8:00 a.m.–6:00 p.m.; Friday 8:00 a.m.–12:00 p.m.

Exhibit Hall Hours: Wednesday & Thursday, Noon–6:00 p.m.; Friday 10:00 a.m.–1:00 p.m.

Your press badge allows you entry to the [Total Experience](#), including exhibits of the latest products and technology together with education and training sessions—ALL located on the show floor.

Our [Special Programs](#) aim to provide cutting-edge education and training, which cannot be found elsewhere and take place on Tuesday, Wednesday and Thursday. This year's two [Learning Centers](#) or mini-theaters on the show floor will offer five 30-minute sessions between 1:00 and 5:30 p.m., on Wednesday and Thursday. Attendees can make new discoveries in the metal construction industry, learn how to face tough on-the-job challenges, try out specific techniques and much more.

During the show:

Meet METALCON team members at The Deck by the registration area, where you can talk with show management, network and arrange interviews or photo opportunities.

Follow us on Facebook and LinkedIn or Tweet us at [#METALCON19](#). Download the METALCON App sponsored by Sherwin-Williams; it has up-to-the-minute show details, daily specials and a way to easily navigate the exhibit hall.

After the show:

Go to the press area for show photos and news releases or contact press liaison, Fiona Maguire-O'Shea at 617-285-7522 or fmaguireoshea@gmail.com for post-show information.

Background:

Since 1991, METALCON has held its position as the only annual international event offering comprehensive education and product exhibits focused on the use of metal in construction. Designers, builders, developers, contractors, fabricators and suppliers from more than 50 countries attend this event each year. Industry experts from more than 250 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. METALCON's long-standing reputation is one of creating a vibrant atmosphere to showcase products and generate new ideas.

Unique in both its service and show management to this growing 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 components: education, exhibits and interactive, learning opportunities.

METALCON is produced by [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. In addition, 100 associations and publications from various industry segments support METALCON through ongoing promotional and educational efforts. **This is the event's first time in Pittsburgh.**

Annual Giving Back Program:

Each year, METALCON gives back to the local community where the show takes place. Last year, thousands of dollars were raised during the Charlotte show to benefit the Steve Smith Family Foundation, dedicated to helping families impacted by domestic violence and to promoting child health and wellness.

This year, METALCON has partnered with the [Veterans Leadership Program of Western Pennsylvania](#) (VLP) to raise money for essential housing, employment, and vital support services for eligible Pittsburgh-area veterans, service members and their families to improve their self-sufficiency, sustainability and quality of life.

METALCON Keynote Presenter, Rocky Bleier, a four-time NFL Superbowl Champion and running back for the Pittsburgh Steelers, is a great supporter of the organization. After being drafted by the Pittsburgh Steelers in 1968, he was drafted by the U.S. Army to fight in Vietnam just one year later. Bleier was quickly thrust into combat, seriously wounded and told he would never walk again. He bravely rehabilitated himself to condition for re-entry into the NFL and defeating all odds, regained his running back position. Today, he is actively involved in fundraising and volunteering for VLP.

Additional contributions to [VLP](#) can be made before, during and after the show online at www.metalcon.com or at The Deck, by the registration area in METALCON's exhibit hall, where members of show management will be available to meet supporters.

The Veterans Leadership Program of Western Pennsylvania Check Presentation Ceremony takes place on Thursday, Oct. 17 at 4:45 p.m. in the convention center. VLP's Chief Executive Officer, Ben Stahl will join show management for this special ceremony.

Show Highlights:

▪ Tuesday and Wednesday

MCA Metal Roof Installation Training

Tuesday, 1:00 p.m. – 5:00 p.m., Room 301/ Wednesday, 10:00 a.m. – 4:00 p.m., Room 301

Top experts in the metal roofing industry will lead this two-day, eight-hour certification program based on the Metal Construction Association's Metal Roof Installation Manual. This session includes training on substrates, safety, sealants, flashings, panel types and connections, tools, fasteners, maintenance and more. The objective is to couple the training program with the opportunity to visit the exhibit floor where participants can see live demonstrations of what they have just learned, while networking with industry experts.

▪ Wednesday

Keynote Address: Leadership through Teamwork, Perseverance & Hope

11:00 a.m., Wednesday, PPG Theater, located on the center aisle in exhibit hall

METALCON Title Sponsor, United States Steel, a leading integrated steel producer and Fortune 250 company, is hosting special guest Rocky Bleier, a four-time NFL Superbowl Champion and running back for the Pittsburgh Steelers to present this special keynote address.

Bleier embodies heroism, determination, teamwork and leadership. Shortly after being drafted by the Pittsburgh Steelers in 1968, he was drafted by the U.S. Army to fight in Vietnam. He was quickly thrust into combat, seriously wounded and told he would never walk again. Bleier bravely rehabilitated himself to condition for re-entry into the NFL and defeating all odds, regained his running back position. Through his story of courage and determination, he defines what it takes to succeed in times of change, how to conquer insurmountable odds and become an extraordinary achiever.

Technology Innovation Panel: Roofing Technology Think Tank (RT3)

12:15 p.m., Wednesday, PPG Theater, located on the center aisle in exhibit hall

METALCON'S technology focus continues with The Roofing Technology Think Tank (RT3) panel presentation moderated by Heidi Ellsworth, partner with RoofersCoffeeShop® and owner of HJE Consulting. Additional panelists include: Bill Wilkins, Pointivo; Steve Little, K-Post; and Josey Parks of Metal Roofs of Texas and J. Wales Construction. These contractors will share their successes and challenges with implementing technology into sales and marketing, operations, back office, health and safety and recruiting.

Women in Construction Panel: How Women Are Changing the Face of Roofing & Steel

1:00 p.m., Wednesday, PPG Theater, located on the center aisle in exhibit hall

Back by popular demand, women industry experts representing the Association of Women in the Metal Industries (AWMI) and National Women in Roofing (NWIR), will discuss the benefits of professional association involvement to both the individual and her company; cover diversity in recruitment practices and how to attract and retain great talent; detail trends with women in metal, women in roofing and women in metal roofing; discuss positive changes since stigmas of the past and what work still needs to be done; and address why companies should support women professional associations in metal and roofing.

Heidi Ellsworth, co-founder of NWIR, partner at RoofersCoffeeShop® and owner of HJE Consulting will moderate the all-women panel—a mix of manufacturers and contractors. The audience is invited to participate in this highly interactive Q & A format.

▪ **Thursday**

Keynote Address: [Finding Strength in Teamwork & Diversity](#)

11:00 a.m. Thursday, PPG Theater, located on the center aisle in exhibit hall

METALCON Title Sponsor, PPG Industries, is featuring former professional ice hockey center and seven-time Stanley Cup winner, Bryan Trottier, who played 18 seasons in the NHL for the Pittsburgh Penguins and New York Islanders for this special keynote presentation.

Trottier will share his life journey, including the challenges he faced/overcame along the way and life lessons learned. He will cover the importance of leadership, the uniqueness of team and how it strengthens an organization, the importance of diversity in an organization—diversity of thought, perspective and experience. He will even share a few ice hockey stories.

Tariff Talk: [Update on the Status of Steel Tariffs](#)

4:00 p.m. Thursday, PPG Theater, located on the center aisle in exhibit hall

Associate General Counsel of International Trade & Public Policy for U.S. Steel, Benjamin Blase Caryl, will present an Update on the Status of Steel Tariffs, a briefing on the current status and likely trajectory of the Section 232 national security action on steel imports; U.S. trade agreement negotiations with Canada, Mexico, China, Europe and Japan; Section 301 tariffs on imports from China; and current U.S. anti-dumping and countervailing duty investigations on certain fabricated structural steel products from China, Canada and Mexico.

Veterans Leadership Program of Western Pennsylvania Check Presentation Ceremony

4:45 p.m., Thursday, The Deck, at the registration area on the show floor

VLP's Chief Executive Officer, Ben Stahl will join show management for this special ceremony.

▪ Wednesday, Thursday & Friday

CONTECH Construction Technology at METALCON

ALL Three Days of the Show

Discover the latest in construction technology in an interactive and innovative hub showcasing the hottest trends in: wearable monitoring technology; wireless sensors; scanners; drones; tracking, costing and estimating software; smart-connected building systems; 3D technology; virtual reality/augmented reality; robotics; Internet of Things (IoT); cybersecurity and more.

Sponsored by U.S. Steel, attendees will have access to the metal construction industry's most powerful group of decision makers and learn how this new construction technology improves productivity standards, creates a more engaged company culture and streamlines business processes.

Business Talk: A Series of Presentations on the Latest Business Trends and Tactics

METALCON is featuring a variety of business topic presentations with most sessions repeating the second day of the show.

Back by popular demand is Danny Kerr, co-founder and managing partner of Breakthrough Academy presenting [The 3 Keys to Getting Out of the Day-to-Day in Your Business](#).

Kerr will also present [Structuring Your Company for Maximum Productivity](#).

New to the show this year is Sam Beiler, co-founder and CEO of Boostpoint, LLC., presenting [How to Build a Local Brand that Generates More Business](#).

Frank A. Stasiowski, FAIA, METALCON Founder and CEO will present [IMPACT 2030. The State of the A/E/C Industry](#).

And finally, Ryan Groth, founder of Sales Transformation Group, Inc., and new to METALCON this year is presenting [Predictable Revenue: 5 Steps to Getting off the Revenue Rollercoaster](#).

▪ Other Need-to-Know Information

Special Programs:

Our Special Programs aim to provide cutting-edge education and training, which cannot be found elsewhere and take place on Tuesday, Wednesday and Thursday. Presenters include the most respected industry experts who've been long-time speakers at METALCON. A full list of educational programs is listed at the end of this document.

Learning Centers:

The Learning Centers are a dynamic way of providing education on the show floor, offering FREE 30-minute instructional sessions to attendees and exhibitors, and allows visitors to capture sessions while perusing product exhibits. This year's two Learning Centers or mini-theaters offer five 30-minute sessions between 1:00 and 5:30 p.m., on Wednesday and Thursday. Attendees can make new discoveries in the industry, learn how to face tough on-the-job challenges, try out specific techniques and much more. A full list of learning center programs is listed at the end of this document.

Exhibits:

Experts from 256 exhibiting companies spanning 565 booths will share their knowledge of products and field applications with attendees. The line-up includes businesses listed on the next two pages that have not exhibited in METALCON before or are returning after a multi-year absence.

New Exhibitors for METALCON 2019

| COMPANY | BOOTH# | WEBSITE |
|---------------------------------------|---------|--|
| 360 Connect | CONTECH | www.360connect.com |
| Adfast | 1814 | www.adfastcorp.com |
| Anping Qinghe Metal Mesh Co Ltd. | 1916 | www.perforated-metal.cn |
| Arktek3D | CONTECH | www.arktek3d.com |
| ASCO Coiltechnik GmbH | 217 | www.slinet.com |
| Bollhoff | 912 | www.boellhoff.com |
| Boostpoint | 1950 | www.boostpoint.com |
| Boral Steel | 1046 | www.boralroof.com |
| Brucha | 750 | www.bruchapanel.com |
| BURollforming | 852 | www.burollforming.com |
| Cleveland Metal Exchange | 348 | www.clevelandmetal.com |
| CRU Group / Steel Market Update, Inc. | 343 | www.steelmarketupdate.com |
| CS-TECH CO., LTD. | 652 | www.cs-tech.co/en |
| Dalal Steel Industries | 346 | www.dalalsteel.com |
| Demmler Machinery | 435 | www.demmlermachinery.com |
| Dronegenuity | CONTECH | www.dronegenuity.com |
| Ectek International Inc. | 239 | www.armoroc.ca |
| EPIC Metals | 626 | www.epicmetals.com |
| Equipter | 1851 | www.equipter.com |
| Euroimpianti USA LLC | 530 | www.euroimpianti.com |
| FALK Panel B.V. | 753 | www.falkbouwsystemen.nl/en |
| Felux | CONTECH | www.felux.com |
| GCP Applied Technologies | 616 | www.gcpat.com |
| Global Film Source | 1942 | www.filmsrc.com |
| GMC MACHINE TOOLS CORP | 709 | www.gmcmachinetools.com |
| Gutterglove | 2040 | www.gutterglove.com |
| Hammett Technologies | CONTECH | www.hammett-tech.com |
| Hranec Corporation | 338 | www.hranec.com |
| Jack Fabrication Company | 510 | www.jackfabco.com |
| John Stortz & Son | 649 | www.stortz.com |
| KDM International | 1652 | www.kdmamerica.com |
| Lester Building Systems LLC | 417 | www.lesterbuildings.com/eclipse |
| Manaksia Aluminium Company Limited | 520 | www.manaksialuminium.com |
| Matthews Marking Systems | 517 | www.matthewsmarking.com |
| Mirror Metals | 512 | www.mirrormetals.com |
| Nahanni Steel Products Inc. | 2017 | www.nahannisteel.com |

New Exhibitors for METALCON 2019 (continued)

| | | |
|---|---------|--|
| Neptune Coatings Corp | 1532 | www.neptunecoatings.com |
| New Samec S.R.L. | 507 | www.casadei-industria.com |
| Norbec Architectural | 310 | www.norbec.com |
| Northern Building Components | 437 | www.NorthernBuildingComponents.com |
| NoteVault, Inc. | CONTECH | www.notevault.com |
| Paragon Computing Solutions, LLC | 1828 | www.goparagon.com |
| PENN Stainless Products | 430 | www.pennstainless.com |
| PREFA | 1927 | www.prefa.com |
| Premier Door Co. | 211 | www.premierdoorco.com |
| Principio Metal Systems | 836 | www.principio-metal.com |
| R&N Manufacturing, LLC | 305 | www.steelbuildingcomponents.com |
| Revizto | CONTECH | www.revizto.com |
| Sales Transformation Group | 1948 | www.salestransformationgroup.com |
| ShedTech | 1832 | www.shedtech.com.au |
| Solution Huddle | CONTECH | www.solutionhuddle.com |
| Sukup Steel Structures, LLC | 449 | www.sukupstructures.com |
| Sunoptics | 1647 | www.sunoptics.acuitybrands.com |
| The Association for Iron & Steel Technology | 342 | www.aist.org |
| The Glimpse Group | CONTECH | www.theglimpsegroup.com |
| The Leaf Terminator | 436 | www.theleafterminator.com |
| Thermo Scientific | 1448 | www.thermofisher.com |
| Three Rivers Machinery | 719 | www.threeriversmachinery.com |
| Top View | 241 | www.topview.com |
| TVP Steel | 1353 | www.tvpsteel.vn |
| Unbak Machinery | 304 | www.unbakmachinery.com |
| VaproShield, LLC | 1552 | www.vaproshield.com |
| Versatility Professional Tool Storage | 1818 | www.professionaltoolstorage.com |
| VersaTube Building Systems | 1930 | www.versatube.com |
| Virtuele | CONTECH | www.virtuele.us |
| Zanasi USA | 1839 | www.zanasiusa.com |

METALCON 2019 Education At-A-Glance

WEDNESDAY 10/16

| Meeting Rooms Special Programs | PPG Theater | Learning Center Booth 2033 (MCA) | Learning Center Booth 1947 |
|---|---|--|--|
| 8:00am – 11:00am SP2: Metal Roofing: Thermal Expansion & Contraction, Problematic Conditions, & Retrofit Using Metal Room 306 | 11:00am – 12:00pm Keynote Address: Leadership through Teamwork, Perseverance & Hope Rocky Bleier, Former NFL Pittsburgh Steelers Running Back | 10:00am – 11:00am SP5: Folder Operator Safety Certification | |
| 8:30am – 9:30am SP3: To Code...and Beyond, Using Insulated Metal Panels to Future Proof Buildings Room 302 | 12:15 – 12:45 Roofing Technology Think Tank (RT3) Contractor to Contractor Panel – Moderated by RoofersCoffeeShop | 1:00pm – 1:30pm The Limitless Applications of MCM John Trifonoff, East Coast Metal Systems | 1:00pm – 1:30pm Expand Your Metal Roofing Business Mark James, Roof Hugger |
| 8:30am – 12:00pm SP4: Roll Forming for the Metal Construction Industry: Part I Room 303 | 1:00pm – 1:45pm How Women are Changing the Face of Roofing and Steel Panel Discussion – Moderated by RoofersCoffeeShop | 2:00pm – 2:30pm New Testing for Metal Roof Flashings Jim Bush, ATAS International Inc. | 2:00pm – 2:30pm How to Build a Local Brand That Generates More Business Sam Beiler, Boostpoint, LLC |
| 10:00am – 4:00pm SP1: Metal Roof Installation Training Certification Program: Part II (Part I on Tuesday from 1:00pm – 5:00pm) Room 301 | 2:00pm – 2:45pm The 3 Keys to Getting out of the Day-to-Day in Your Business Danny Kerr, Breakthrough Academy, Inc. | 3:00pm – 3:30pm Thermally Broken Attachment Systems Ashley Lenz, SFS Group USA | 3:00pm – 3:30pm Structuring Your Company for Maximum Productivity Danny Kerr, Breakthrough Academy, Inc. |
| 12:00pm – 3:00pm SP6: NIA's Metal Building Insulation Code Compliance, Air Barriers & Thermal Buildings Rooms 310-311 | 3:00pm – 3:30pm Impact 2030, The State of the A/E/C Industry Frank Stasiowski FAIA, PSMJ Resources and METALCON Founder and CEO | 4:00pm – 4:30pm Sealants Types and Application Guidelines for Metal Construction Miguel Pena, GSSI Sealants Inc. | 4:00pm – 4:30pm Predictable Revenue: 5 Steps to Getting off the Revenue Rollercoaster Ryan Groth, Sales Transformation Group, Inc. |
| 1:00pm – 2:30pm SP7: Soldering Techniques Room 308 | 4:00pm – 4:30pm Young Installers – The New Labor Force Mark MacDonald, Sherwin Williams & Todd Miller, Isaiah Industries Inc. MRA | 5:00pm – 5:30pm Solar Is Heating Up! Discover Your Place in a Shining Industry Todd Miller, Isaiah Industries Inc. & Bob Zabcik, Merlin Solar Technologies | 5:00pm – 5:30pm Quality Metal Roofing – Why it Matters Brian Smallwood, Construction for SDI; Ken Gieseke, McElroy Metals; & Philippe LaPlante, Ideal Roofing MRA |

METALCON 2019 Education At-A-Glance

THURSDAY 10/17

| Meeting Rooms Special Programs | PPG Theater | Learning Center Booth 2033 (MCA) | Learning Center Booth 1947 |
|---|--|---|--|
| 8:30am – 12:00pm SP8: Roll Forming for the Metal Construction Industry: Part II Room 303 | 11:00am – 12:00pm Keynote Address: Finding Strength in Teamwork and Diversity Bryan Trottier –Former NHL Pittsburgh Penguins Player | | 12:15pm – 12:45pm Industry 4.0 in Sheet Metal Processing Industry – Practical Approach Christian Amon, Krasser GmbH |
| | 1:00pm – 1:45pm Predictable Revenue: 5 Steps to Getting off the Revenue Rollercoaster Ryan Groth, Sales Transformation Group, Inc. | 1:00pm – 1:30pm New Testing for Metal Roof Flashings Jim Bush, ATAS International Inc. | 1:00pm – 1:30pm How to Build a Local Brand That Generates More Business Sam Beiler, Boostpoint, LLC |
| | 2:00pm – 2:45pm The 3 Keys to Getting out of the Day-to-Day in Your Business Danny Kerr, Breakthrough Academy, Inc. | 2:00pm – 2:30pm Thermally Broken Attachment Systems Ashley Lenz, SFS Group USA | 2:00pm – 2:30pm Predictable Revenue: 5 Steps to Getting off the Revenue Rollercoaster Ryan Groth, Sales Transformation Group, Inc. |
| | 3:00pm – 3:45pm Basic Estimating Guidelines & Complexities of Insulated Metal Panels Robert Antal, ATAS International Inc. | 3:00pm – 3:30pm Sealants Types and Application Guidelines for Metal Construction Miguel Pena, GSSI Sealants Inc. | 3:00pm – 3:30pm Structuring Your Company for Maximum Productivity Danny Kerr, Breakthrough Academy, Inc. |
| | 4:00pm – 4:45pm U.S. Steel’s Tariff Talk, an Update on the Status of Steel Tariffs Benjamin Blasé Caryl, Associate General Counsel of International Trade & Public Policy for U.S. Steel | 4:00pm – 4:30pm Solar Is Heating Up! Todd Miller, Isaiah Industries Inc. Bob Zabcik, Merlin Solar Technologies | 4:00pm – 4:30pm Quality Metal Roofing – Why it Matters Brian Smallwood, Construction for SDI Ken Gieseke, McElroy Metals & Philippe LaPlante, Ideal Roofing MRA |
| | | 5:00pm – 5:30pm The Limitless Applications of MCM John Trifonoff, East Coast Metal Systems | 5:00pm – 5:30pm Expand Your Metal Roofing Business Mark James, Roof Hugger |

Join us next year in Las Vegas for our 30th Anniversary show!
METALCON 2020 takes place from October 21-23th at the Las Vegas Convention Center.
 We hope to see you there!