

OCTOBER 6-8, 2021
TAMPA CONVENTION CENTER



FOR IMMEDIATE RELEASE

METALCON Introduces its New IMP Pavilion in Tampa
Understand Why IMP Roof Panels are “Tomorrow’s Roof Panels Today”

(Newton, Mass., – August 5, 2021) — [METALCON](#), the only global event dedicated exclusively to the application of metal in design and construction, in partnership with its sponsoring association, the Metal Construction Association (MCA), announces its [Insulated Metal Panel \(IMP\) Pavilion](#) launching at this year’s annual conference and tradeshow in Tampa from Wednesday, Oct. 6 - Friday, Oct. 8.

The MCA’s IMP Alliance comprises leading manufacturers, material suppliers and resellers who are dedicated to growing and increasing the use of IMPs in the construction marketplace.

Well known industry expert, Jeff Irwin, executive director of MCA’s IMP Alliance and president of JH Irwin Consulting is spearheading the pavilion. With a career spanning more than 40 years, primarily in metal wall and roof panel systems, he is bringing together six major independent brands of leading insulated metal wall and roof panels that produce 85% to 90% of all IMPs shipped and produced by all IMP Alliance members in the U.S. and Canada—all in one location:

- ATAS International, Inc.
- All Weather Insulated Panels
- CENTRIA
- GreenSpan Profiles
- Metl-Span
- True Core Insulated Panels

For the first time ever, at METALCON, architects, specifiers, contractors, building owners, and government agencies will have an opportunity to visit with each company and see first-hand the newest products and visual illustrations of projects, in addition to receiving on-site product and technical guidance.

The IMP Alliance is also sponsoring presentations for *The Architect’s Experience*, a workshop on [Insulated Metal Panel Roofs - Design Performance and Sustainability](#) by Greg Lusty, vice president of sales at All Weather Insulated Panels and [To Code and Beyond...](#) presented by Amanda Karns, façade program manager of Kingspan.

“METALCON is the ONLY place you can compare and contrast the six IMP manufacturers now dominating the U.S. and Canadian markets,” said Judy Geller, METALCON’s Vice President of Tradeshow. “This is a rare opportunity!”

About METALCON

METALCON is the largest international event in the metal construction and design industry. Established in 1991, it’s the only annual tradeshow and conference devoted exclusively to the application of metal in design and construction. Contractors, architects, developers, owners, fabricators, manufacturers and suppliers from more than 50 countries attend each year. Industry experts from 200 leading companies exhibit the latest products, solutions and game-changing technologies, while sharing their knowledge with attendees. METALCON’S success is based on a dynamic exhibit hall, extensive educational programs and interactive learning opportunities. Produced by PSMJ Resources, Inc., this year’s event takes place at the Tampa Convention Center, 333 S. Franklin St., Tampa, FL 33602. For more information, visit www.metalcon.com or [register here](#).

###