

OCTOBER 6-8, 2021  
TAMPA CONVENTION CENTER



# PRESS KIT

## Welcome to METALCON 2021

The only global event dedicated exclusively to the application of metal in design and construction returns to Tampa for its annual tradeshow and conference from October 6-8 at the Tampa Convention Center.

From intensive pre-show workshops to 40+ free educational sessions conveniently located inside the exhibit hall to inspiring keynotes and Super Sessions, top industry experts will share their knowledge with attendees who are eligible to earn more continuing education credits than ever before, including AIA, CSI, NABCEP and ICC learning units among others.

METALCON 2021 is sponsored by: [Mill Steel Company](#) (platinum level), [Sherwin-Williams](#) (gold level), [CIDAN Machinery Inc.](#), and [Flack Global Metals](#) (silver level) along with long-time partner, the [Metal Construction Association](#).

### What you need to know:

**Media Access:** Wednesday & Thursday, 9:00 a.m.–5:00 p.m.; Friday, 9:30 a.m.–12:00 p.m.

**Exhibit Hall Hours:** Wednesday & Thursday, 11:00 a.m.–5:00 p.m.; Friday, 10:00 a.m.–2:00 p.m. Your press badge allows you entry to the **Total Experience**, which includes exhibits of the latest products and technologies together with extensive education and training sessions in the exhibit hall. Visit [www.metalcon.com](http://www.metalcon.com) for a complete list of sessions. Main show highlights are listed throughout this press kit.

### During the show:

Meet METALCON team members at **The Deck** at the southeast corner of the exhibit hall by the METALCON sales office, where you can talk with show management, network and arrange interviews or photo opportunities.

Follow us on Facebook and LinkedIn or Tweet us at **#METALCON21**. 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 room for show photos, news and information or contact press liaison, Fiona Maguire-O'Shea at 617-285-7522 or [fiona@metalcon.com](mailto:fiona@metalcon.com) for post-show news.

### Join us next year in Indiana!

METALCON 2022 takes place from October 12-14<sup>th</sup> at the Indiana Convention Center.

## Background:

Since 1991, METALCON has held its position as the only annual international event offering comprehensive education, training and product exhibits focused on the use of metal in design and construction. Contractors, architects, builders, developers, owners, fabricators, manufacturers and suppliers from more than 50 countries attend this event each year. Industry experts from nearly 200 leading companies exhibit the latest products, solutions and game-changing technologies, 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. The show's success is based on a dynamic exhibit hall, extensive educational programs 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 5th time in Tampa.**

## Annual Giving Back Program:

Each year, METALCON gives back to the local community where the show takes place. At the last show, METALCON partnered with the [Veterans Leadership Program of Western Pennsylvania](#) 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.

This year, METALCON has partnered with [Feeding Tampa Bay](#), part of the national Feeding America network, providing food to 1 million families in the 10-county area of West Central Florida. The money raised at the show will help drive the food bank's strong daily response and further the organization's outreach.

Additional contributions to Feeding Tampa Bay can be made before, during and after the show online at [www.metalcon.com](http://www.metalcon.com). To contribute during the show, stop by **The Deck**, located inside the exhibit hall at the southeast corner by the METALCON sales office, where members of show management will be available to meet supporters.

**The Feeding Tampa Bay Check Presentation Ceremony** takes place on Thursday, Oct. 7 at 4:00 p.m. in the convention center. Feeding Tampa Bay's Development Officer, Jason Prado will join show management for this special ceremony.

## Show Highlights:

### [The Architect's Experience](#)

Featuring a series of events over two days focused on the use of metal as a design and construction component, this new “show-within-a-show” is for architects, designers, specifiers and engineers to breathe new life into projects and solve a wide variety of architectural, structural, environmental and building performance challenges—all through the use of metal.

- **Earn nearly a years' worth of AIA LU's and 20 CSI LU's** – Attend special metal in architecture education sessions and learn about metal's inspiring versatility and exceptional performance and attend a series of one-hour **Architect's Experience Mini-Camps**, packed with proven strategies for better business development, talent and project management, delivered by [Bill Hinsley](#), the architecture business expert at [PSMJ Resources, Inc.](#), the leading A/E/C industry executive education and global advisory group.
- **Participate in an optional off-site tour** – Tour the [Salvador Dalí Museum](#) and learn about its design and construction in a special keynote presentation by acclaimed architect [Yann Weymouth](#), FAIA—internationally renowned for his work as chief of design on museums, including the Dalí and the Grand Louvre Project in Paris.
- **Participate in a Special Architects-Only Guided Floor Tour** at 11.15 a.m. on Wednesday—Connect directly with innovators delivering new uses, new metal construction products and innovations in building performance, sustainability, resilience and environmental impact, including industry leaders at the [Metal Construction Association's Insulated Metal Panel \(IMP\) Pavilion](#).
- **Have fun with ongoing social networking opportunities and** exclusive access to *The Architect's Experience* Pavilion on the METALCON show floor – Recharge, network and reflect on the day's events.

### [The Insulated Metal Panel Pavilion](#)

For the first time ever, at METALCON, the IMP Alliance (leading manufacturers, material suppliers, and resellers) brings 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 in the U.S. and Canada, all in one location—ATAS International, Inc., All Weather Insulated Panels, CENTRIA, GreenSpan Profiles, Metl-Span and True Core Insulated Panels.

Each will display their newest products and visual illustrations of various projects while offering on-site product and technical guidance. Understand why IMP roof panels are being described as “tomorrow's roof panels today.”

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.

## [New Solar Education Center](#)

Business owners, designers, contractors, EPCs, solar developers and installers discover how solar and sustainable building components can expand their businesses in a variety of educational sessions and live demos in the solar education center sponsored by [S-5!](#)

**Here's a snapshot of solar and sustainability educational sessions planned for Tampa:**

### **Wednesday, Oct. 6**

11.30–[Metal Roofing, the Perfect Platform for Solar PV](#)

12.00–[Federal Update: Solar Trade & Manufacturing](#)

1.00–[Best Practices to Install Solar on Metal Roofing, NABCEP certified](#)

### **Thursday, Oct. 7**

11.30–[Solar PV Rooftop Applications & Solar-Ready Design Considerations](#), AIA certified

1.00–[Roundtable Presentation, Metal Roofing Takes on Solar](#)

1.30–[Introduction to LEED for Metal Construction](#)

2.30–[Solar in High Wind & Snow Country](#)

### **Friday, Oct. 8**

10.15–[Sustainable Building Envelope](#)

10.30–[Rail-Less Solar on Metal Roofs: Wire Management & Best Practices, NABCEP certified](#)

11.15–[Air Filtration Testing on Metal Clad Buildings](#)

**Keynote Address:** [Words of Advice from the Captain of the Wizard: It's Not Magic, It's Hard Work!](#)

**10:00 a.m., Wednesday, Oct. 6th, METALCON Theater, located in the exhibit hall**

[Keith Colburn](#), star of the Discovery Channel's hit show [Deadliest Catch](#) and captain of the Alaska King Crab fishing boat, *Wizard* will share his insights on leadership, teamwork, safety and being successful in today's hyper-competitive business environment by providing parallels between his life as a captain and the high stress, highly competitive construction industry.

Colburn is known to millions of television viewers. He is the very definition of the American success story. In 1985, Colburn flew to Alaska with a one-way ticket, a backpack and \$50. Having no contacts or even access to the Internet to research job opportunities, he took a gamble that his thirst for adventure and strong work ethic would be enough to land him a fishing job. Today, 30 years later, Colburn is not only one of the Bering Sea's most successful crabbers but has become a formidable business icon outside of his success in the commercial fishing industry.

**Keynote Address:** [U.S. Construction Outlook: Pandemic Impacts, Policy Initiatives, Project Implications.](#)

**10:00 a.m. Thursday, Oct. 7th, METALCON Theater, located in the exhibit hall**

[Ken Simonson](#), chief economist of the Associated General Contractors (AGC) of America, will explore the current state and outlook for construction project types, materials costs and availability, and labor in his keynote address.

The U.S. economy is recovering robustly from the pandemic, but progress in construction has been far more uneven. Similarly, a variety of legislative and regulatory initiatives would have very mixed impacts on contractors and their workers. Simonson has more than 40 years of experience analyzing, advocating and communicating about economic and tax issues.

Find out what project types are likely to provide the greatest opportunities in the near future, hear how materials costs and supply-chain bottlenecks are evolving and what to expect in coming months, and learn where labor demand is strongest and how contractors are coping with worker shortages.

Since 2001, Simonson has been chief economist for the AGC, the U.S.'s leading trade association for the construction industry. He provides insight into the economy and what it implies for construction and related industries through frequent media interviews, presentations and the [Data DIGest](#), his weekly one-page e-newsletter that goes to 30,000+ subscribers. Simonson also serves as liaison to the Census Bureau's Construction Data Modernization Working Group.

## ▪ Other Need-to-Know Information

### Workshops:

Our in-depth workshops 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 can be found online at [www.metalcon.com](http://www.metalcon.com).

### **Learning Centers:**

Our Learning Centers are a dynamic way of providing education on the show floor, offering FREE 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 on the show floor will offer five 45-minute sessions between 11:30 a.m. and 5:00 p.m. on Wednesday and Thursday, and between 10:15 a.m. and 1:00 p.m. on Friday. 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 can be found online at [www.metalcon.com](http://www.metalcon.com).

### Super Sessions:

Whether it's post-COVID strategic planning, the ownership transition process, materials, supply chain and labor woes, or growth opportunities to consider, each Super Session will arm attendees with new information, fresh ideas and strategic direction. They include:

- Find Your Focus for 2022 & Beat the Competition
- Creating an Exit Strategy: How to Successfully Transition Ownership and Leadership
- Stop the Insanity: Why Construction Needs Workforce Diversity
- Federal Update – Solar Trade & Manufacturing
- Perspectives: What Contractors & Architects Wish the Other Understood About Their Process
- The Roaring '20s Are Here! METALCON Live!...LIVE at METALCON!
- How to Recruit & Retain Women in Construction
- Using Technology Automation to Work Smarter
- Metal Architecture Design Awards Seminar

## **METALCON Top Products Awards**

This year's exhibitors were invited to nominate their top metal products in a variety of categories. Products must have been introduced to the market after Jan. 1, 2019, and its manufacturer is a 2021 METALCON exhibiting company. Exhibitors were eligible to nominate more than one top metal product but not more than one product per category. Winners were determined by an electronic vote. The winners are:

**Accessories:** S-5!, [GripperFix®](#)

**Alternative Energy:** ATAS International, [InSpire® HP](#)

**Insulation and Weather Barriers:** Bay Insulation Systems, [Bay Runner Insulation Systems™](#)

**Rollforming Equipment:** New Tech Machinery, [UNIQ® Control System](#)

**Roofs:** S-5!, [WindClamp2X](#)

**Technology:** RoofersCoffeeShops® [Read, Listen, Watch](#)

**Walls:** ATAS International, [Omawall™](#)

Award winners will showcase their top products with special product recognition at their booths. Attendees are invited to vote on-site for their top three choice products. Special recognition for the **METALCON People's Choice Top Three** award winners will take place on the show floor.

## **Metal in Architecture Awards**

Architects, designers, contractors, manufacturers and owners were invited to submit high-quality photos of their best, coolest, most interesting and inspiring projects that feature metal in the interior OR exterior design in one of the following categories: Roofs; Walls; Interiors; Ornamental/Architectural Features.

A panel of judges comprised of the Metal Construction Association (MCA) council chairs and other metal construction and design industry experts determined one winner in each of the four categories with one grand-prize winner. Entries were judged based on the use of metal in design and construction communicated through photographs, not photo composition.

Top entries will be displayed in the METALCON Metal in Architecture Gallery at the Tampa Convention Center. Photos selected for inclusion in the gallery are automatically entered to win, and the grand-prize winner will be awarded a \$1000 cash prize. Winners will be announced on-site.

## **Solar Trivia Games**

Teams of three to five individuals can pre-register or join a team on the first morning of the games. Each winning team on Days #1 and #2 will be awarded prizes before facing off on the final day for the grand prize. To register, [go here!](#)

**Exhibits:**

Experts from 180 exhibiting companies spanning 458 booths will share their knowledge of products and field applications with attendees. The line-up includes businesses listed on the following page that have not exhibited in METALCON before or are returning after a multi-year absence.

## New Exhibitors for METALCON 2021

COMPANY	BOOTH#	WEBSITE
Argos Systems	637	<a href="http://www.argos.com">www.argos.com</a>
BETCO	1732	<a href="http://www.betcoinc.com">www.betcoinc.com</a>
bo-mar Industries	1535	<a href="http://www.bo-marind.com">www.bo-marind.com</a>
Carbon-Core Corp	333	<a href="http://www.carbon-core.com">www.carbon-core.com</a>
CEI Materials	1631	<a href="http://www.ceimaterials.com">www.ceimaterials.com</a>
Cotney Attorneys & Consultants	1130	<a href="http://www.cotneycl.com">www.cotneycl.com</a>
DB Building Fasteners, Inc.	822	<a href="http://www.selfdrillers.com">www.selfdrillers.com</a>
EcoFasten	1743	<a href="http://www.ecofastensolar.com">www.ecofastensolar.com</a>
Elval Colour	1307	<a href="http://www.elval-colour.com">www.elval-colour.com</a>
Expi-Door Systems	535	<a href="http://www.expidoor.com">www.expidoor.com</a>
Fulcrum	1708	<a href="http://www.fulcrumapp.com">www.fulcrumapp.com</a>
Gulf Atlantic Packaging Corporation	1719	<a href="http://www.gap-co.com">www.gap-co.com</a>
Hershey's Metal Meister	1043	
International Accreditation Service	1501	<a href="http://www.iasonline.org">www.iasonline.org</a>
International Steel Framing LLC	528	<a href="http://www.keymark.com">www.keymark.com</a>
IPG	814	<a href="http://www.itape.com">www.itape.com</a>
JobNimbus	631	<a href="http://www.jobnimbus.com">www.jobnimbus.com</a>
Mac-Tech/Erbend	1733	<a href="http://www.mac-tech.com">www.mac-tech.com</a>
Malco Products, Inc.	1600	<a href="http://www.malcotools.com">www.malcotools.com</a>
Metal Alliance	1534	<a href="http://www.metalalliance.com">www.metalalliance.com</a>
NB Handy	1023	<a href="http://www.nbhandy.com">www.nbhandy.com</a>
NexFrame Building Solutions, Inc.	444	<a href="http://www.nexframe.com">www.nexframe.com</a>
Red Dot Products	432	<a href="http://www.abmartin.net">www.abmartin.net</a>
Red Horse	1601	<a href="https://redhorse.com">https://redhorse.com</a>
Reed's Metals of Horseshoe Beach, FL	1241	<a href="http://www.reedsmetals.com">www.reedsmetals.com</a>
Southern Stretch Forming	1128	<a href="http://www.southernstretch.com">www.southernstretch.com</a>
Stainless Structural LLC	718	<a href="http://www.stainless-structurals.com">www.stainless-structurals.com</a>
SteelPro Solutions	508	<a href="http://www.steelprosolutions.com">www.steelprosolutions.com</a>
SteepGear, LLC	1419	<a href="http://www.steepgear.com">www.steepgear.com</a>
Syndego LLC	1443	<a href="http://www.syndego.net">www.syndego.net</a>
TENNSMITH	815	<a href="http://www.roperwhitney.com">www.roperwhitney.com</a>
The Porcelain Standard	1638	<a href="http://www.signsporcelain.com">www.signsporcelain.com</a>
True Blue Products	1107	<a href="http://www.trueblueproducts.net">www.trueblueproducts.net</a>
TrueCore, a division of Nucor	1821	<a href="http://www.truecorepanels.com">www.truecorepanels.com</a>
Worhouse Inc.	500	<a href="http://www.worhouse.com">www.worhouse.com</a>
Wurth Industry North America	1614	<a href="http://www.wurthindustry.com">www.wurthindustry.com</a>