

# PRESS KIT

## Welcome to METALCON 2018

**METALCON**, the metal construction industry's largest international event for metal construction products, technologies and solutions, comes to Charlotte, N.C., for its 28<sup>th</sup> annual tradeshow and conference from October 10-12 at the Charlotte Convention Center.

Learning opportunities at METALCON 2018 offer an extraordinary look at the future while presenting ideas to improve today's safety, productivity, communication and the finished project.

### 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 exhibit hall and all METALCON educational programs.**

Our **Special Programs** aim to provide cutting-edge education and training, and take place on Tuesday, Wednesday and Thursday. Our 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 metal construction industry, learn how to face tough on-the-job challenges, try out specific techniques and much more. For a complete schedule, visit [www.metalcon.com](http://www.metalcon.com).

### During the show:

Meet METALCON team members at The Deck, Booth #1005, where you can talk with show management, network and arrange interviews or photo opportunities.

Follow us on Facebook and LinkedIn or Tweet us at **#METALCON18**. Download the METALCON App sponsored by SAMCO Machinery; 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 page for show photos and news releases or contact press liaison, Fiona Maguire-O'Shea at 617-285-7522 or [fmaguireoshea@gmail.com](mailto: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 methods of education: exhibits, an extensive educational program and an interactive, learning zone.

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 Charlotte.**

## 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 Las Vegas show to benefit the America's Fund, which provides urgently needed resources and financial support to injured and critically ill members of the U.S. Armed Forces and their families. This year, METALCON has partnered with the [Steve Smith Family Foundation](#), a non-profit organization dedicated to helping families impacted by domestic violence and to promoting child health and wellness in the Charlotte area.

METALCON guest speaker, Steve Smith, Sr., a 16-year NFL veteran and former five-time pro bowl, three-time all-pro receiver for the Carolina Panthers along with his wife, Angie, created the foundation in 2013. Through the foundation, they provide hope and inspiration to families by offering events such as summer camps, golf, bowling, 5K fundraisers and other programs that promote family health and wellness. Charlotte area families facing personal and family struggles and challenges can access medical and counseling services at the [Smith Family Wellness Center](#), established together with [Project 658](#) in 2016.

Additional contributions to the Steve Smith Family Foundation can be made before, during and after the show at [www.metalcon.com](http://www.metalcon.com) or at The Deck, Booth #1005, in METALCON's exhibit hall, where members of show management will be available to meet supporters.

**The Steve Smith Family Foundation Check Presentation Ceremony** takes place on Thursday, Oct. 11 at 5:00 p.m. at The Deck, Booth #1005. Foundation Co-Founder, Angie Smith and Executive Director, Gerard Littlejohn will join show management for this special ceremony.

## Show Highlights:

### ▪ Tuesday and Wednesday

#### **MCA Metal Roof Installation Training**

**1:00 p.m. – 5:00 p.m., Tuesday, Room 210A**

**10:00 a.m. – 4:00 p.m., Wednesday, Room 210A**

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: Perseverance, Teamwork and Overcoming Obstacles**

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

Steve Smith, Sr., a 16-year NFL veteran and former five-time pro bowl, three-time all-pro receiver for the Carolina Panthers, will describe the many obstacles he had to face and overcome to make it to the NFL. From struggles in his personal life to overcoming injuries and facing adversities on and off the playing field, Smith will ignite and motivate attendees to be the best they can be, both as individuals and as team players.

Considered one of the NFL's most productive wide receivers of the 21st century, Smith is the Panthers' all-time leader in total touchdowns, receptions and receiving yards. He was drafted from the University of Utah in the third round of the 2001 NFL Draft by the Carolina Panthers, where he spent 13 seasons before signing with the Baltimore Ravens in 2014, where he remained until his retirement in 2017. Smith won the Ed Block Courage Award, was twice named NFL Man of the Year while with the Baltimore Ravens and was nominated for the Walter Payton Man of the Year Award.

#### **Building a Strong and Sustainable Business with Diversity**

**4:00 p.m., Wednesday, METALCON Theater, located on the center aisle in exhibit hall**

A panel presentation by expert women roofing professionals with National Women in Roofing (NWIR) will discuss the importance of gender and generational diversity in the business, how to create a better balance in the industry, and the values of emotional intelligence, strong communication and collaboration needed to grow a sustainable and robust business.

Heidi Ellsworth, co-founder of NWIR and partner at Rooferscoffeeshop®, will moderate the all-women panel—a mix of manufacturers and contractors. Each presenter will tell her story, offer insights on profitability and corporate culture, explain how to recruit more women into the industry and describe how women in the industry can help mentor each other vs. being competitive with each other. The audience is invited to participate in this highly interactive Q & A format. For those with additional questions, MetalForming, Inc., is sponsoring a networking social at their booth #1218 immediately after the panel presentation.

## ▪ Thursday

### **Keynote Address: [The Economic Plan for Growth and Global Competitiveness in the United States—Implications for Steel](#)**

**11:00 a.m. Thursday, METALCON Theater, located on the center aisle in exhibit hall**  
Steel industry icon, Dan DiMicco will provide an overview of the 30-year trade war, review section 232 of the U.S. Trade Expansion Act of 1962, examine the impact of tariffs on the metal construction industry and explain why Trump's steel and aluminum tariffs make sense. He will also discuss the long-term sustainability of the steel industry. Attendees will have the opportunity to participate in this informative Q & A session.

DiMicco spent most of his career in steel and manufacturing. He served as a senior trade and economic adviser to President Trump's campaign and was the lead on the U.S. trade representative transition team. He joined Nucor in 1982 and worked his way up to president and CEO in 2000. Under his leadership, Nucor delivered dramatic growth in profits and shareholder returns. Today, Nucor is the United States' largest producer of steel and also considered North America's largest recycler. DiMicco, author of *American Made: Why Making Things Will Return Us to Greatness* will hold a book signing following his keynote.

### **Steve Smith Family Foundation Check Presentation Ceremony**

**5:00 p.m., Thursday, The Deck, Booth #1005**

Steve Smith Family Foundation Co-Founder, Angie Smith and Executive Director, Gerard Littlejohn will join show management for this special ceremony.

## ▪ Wednesday, Thursday and Friday

### **Rev 'Em Up, MCA Metal Roofing Championship Games, Booth #118**

The Metal Construction Association's (MCA) Games Task Force is celebrating its fifth annual metal roofing competition with a number of different challenges known as The MCA Rev 'Em Up Championship Roofing Games. Ten teams of construction professionals compete for \$8,500 in cash awards and the winning title. Each challenge takes 15 to 30 minutes to complete. Fastest time and accuracy are the two key winning factors. Judging the competition are members of the Metal Building Contractors and Erectors Association.

The MCA Rev 'Em Up competitions for Wednesday and Thursday are as follows:

**1:00 p.m. Game 1:** The MBCI & Pac-Clad "*Retrofit Panel Installation Challenge.*" Contestants install the "base" R-panel roofing onto the games steel-framed mock-ups that are 8-foot x 9-foot.

**2:00 p.m., Game 2:** "*Screw Gun Challenge,*" sponsored by Triangle Fastener Corporation. Contestants install a series of self-drilling fasteners into a structural zee-shaped purlin mounted on a steel framework platform.

**3:00 p.m., Game 3:** "*Hug a Roof Challenge,*" sponsored by Roof Hugger, LLC. Contestants install 40 lineal feet of factory-notched, zee-shaped sub-purlins on a mock-up existing ribbed metal roof paneled frame.

**4:00 p.m., Game 4:** "*Standing Seam Challenge,*" sponsored by New Tech Machinery and Drexel Metals. Contestant teams install six each, 16-inch wide metal roof panels over factory-notched sub-purlins.

**5:00 p.m., Game 5:** "*Let It Snow Challenge,*" sponsored by S-5! Contestants must properly install a mechanically attached snow retention system onto 16-inch metal roof panels.

**On Friday from 10.30 a.m.-12.00 p.m.,** finalist teams with the most collective points compete for the grand cash award of \$2,000 and the title of "2018 MCA METALCON National Metal Roofing Champion."

## ▪ Other Need-to-Know Information

### **Special Programs:**

Our Special Programs aim to provide cutting-edge education and training, 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 more than 250 exhibiting companies spanning 525 booths will share their knowledge of products and field applications with attendees. The line-up includes businesses listed on the next page that have not exhibited in METALCON before or are returning after a multi-year absence.

# New Exhibitors for METALCON 2018

COMPANY	BOOTH#	WEBSITE
3A Composites USA, Inc.	1904	www.3acomposites.com
3GM Steel, Inc.	1810	www.3gmsteel.com
ALFLEX	201	www.alfrexusa.com
APOC	425	www.apoc.com
ArmorLay	207	www.edgetechproducts.com
Batching Systems, Inc.	524	www.batchingsystems.com
Betco, Inc.	505	www.betcoinc.com
Breakthrough Academy	1842	www.btacademy.com
Cape Fear Automation	421	www.capefearautomation.com
Carlisle WIP Products	1439	www.carlislewipproducts.com
Chicago Metal Supply	402	www.chicagometalsupply.com
CJI Group Ltd.	311	www.cjigroupltd.com
Continental Materials, Inc.	1930	www.continentalmaterials.com
FrameMac Co., Ltd.	1233	www.framemac.com
GABELLA S.P.A.	330	www.gabella.it
IMS USA LLC	831	www.imsusanc.com
Lifetime Tool and Building Products, LLC	332	www.lifetimetool.com
Malarkey Roofing Products	706	www.malarkeyroofing.com
Master Panel	528	masterpanelusa.com
Merchants Fasteners Corp	1040	www.merchantsfasteners.com
Metal Fastening Systems, Inc.	1844	www.metalfasteningsystems.com
MFM Building Products	400	www.mfmbp.com
Morin Corporation	2005	www.morincorp.com
New Metals	2010	www.newmetals.com
Permanent Building Solutions	1437	www.permbuild.com
Presto Tape	2020	www.prestotape.com
Primeline Tools, Inc.	139	www.primelinetools.com
Primo Automation Systems, Inc.	205	www.primoautomation.com
RCI, Inc.	1905	www.rci-online.org
RetroFit Magazine	1445	www.retrofitmagazine.com
Roll-On Roofing System	607	www.marko.com.br
Roofing Magazine	1445	www.roofingmagazine.com
SeamSAFE	1443	www.seamsafe.com
Stockton Products	338	www.stocktonproducts.com
Stratis Plastic Pallets, a brand of Snyder Industries	410	www.pallets.com
Sun 3D Corporation	1825	www.sun3dcorporation.com
SWI Machinery	1637	www.swimachinery.com
Therm-All, Inc.	213	www.therm-all.com
Tuftex	1745	www.tuftexpanel.com
Wolcott Group	1743	realsteelsoftware.com
Xiamen M & N Reliance Machinery Industries Co., Ltd.	1805	www.mnindustry.com

# METALCON 2018 Education At-A-Glance

## WEDNESDAY 10/10

Conference Rooms	METALCON Theater	Learning Center 1813 (MCA)	Learning Center 1837
8:30 a.m. – 9:30 a.m. Insulated Metal Panel Building Types & Related Estimating Guidelines  Room 208A	11:00 a.m. – 12:00 p.m. Keynote Address : Steve Smith, Sr., presents <i>Perseverance, Teamwork and Overcoming Obstacles</i>  Former NFL star, Steve Smith, Sr.	1:00 p.m. – 1:30 p.m. Best Practices for Installing Insulated Metal Panels  MCA's IMP Council	10:00 a.m. – 11:00 a.m. Folder Operator Safety Certification  CIDAN Machinery & The Bradbury Group
8:30 a.m. – 12:00 p.m. Roll Forming for the Metal Construction Industry: Part I  Room 210B	1:00 p.m. – 1:45 p.m. Using Real-Time Data to Build Safer and Smarter  Scott Caudle, Triax Technologies	2:00 p.m. – 2:30 p.m. Demystifying the Rainscreen Concept  MCA's Wall Council	1:00 p.m. – 1:30 p.m. The Best Business Choice for Metal Roofing  Chuck Howard, Metal Roof Consultants, Inc.
9:00 a.m. – 10:30 a.m. MBCEA's Controlled Decking Zone – Train the Trainer  Rooms 206AB	2:00 p.m. – 2:45 p.m. The 3 Keys to Getting out of the Day-to-Day in Your Business  Danny Kerr, Breakthrough Academy, Inc.	3:00 p.m. – 3:30 p.m. What to Know About Metal Composite Materials  MCA's MCM Fabricators Council	3:00 p.m. – 3:30 p.m. Worth It! Five Strategies for Getting the Prices You Deserve  John Doehring, Executive Lead of Advisory Services, PSMJ Resources, Inc.
1:00 p.m. – 2:30 p.m. Soldering Techniques  Larry Peters, Copper Development Association  Room 205	3:00 p.m. – 3:30 p.m. Arrested Developments: Slip, Trip, and Fall Hazards  Joseph Allen, Thomas Phoenix International	4:00 p.m. – 4:30 p.m. Roofing & Walls: Insulating Single Skin Panels for Today's Code Compliance Requirements  MCA's Roofing Council	4:00 p.m. – 4:30 p.m. How to Attract & Hire Rock Star Staff  Danny Kerr, Breakthrough Academy, Inc.
	4:00 p.m. – 4:45 p.m. Building a Strong & Sustainable Business with Diversity  Heidi Ellsworth & National Women in Roofing Panel	5:00 p.m. – 5:30 p.m. Foreign Fires' Impact upon North American Building Codes and Practices  MCA Codes & Standards Council	5:00 p.m. – 5:30 p.m. The Five Inviolable Laws of Business Transition Success!  John Doehring, Executive Lead of Advisory Services, PSMJ Resources, Inc.

# METALCON 2018 Education At-A-Glance

## THURSDAY 10/11

Conference Rooms	METALCON Theater	Learning Center 1813 (MCA)	Learning Center 1837
8:30 a.m. – 12:00 p.m. Roll Forming for the Metal Construction Industry: Part II  Sponsored by FMA  Room 210B	11:00 a.m. – 12:00 p.m. Keynote Address: Dan DiMicco presents <i>The Economic Plan for Growth and Global Competitiveness in the United States – Implications for Steel</i> , Dan's book signing will take place immediately after at The Deck, Booth #1005  Steel Industry Icon, Dan DiMicco	1:00 p.m. – 1:30 p.m. Foreign Fires' Impact upon North American Building Codes and Practices  MCA Codes & Standards Council	1:00 p.m. – 1:30 p.m. The Five Inviolable Laws of Business Transition Success!  John Doehring, Executive Lead of Advisory Services, PSMJ Resources, Inc.
	1:00 p.m. – 1:45 p.m. Using Real-Time Data to Build Safer and Smarter  Scott Caudle, Triax Technologies	2:00 p.m. – 2:30 p.m. Roofing & Walls: Insulating Single Skin Panels for Today's Code Compliance Requirements  MCA's Roofing Council	3:00 p.m. – 3:30 p.m. Worth It! Five Strategies for Getting the Prices You Deserve  John Doehring, Executive Lead of Advisory Services, PSMJ Resources, Inc.
	2:00 p.m. – 2:45 p.m. The 3 Keys to Getting out of the Day-to-Day in Your Business  Danny Kerr, Breakthrough Academy, Inc.	3:00 p.m. – 3:30 p.m. What to Know About Metal Composite Materials  MCA's MCM Fabricators Council	4:00 p.m. – 4:30 p.m. How to Attract & Hire Rock Star Staff  Danny Kerr, Breakthrough Academy, Inc.
	3:00 p.m. – 3:30 p.m. MBMA's Driven to Distraction: Why This Isn't Changing  David Weatherford, Tyler Building Systems, Inc.	4:00 p.m. – 4:30 p.m. Demystifying the Rainscreen Concept  MCA's Wall Council	5:00 p.m. – 5:30 p.m. The Best Business Choice for Metal Roofing  Chuck Howard, Metal Roof Consultants, Inc.
		5:00 p.m. – 5:30 p.m. Best Practices for Installing Insulated Metal Panels  MCA's IMP Council	

Join us next year in Pittsburgh, Pennsylvania for METALCON 2019, from October 16-18<sup>th</sup> at the David L. Lawrence Convention Center. We hope to see you there!

