



FOR IMMEDIATE RELEASE

MEDIA CONTACT: Fiona Maguire-O'Shea
fmaguireoshea@gmail.com
617-285-7522

METALCON Announces its 2018 Keynote Speakers and Show Highlights—All in a New Show Format

Newton, Mass., August 14, 2018—METALCON 2018, the metal construction industry's largest international event for metal construction products, technologies and solutions, announces its keynote speakers, major show highlights and a total new format for its annual tradeshow and conference taking place in Charlotte, N.C. from Wednesday, Oct. 10–Friday, Oct. 12.

METALCON's commitment to the industry goes far beyond exhibits. This new Total Experience includes 275 leading companies exhibiting the latest products and technology together with education and training sessions—ALL located on the show floor. Industry experts will share their knowledge with designers, builders, developers, contractors, fabricators and suppliers from more than 50 countries at the new METALCON theatre, conveniently located off the center aisle.

Two icons in their respective industries will deliver this year's keynote addresses—Steve Smith, Sr., a 16-year NFL veteran and former five-time pro bowl, three-time all-pro wide receiver for the Carolina Panthers, in addition to steel-industry icon, Dan DiMicco, former CEO of NUCOR and senior trade adviser to President Trump's Campaign.

Smith will explain 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 in "Perseverance, Teamwork and Overcoming Obstacles" on Wednesday at 11:00 a.m.

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. Smith and his wife founded the Steve Smith Family Foundation, dedicated to helping families impacted by domestic violence and to promoting child health and wellness. His success story is sure to motivate attendees to reach their professional and personal goals.

For Keynote Speaker DiMicco, author of *American Made*, there's no risk of the president's tariffs sparking a trade war —“we've already been in one for years!” The only difference now is that we're deciding to fight back. Trump's proposal to impose a 25 percent tariff on steel imports and 10 percent tariff on imports of aluminum has been met with opposition, but DiMicco is among those who think they're putting the United States back on track. (more)

DiMicco not only revived a major U.S. manufacturing firm during a recession, but helped galvanize the flagging domestic steel industry when many of his competitors were in bankruptcy or headed overseas. NUCOR is the United States' largest producer of steel and also considered North America's largest recycler.

On Thursday at 11:00 a.m., DiMicco will present "The Economic Plan for Growth and Global Competitiveness in the United States—Implications for Steel"—an overview of the 30-year trade war, section 232 of the U.S. Trade Expansion Act of 1962, the impact on the metal construction industry and why Trump's steel and aluminum tariffs make sense, in addition to sustainability of the steel industry.

"We are excited to have these two giants in their respective industries—Steve Smith, NFL star, and Dan DiMicco, steel industry icon—lead the keynote addresses at this year's show," said METALCON Show Director, Claire Kilcoyne. "With our new Total Experience format, attendees can easily access educational sessions at the METALCON theatre and in the two Learning Centers, located directly on the show floor."

Also on Wednesday, a panel of industry-leading women roofing professionals will address "Building a Strong and Sustainable Business with Diversity" at 2:00 p.m., followed by "Arrested Developments: Slip, Trip, and Fall Hazards" with Trevor Zinn of Preferred Safety Products at 3:00 p.m.

This year's two Learning Centers will offer five 30-minute sessions between 1:00 and 5:30 p.m., on Wednesday and Thursday. Metal Construction Association industry committees will lead sessions on "Best Practices for Installing Insulated Metal Panels," "What to Know about Metal Composite Materials," "Roofing and Walls: Insulating Single Skin Panels for Today's Code Compliance Requirements" and "Foreign Fires' Impact upon NA Building Codes." Additional sessions include: "Best Business Choice for Metal Roofing," "Worth It! Strategies for Getting the Prices you Deserve," "How to Attract and Hire Rock Star Staff" and the "Five Inviolable Laws of Business Transition Success!"

Our Special Programs aim to provide cutting-edge education and training, which cannot be found elsewhere. Returning for its third year, attendees can become certified in the eight-hour Metal Roof Installation Training Program by leading industry experts Jim Bush, vice president of sales & marketing for ATAS International and Scott Kriner, president of Green Metal Consulting.

Other special programs include "Insulated Metal Panel Building Types and Related Estimating Guidelines," "Roll Forming for the Metal Construction Industry Part I and II," "MBCEA's Controlled Decking Zone Train the Trainer" and "Soldering Techniques." Special programs take place Tuesday, Wednesday and Thursday. This three-day event takes place at the Charlotte Convention Center, 501 S. College St, Charlotte, NC 28202. For more information, visit www.metalcon.com

About METALCON:

Established in 1991, METALCON is the largest international event in the metal construction industry. Unique in both its service and show management to this 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, learning opportunities. METALCON is produced by PSMJ Resources, Inc., and sponsored by The Metal Construction Association. This is the event's first time in Charlotte. For more information, visit www.metalcon.com or call 800-537-7765.