



For immediate release

Kim Rogers
Hanley Wood Exhibitions
KRogers@HanleyWood.com
972.536.6353

2010 INTERNATIONAL ROOFING EXPO ISSUES CALL FOR PRESENTATIONS

DALLAS -- March 4, 2009 -- The 2010 International Roofing Expo® has issued a Call for Presentations to all educators, consultants and specialists from around the world who want to share their knowledge and business expertise as presenters for the educational conference program.

Being held February 22-24, 2010, at the Morial Convention Center in New Orleans, Louisiana, the conference program is recognized worldwide as the leading educational venue presenting the latest trends in the roofing industry.

Seeking expert speakers with proven, dynamic presentation skills and in-depth knowledge, sessions are 90 minutes in length and should contain timely, practical information that can be immediately implemented in the workplace.

"We take great care in selecting the absolute highest caliber of speakers," said Brandi McElhaney, Conference Manager of International Roofing Expo. "The educational conference program is an important component of this Expo, adding opportunities for attendees to learn the best practices in the industry."

Topic submissions should focus on applications-oriented, real world, problem-solving topics and be free of promotional materials to sell a product or service.

The multi-track educational program includes technical and workplace safety classes, as well as business-related sessions including leadership/management, green building, legal/HR, money matters, sales/service and general business.

The primary audience of the educational conference program includes commercial and residential roofing contractors, architects, designers, consultants, building owners, facility managers, manufacturers, suppliers, owners, CEOs, general managers, sales professionals, estimators, superintendents and foremen.

"Industry professionals interested in participating in the conference program are encouraged to submit their proposals as soon as possible," said Bill Good, Executive Vice President of NRCA, the show's official sponsor. "The conference offers speakers the opportunity to establish their position as industry experts to a broad range of roofing professionals."

The deadline for submitting Call for Presentations proposals is March 31, 2009. Session proposals should follow the specifications outlined in the Call for Presentations form located at www.TheRoofingExpo.com and be submitted via e-mail to BMcElhaney@HanleyWood.com. Questions should be directed to Brandi McElhaney, Conference Manager, at 972.536.6392.

About the International Roofing Expo

The International Roofing Expo is the must-attend event for commercial and residential roofing professionals to stay abreast of market directions, trends and cutting-edge technology. Formerly owned by NRCA, the show was sold to Hanley Wood Exhibitions in May 2004. The official show sponsor is

NRCA; the official show publication is *Roofing Contractor*, and the official residential publication is *Replacement Contractor*. For more information, visit www.TheRoofingExpo.com or contact Hanley Wood Exhibitions at 972.536.6415 or Info@TheRoofingExpo.com.

About Hanley Wood

Hanley Wood, LLC is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. Hanley Wood Exhibitions [Dallas] conducts events serving the industry's strongest market segments, including World of Concrete, one of the top 20 trade show events in the country.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.

###