

focus
forward

METALCON

I N T E R N A T I O N A L

Las Vegas Convention Center
Las Vegas, Nevada, USA
October 20–22, 2010

The One Event for
Metal Construction
Products, Technologies
and Solutions

www.metalcon.com

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Produced by:

PSMJ | Resources, Inc.

“At the dawn of a new decade we’re facing challenges in the metal construction industry. When we meet these challenges with renewed enthusiasm we plant seeds of opportunity. Our focus on improvements inspires us to surpass any challenge and exceed the status quo.”
Claire Kilcoyne, METALCON International Show Manager.

METALCON International 2010 marks **twenty years** as the catalyst helping professionals worldwide arrive at solutions to create the structures of our future. You’ll see the newest advancements in metal, revolutionary new products and a significant focus on solar energy efficiency. You’ll experience what can only be seen, heard and integrated at the nation’s single event for delivering education and innovation to metal roofing and building professionals – METALCON International 2010.

FOCUS: EXHIBITS

Step onto the exhibit floor and immerse yourself in a world of the newest metal industry products and technology. Over 300 companies from around the world housed in 800

booths, offer every product available to help you build better, greener, smarter and more efficiently. It’s all there for you - metal roofing, metal wall panels, metal building systems and more. You’ll see fasteners, snow guards, gutters, insulation, paint and coatings. Put your hands on rollformers, benders, press brakes and material handling systems. Wrap your mind around the newest solar and energy-efficient products. When it comes to events - the METALCON exhibit floor indisputably has the best and the brightest the metal industry has to offer.



Always on the leading edge – METALCON features **New Product Harbor**. In one stop, browse and learn about the newest products to market. When you think about metal industry innovations there’s simply no place that compares.

The latest field techniques are demonstrated by industry experts in **MCA’s daily live-action Speed Demonstrations**. Stay up to date on commercial and residential roofing, wall panels and tool techniques. Learn new tips from the people who work with metal every day.



It's a given that metal is sustainable and the next logical step is METALCON's **Green Island**. The pavilion focuses on companies dedicated to emerging technologies who take green a step further. Talk it up with Green Island exhibitors. Find out how to meet green building standards, what tax incentives are available and see metal-related innovations that make yesterday's products pale by comparison.

The durability and longevity qualities of metal roof and wall systems are a logical, cost-effective and compatible platform for solar applications. As metal industry innovators continue to develop technologies that harness the sun's power, the market expands. METALCON meets the emerging demand head on via **Solar Bay**, a highlight area featuring solar products, technologies and information on solar tax incentives, grants and rebates.



FOCUS: EDUCATION

Knowledge is power. Your best protection against any economic condition is education – it's something no one can ever take from you. True to its cutting edge reputation- over 50% of the **METALCON seminar topics** are new. Be it learning about design and specification, code navigation, installation techniques or management style, at METALCON you'll get the best education from the leading industry change agents bar none. Ramp up, take control of your business and take part in a seminar. Listen, learn and absorb information on environmental, retrofit, business management and marketing. Whatever seminar you choose, you'll have the tools to boost your business, guaranteed.

Get ready for a huge dose of inspiration as you listen to former U.S. Attorney General Alberto R. Gonzales deliver METALCON's **Keynote address** - "The American Dream – Reach It, Build It, Share It." Our American Dream is alive and well. It's empowering, exciting

and available to all who want to pursue it despite where they come from or their circumstances. Take part in this complimentary keynote and capture the spirit that continues to make America the greatest nation on earth.



FOCUS: CONNECTION

Any way you slice it – business is about connections. “What” you buy is equally as important as “who” you buy it from. METALCON fast forwards your connections. It brings industry power brokers together and the six degrees of separation vanishes. It puts meeting that all important influential contact within your reach. Front and center real time, face-to-face. It’s the connection that puts you on solid footing, gives you a new direction and breathes new life into business. METALCON – make the connection.



METALCON is sponsored by the Metal Construction Association, promoting the use of metal in the building envelope through marketing, education, and action on public policies that affect metal's use. MCA members are:

- Producers of metal roofing, wall panels, insulated panels, metal building systems, hardware and accessories
- Fabricators, primary metal producers, coatings manufacturers, coil coaters and chemical suppliers
- Contractors, consultants, designers, trade publications and allied industry associations

For more information, visit MCA's booth 537 or www.metalconstruction.org



Register in advance at www.metalcon.com to receive free exhibit hall admission, early bird pricing and an instant email confirmation!

Registrations are welcome onsite, however full prices will be in effect and you may have to wait in line.

Confirmations

All registrations will receive an instant email confirmation with a bar code. Print out your confirmation and bring it with you to the show. A complete refund will be issued if notice is received in writing on or before October 8, 2010

Need special assistance

Call Suzanne at 617.965.0055 x126 before the show to arrange any special accessibility needs.

Continuing education

PSMJ Resources, Inc. is a registered provider with the AIA Continuing Education System (AIA/CES) and is also a registered provider with The Florida Board of Engineering for your Professional Development Hours (PDH) as well as Health Safety and Welfare (HSW) and Sustainable Design (SD). Look for these credits in over 33 seminars that will fulfill your continuing education requirements.

Pricing

	Regular	Early Bird
Full Conference	\$295	\$225
Three Seminars	\$225	\$190
Two Seminars	\$150	\$130
One Seminar	\$85	\$70
Exhibit Hall	\$60	FREE
KEYNOTE	FREE	FREE

*You must register to attend the Keynote Session



Travel

Special discounted hotel rates, airfares and car rentals are available through:

Globetrotter Travel Management Services, Inc.

Reservations: 8:30 AM – 5:30 PM (EST)

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SPECIAL PROGRAMS

TUESDAY, OCTOBER 19

SP1 8:30AM–4:30PM

Cold-Formed Steel (CFS) Design: Practical Applications and Design Examples

SP2 12:00PM–4:00PM

(at the Las Vegas Hilton)
Construction and Steel Trends — Which Way are the Winds Blowing?

WEDNESDAY, OCTOBER 20

SP3 8:30AM–12:00PM

Roll Forming for the Metal Construction Industry: Part I

SP4 1:00PM–2:30PM

Copper in Architecture Installation, Techniques and Soldering Procedures

THURSDAY, OCTOBER 21

SP5 8:30AM–12:00PM

Roll Forming for the Metal Construction Industry: Part II

SP6 11:30AM–2:00PM

Fundamentals of Reflective Technology

WEDNESDAY, OCTOBER 20

8:30 AM–10:00 AM

- WE01** Metal Roofing: The Devil is in the Details
- WE02** Metal-Over-Sloped-Reroofing Systems and Benefits
- WE03** Innovations in Multi-Story CFS Construction
- WE04** Delegated Design in Cold-Formed Steel Framing — Not as Confusing as You Think

- WE05** Leadership Lessons in Tough Times
- WE06** Sustainable Design Using Metal Roofing
- WE07** Solar and Renewable Energy Initiatives
- WE08** Pre-Engineered Metal Building Sustainability and Design

KEYNOTE 10:15 AM–11:45 AM

WE09 **Alberto R. Gonzales, Former U.S. Attorney General**
The American Dream: Reach It, Build It, Share It

THURSDAY, OCTOBER 21

8:30 AM–10:00 AM

- TH10** Understanding Metal Roofing: Part I
- TH11** Life Cycle Costing — What You Should Know
- TH12** Overview of Cold-Formed Steel Design and Changes to North American Specification for the Design of Cold-Formed Steel Structural Members S100-2007: Part 1
- TH13** Solutions for Cold-Formed Steel Framing Through Innovation
- TH14** Sales and Marketing: Plan to Get Results!
- TH15** Building Green with Metal
- TH16** PV 101 — How to Design Solar Systems for Metal Roofs
- TH17** Taking Advantage of a Bad Economy: How to Grow Your Residential Metal Roofing Business While Others Retreat

10:15 AM–11:45 AM

- TH18** Understanding Metal Roofing: Part II
- TH19** Retrofit Metal Roofing: The Time Has Come
- TH20** Navigating Successfully Through Codes
- TH21** Introduction to Cold-Formed Steel Light Frame Construction — North American Specification for the Design of Cold-Formed Steel Structural Members S100-2007, Section D: Part II
- TH22** Managing the Change Orders of Life
- TH23** Everything's Green Except My Submittals: Understanding Documentation Responsibilities of Green Products in Your Projects
- TH24** Planning — the Key to Success with Solar Installations
- TH25** Residential Re-Roofing: Applying Metal Roofing over Existing Roof Materials

FRIDAY, OCTOBER 22

8:30 AM–10:00 AM

- FR26** The Business Nuts and Bolts of Metal Retrofit Roofing
- FR27** Retrofitting with Metal Roof and Wall Systems
- FR28** Success with High Strength Cold-Formed Steel Framing in New Zealand
- FR29** Cold-Formed Steel in Mid-Rise Construction with Other Materials

- FR30** Creating a Social Media Campaign to Grow your Business
- FR31** Solar Technology and Metal — A Mix of High Energy and Hot Opportunity
- FR32** Providing Alternative Energy with Building Integrated Photovoltaics (BIPV) Standing Seam Roofing
- FR33** Clearing the Confusion About Rain-Screen Wall Design

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 Roofing Contractor Magazine
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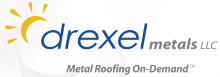
* 20 Year Exhibitor

METALCON International 2010 marks the 20th anniversary of the only trade show dedicated to the metal construction and design industry. At this year's show, look for:

- More than 300 exhibitors from around the globe helping you build better, greener, smarter and more efficiently.
- MCA daily live-action Speed Demonstrations.
- **Green Island** and **Solar Bay**, two trade show areas dedicated to the sustainable market.
- **New Product Harbor**, an exhibit space that puts a spotlight on recently released innovations.
- **33 educational seminars** with more than 50% new topics and 12 environmentally focused programs.
- **Keynote speaker:** Former U.S. Attorney General Alberto R. Gonzales. During "The American Dream – Reach It, Build It, Share It," Gonzales reveals his beliefs about the American Dream.

Come celebrate the metal construction industry's past, while focusing on the future at METALCON International 2010!

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2010
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