



# 2022 Construction Rollforming Show Guide

OCTOBER 26-27, 2022  
Ernest N. Morial Convention Center • New Orleans, LA

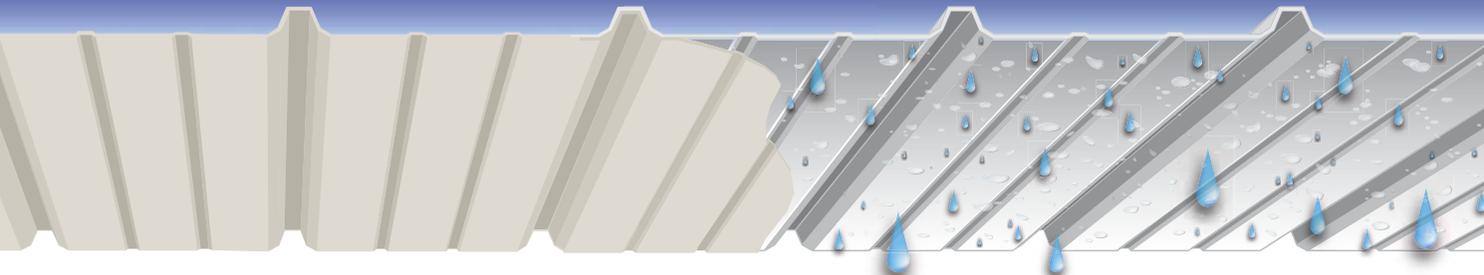
PRESENTED BY THE PUBLISHER OF ROLLFORMING MAGAZINE



**PULL-OUT MAP**  
PAGES 22-23



## Fight Condensation Without Insulation



## Make Rollforming More Profitable

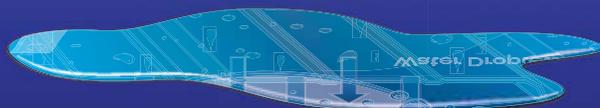
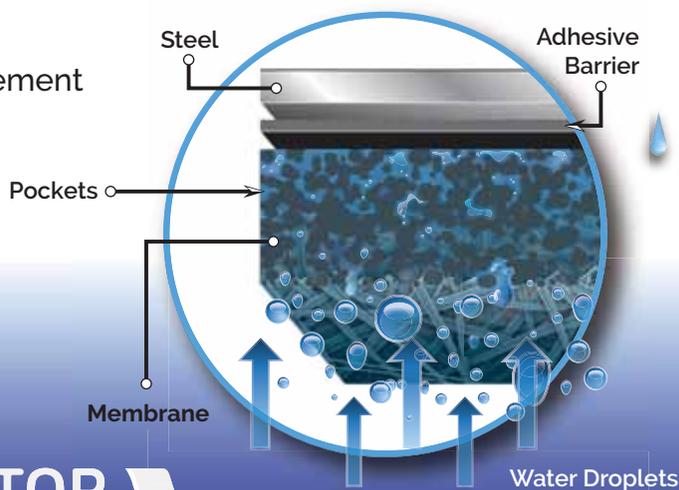
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# Welcome to the Show

Welcome to the 2022 Construction Rollforming Show.

This is our third show and is a great unknown as I am writing this letter. New location, new time of year and what seems like a new and different world.

I have used the misquoted Zig Ziglar line "We heard about the recession and decided not to participate" often over the last two years. I look forward to the day I can retire that specific quote and the associated thought process. Another quote that seems to apply is: "Whereever you go, there you are" (free beer at the Happy Hour if you tell me the movie), so the Ziglar quote will stay for a while.

We cannot end a recession so the next best thing is to help you navigate it

with the least amount of damage. There are three things I believe can help: relationships, education, and information.

We are all in New Orleans as you are reading this, so we can build the relationships. The show has educational programming and the magazines are all about getting you usable information.

The last item on the list is information. We are proud to announce "Information" as a new direction for Shield Wall Media. You may have noticed us delivering several email surveys recently. Topics like roof color, how you use and attach snow guards, post-frame footer plate size, and we've asked what you build.

We are partnering with METALCON and PSMJ Media to do a full State of

the Industry Survey looking at our segments of construction. We are going to share this information in our magazines and have a full report available on [shieldwallmedia.com](http://shieldwallmedia.com). The email and marketing support will detail the premiums for completing the survey. This information will be available at no charge in December (and the first magazine issues of 2023).

One aspect of making good decisions is having good data to base them on. Fill out the survey and use the results how you see fit.

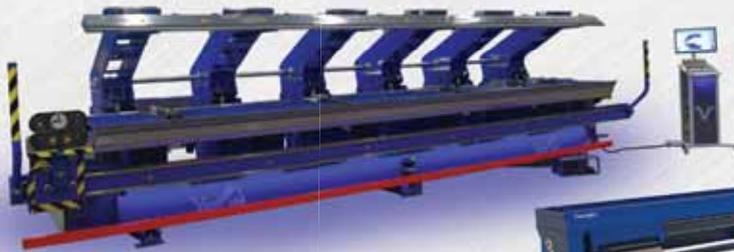
Have a cookie and information to get you through some interesting times. I am not really a hugger, so settle for the cookie.

— Gary Reichert, Publisher

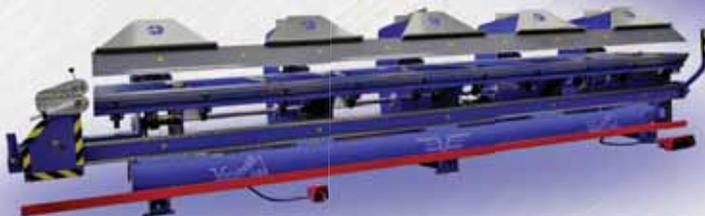


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**W**elcome to the Third Annual Construction Rollforming Show. Here on the show floor you will find everything you need to establish and grow your metal-forming business. You'll find coil and component suppliers, trim machine manufacturers, and, of course, companies that can supply you with panel roll formers – and much more.

In addition to being able to speak directly with the representatives who can set you up with the material and equipment you need, you'll also be able to take in all of the educational programs at no additional cost. This year, for the first time, your expo admission also includes admission to all of the educational sessions. You can learn about coil irregularities, coil gauges and specifications, protecting against the effects of condensation, and many other topics. We have an especially robust lineup of software topics this year; learn about the benefits of design software, learn

how software can improve quality, and how it can improve your efficiency.

While the Construction Rollforming Show is about work, we do take the time and make the effort to bring the sounds and flavors of New Orleans to you right here on the show floor. On Wednesday, the opening day of the show, join us from 4:30-6 p.m. inside the expo hall entrance for a complimentary social hour. (Learn more about this special event on page 41.)

Thank you for taking this adventure with us. We hope to see you again next year at the Fourth Annual Construction Rollforming Show. In 2023, we're returning to the Duke Energy Center in Cincinnati, where this show first began. **Save the Dates: September 27-28, 2023.**

See you on the show floor!

*Karen Knapstein, Editor  
Rollforming Magazine*



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# Educational Sessions at a Glance

Wednesday, October 26, 2022		
8:00-8:45	Metal-to-Metal Fasteners	Underlayments
9:00-9:45	Coil Coating Basics	Benefits of Design Software
10:00-10:45	Bending Trim and Flashing	Polycarbonate Panels
11:00-11:45	Condensation Protection	Sales Process
12:00-12:45	Coil Irregularities	Ventilation and Ridge Vents
12:30	Exhibit Hall Opens	
1:00-1:45	In Demo Area: Carport Roll Forming Lines	
2:00-2:45	Sealants	Standing Seam Clamps
3:00-3:45	Using Pro Tips On as a Sales Aid	Software to Improve Quality
4:00-4:45	Fasteners: Metal to Wood	Coil Gauges and Specifications
4:30	Happy Hour Starts	
5:30	Exhibit Hall Closes	
6:00	Happy Hour Ends	

Thursday, October 27, 2022		
8:30	Exhibit Hall Opens	
9:00-9:45	Snow Retention Types and Applications	Roll Former Maintenance
10:00-10:45	In Demo Area: Portable Roll Formers	
11:00-11:45	Software for Efficiency	Closing a Sale
12:30	Exhibit Hall Closes	

The final class schedule is available at the registration desk and at the literature dump.

Time slots may change based on speaker availability.

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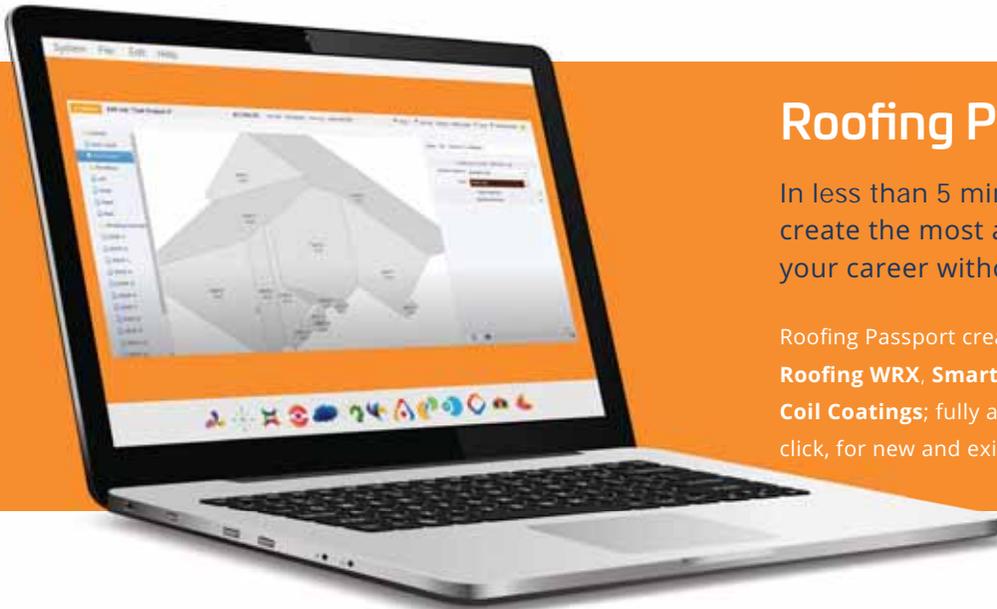
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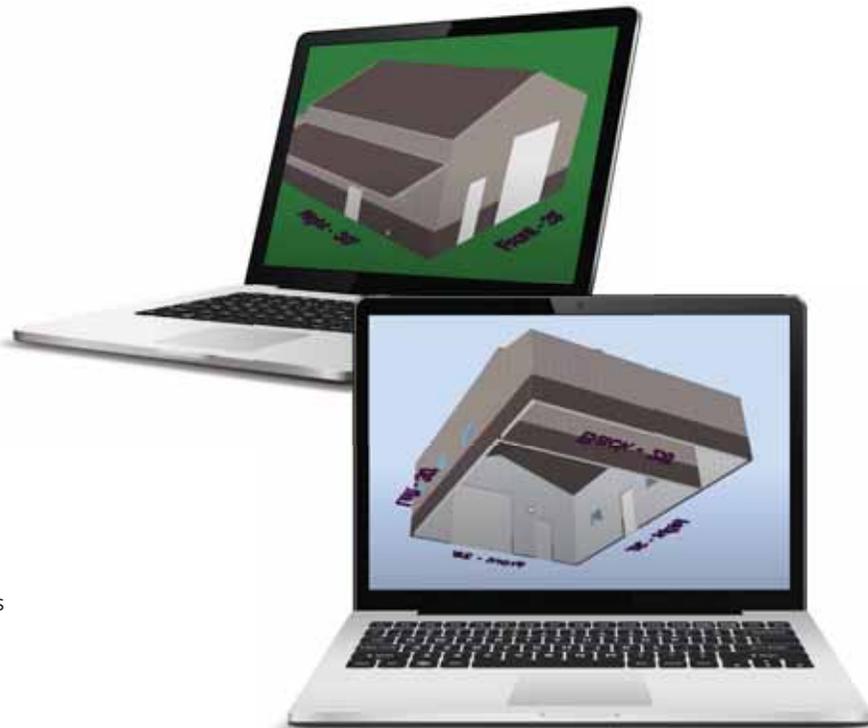
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# Tips for Success

## Exhibitors: Get the most out of your trade show investment

By Gary Reichert

**J**ust over a year ago, in June 2021, we put on the second annual Construction Rollforming Show. The exhibitor booth space was down, mostly from manufacturers' concerns about Covid liability and the late lifting of travel restrictions. The actual attendance for the show was almost equal to the first.

Most of the exhibitors seemed to be actually writing business at the show and giving positive feedback. A very few were less thrilled about the outcome. This was fascinating because businesses that were successful and ones that were not were selling comparable products. In one specific instance, the exhibitor with less success had a much better location on the show floor. If companies sell similar products, and have wildly different success rates, the obvious question is: "What are they doing different?"

Here are some tried-and-true sales-related principles for working trade shows that are sometimes forgotten. Try these strategies to help you get the most out of your trade show investment.

### 5 TIPS FOR EXHIBITOR SUCCESS

These tips are listed from most important to least important.

#### 1 Establish objectives and remember why you are there.

Different shows and different situations will have desired outcomes that require a different strategy. Are you there to:

- Meet new prospects
- Close business
- Maintain relationships with existing clients
- Introduce a new product.

What you are hoping for in an outcome will determine your strategy and actions while you are at the show. Anything else is a distraction. Trade shows are a condensed opportunity to meet face to face with more people than you would typically see in months. Everything except meeting your objectives needs to be completely forgotten during the two or three days of the show. Coming to the last morning of the show hung over counts as a distraction.



#### 2 Your behavior needs to make you approachable.

This is the single biggest difference I noticed between successful and unsuccessful exhibitors at the last Construction Rollforming Show.

To show you how much has changed: In the "old days" we were not allowed chairs in the show booths. Sitting can create an impression that the potential customer is disturbing you. Most people are by nature polite. You will never know how many people were too nice to buy from you.

Other behaviors in the same category are cell phones and eating.

Eating in a booth is a tough decision. If you are the only person in the booth, you need to make a choice. You have to choose between missing clients by not being in the booth, eating in the booth and not being approachable, or just going hungry for a little while.

Cell phones are even worse. Put them on silent for the duration of the show. And there is almost no reason for texting or answering emails from the booth. Remember why you are exhibiting; you can answer emails in your hotel room after the exhibit floor closes.

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## 3 You need to approach.

Zig Ziglar once said, “Nothing happens until someone sells something.” Making an introduction is a sale. If you wait for someone to ask you a question, you have relinquished control of your ability to meet your objectives. Waiting for them to ask a question, you are making the assumption they know who you are or what you offer.

Have a way to introduce yourself. Your company provides you with SWAG. It may be lost now, but the purpose of SWAG at a trade show is to create introductions. It is as simple as saying, “You look like someone in desperate need of a hat. My name is Gary, and you are?”

## 4 ALWAYS have a pen and business cards.

In today’s digital age this may seem like a primitive statement, but it applies to every day (not just at trade shows). Scanners and software do not and cannot fill the same gap. Business cards provide a visual impression. Many people will remember what they see. A scanner takes that important connection out of the equation and your name and business never have the opportunity to imprint on the potential customer.

The backs of business cards should be blank, and always have a pen. (I put some business cards and clip a pen in the badge holder.) When cell phones were new, we only put the main office number on the business card. Then when we gave out a cell number by writing it on the card; this indicated that the prospect was important enough for us to do something we did not typically do – give out our cell number.

Times are different now, but the impression is the same: If you make a note on a business card, it is specific to that person. It’s not the same thing that everyone receives.

The blank space on the back of a card is also a place you can make notes about potential customers for later

reference. Writing a note for you to keep creates the same impression for the prospective customer: They are special and it is important for you to remember who they are and what they need.

## 5 Follow up after the show.

Until now, the numbers were in decreasing order of importance. This last point could easily be the most important.

At most shows, companies collect more leads and usually close business later. The Construction Rollforming Show seems different. I saw customers giving exhibitors checks and providing spec sheets on exactly what they were looking to buy. But, in most cases it is about warming existing relationships or generating leads to close in the future.

Either way – follow up. You cannot close future business if you never hear from them again. For existing relationships, the follow-up can be as simple as saying, “It was great to chat. The next time you’re in town, I owe you lunch.”

If you are intent on “doing it right,” it is good to save a small announcement for after the show or have a prepared Frequently Asked Questions sheet. “Hi Bob, Great seeing you at the Rollforming Show last week. This wasn’t official then, so I couldn’t say anything. But now I can, and I thought you would like to know...”

## CONCLUSION

I have always been fascinated by the way sales people think. Often, sales people will say, “I didn’t get anything from the show” or “these leads are worthless.” I always wonder what effort and process was put into them. In cases where similar companies have wildly different reactions to a show, the answer may be in looking at expectations and what was done in and around the booth.

Like most situations in the real world, the largest portion of your success or failure is in your own hands. That makes success a choice. To misquote the Most Interesting Man in the Universe: “Choose wisely, my friend.” CRS



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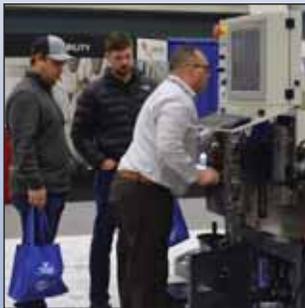
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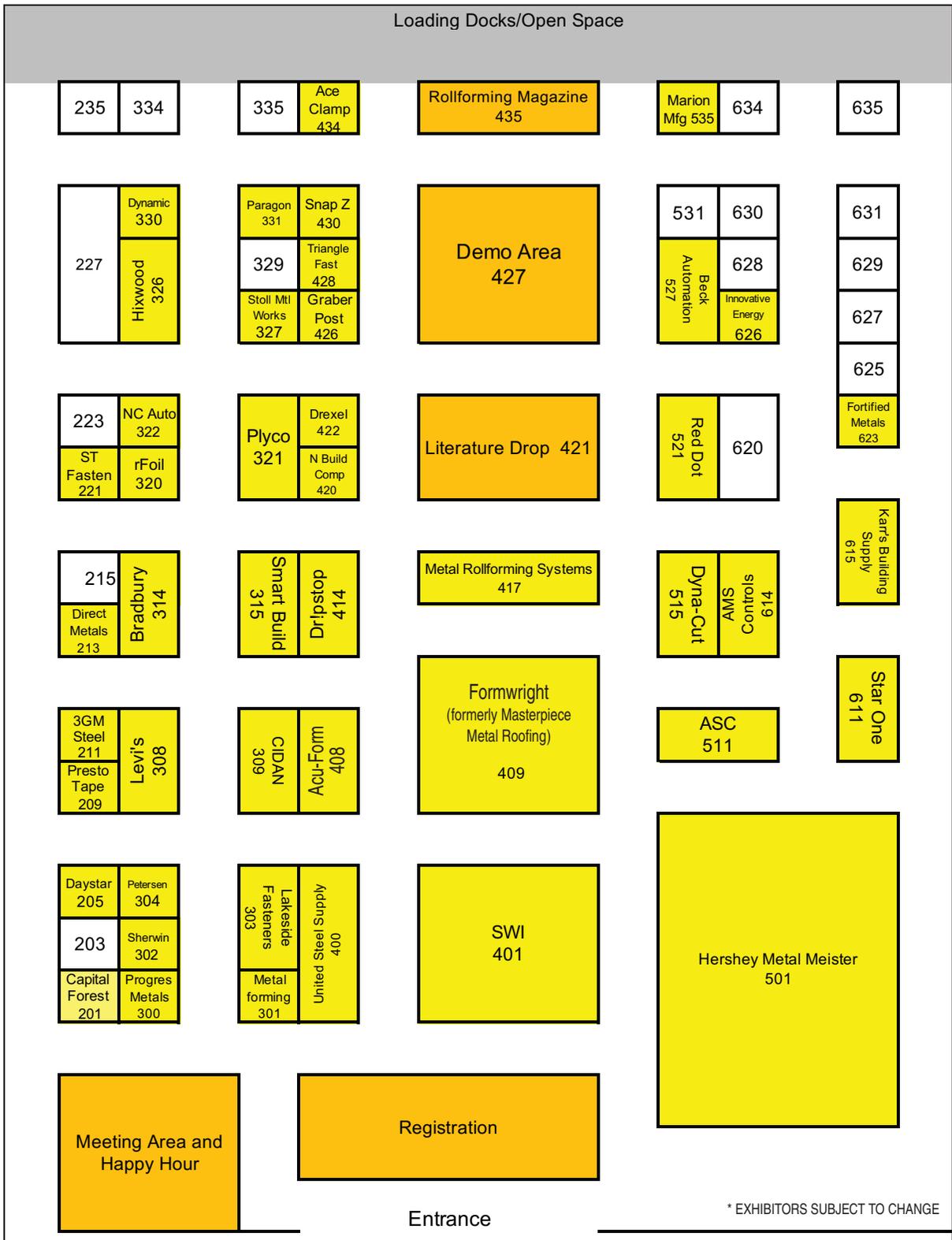
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## SHOW FLOORPLAN



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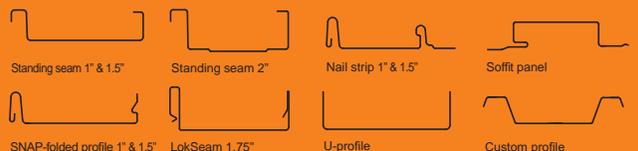
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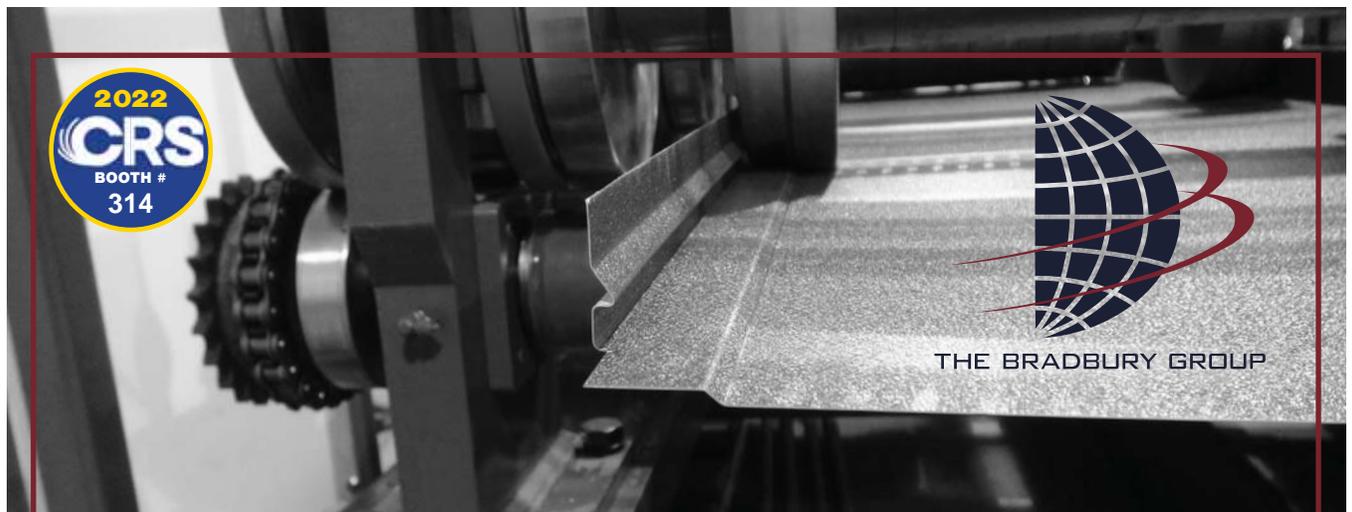
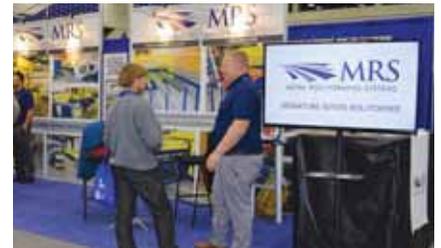
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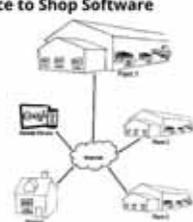
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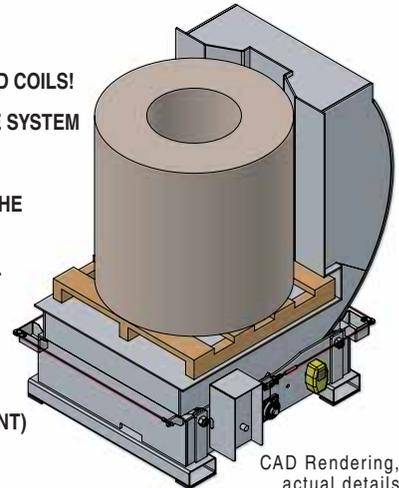
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www.rollformingmagazine.com

920-216-3007 (advertising)

715-513-6767 (editorial)

Published six times per year, Rollforming Magazine provides professional users of construction roll-forming equipment access to information about the industry: best practices, safety, technical information, available products, and more.



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# EXHIBITORS



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Shield Wall Media owns Rollforming Magazine and the Construction Rollforming Show. Visit the booth for free subscriptions to each of the company's expanding line of titles, including Rollforming Magazine, Frame Building News, Metal Roofing Magazine, Rural

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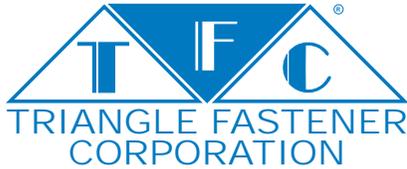
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# Make Your Visit Memorable

**A**s long as you're taking advantage of learning about construction roll forming here at the Construction Rollforming Show, you might as well step out and visit some of the sights. We've gathered up a few outings to get the most out of your visit to The Crescent City.

## FUN ACTIVITIES

### Audubon's Aquarium of the Americas

1 Canal Street, New Orleans  
<https://audubonnatureinstitute.org/aquarium>  
504-212-5157

One of the top aquariums in America, this state-of-the-art facility is home to 15,000 sea life creatures. The Caribbean Reef Tunnel allows views usually reserved for sea divers. Enjoy the Sea Horse Gallery, white alligators, and touch baby sharks.

### Audubon Zoo

6500 Magazine Street  
New Orleans  
<https://audubonnatureinstitute.org/zoo>

This zoo is one of the top-ranked in the country, featuring naturalized habitats such as the Jaguar Jungle and the Louisiana Swamp.



Take in the daily animal shows, endangered whooping cranes, Amur leopards, and orangutans, white alligators, and much more.

### Storyland in City Park

5 Victory Avenue  
<https://neworleanscitypark.com/>  
504-483-9402

Life-size sculptures of kids' fairy tale favorites include Old Mother Hubbard in her shoe, Cinderella's pumpkin carriage, and Captain Hook's pirate ship. A playground kids can climb on adds to the fun.

## The Botanical Garden in City Park

1 Palm Drive,  
New Orleans  
<https://neworleanscitypark.com/>  
504-483-9402

October is a magical time in the Botanical Garden as the butterfly populations have peaked and you should see a lot of butterflies feeding in the butterfly garden.

## FAMILY FRIENDLY RESTAURANTS

### The Ruby Slipper Cafe

2802 Magazine Street  
New Orleans  
[www.therubyslippercafe.net](http://www.therubyslippercafe.net)  
504-212-5157



The perfect place for brunch ... any time of day! Kids will love Cinnamon Swirl Pancakes, while their parents enjoy French toast with rum-flambeed bananas and raisins and award-winning bloody Marys or the perfect Nola-Style Iced Coffee.

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The streetcars are a fun, charming, and economical way to get around and see the town. Four distinct streetcar lines, each originating Downtown, will take you through the French Quarter and beyond to places you might not otherwise get to see. Streetcar fare is \$1.25 (each way) and must be paid with exact change when you board. One-day unlimited "Jazzy Passes" are available for \$3; three-day unlimited ride "Jazzy Passes" are available for \$9.

### Mambo's Cajun & Creole

411 Bourbon Street  
New Orleans  
[www.mambosnola.com](http://www.mambosnola.com)  
504-407-3717



From Po'Boys to Gumbos, Mambo's has the authentic Cajun and Creole dishes you don't want to miss out on. Children will be happy with the kid's menu complete with chicken strips, burgers, and french fries.



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# THINGS TO DO IN NEW ORLEANS

## The Milk Bar

710 S. Carrollton Avenue  
New Orleans  
[www.themilkbarneworleans.com/](http://www.themilkbarneworleans.com/)  
504-309-3310

Gourmet Po'Boys and salads, fresh to order and fast! For the kids, order cheese, ham and cheese, or turkey and cheese croissants. Old fashioned milk shakes and malts, smoothies, fresh lemonade, and coffees complete the menu.

## Barracuda

3894 Tchoupitoulas Street  
New Orleans  
[www.eatbarracuda.com/](http://www.eatbarracuda.com/)  
504-266-2961

A self-described neighborhood taco stand offering outdoor dining and takeout. Amazing taco combinations and protein or veggie bowls make up this menu with quesadilla combos for the kids to enjoy.

## The Camellia Grill

626 S. Carrollton Avenue  
New Orleans  
<http://camelliagrillnola.com/>  
504-309-2679

A landmark diner that serves all-American classics in a classic environment. From their "world famous omelettes" to their hand made burgers, everything is served by waiters in bow ties with linen napkins.



## Tommy G's Coal Fired Pizza

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New Orleans  
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# THINGS TO DO IN NEW ORLEANS

## CULTURAL

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110 Frenier Road  
LaPlace, Louisiana  
[www.cajunprideswamptours.com/](http://www.cajunprideswamptours.com/)  
844-326-5840



Take a discovery tour through the Manchac Swamp. On this guided tour you will learn about local Cajun culture as well as wildlife. Be on the lookout for alligators. Pickup in New Orleans can be arranged.

### Plantation Tours

945 Magazine Street  
New Orleans  
<https://www.viator.com/New-Orleans/d675-ttd>  
888-651-9785

Enjoy a peek into the antebellum South. Both 19th century plantations offer beautiful views of the Mississippi River. A variety of tours and tour lengths are offered of Oak Alley and Laura Plantations, some with transportation from New Orleans and some without.

### Daytime Riverboat Jazz Cruise

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New Orleans  
[www.graylineneworleans.com/](http://www.graylineneworleans.com/)  
504-569-1401



The Natchez, an authentic steam-powered sternwheel paddleboat, will take you to see historic sights with commentary from your guide. The cruise includes a live jazz performance by the Steamboat Stompers.

## MUSEUMS

### New Orleans Jazz Museum

400 Esplanade Ave.,  
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[nolajazzmuseum.org/](http://nolajazzmuseum.org/)  
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# THINGS TO DO IN NEW ORLEANS

## Louisiana Children's Museum

15 Henry Thomas Dr., City Park  
New Orleans  
lcm.org/  
(504) 523-1357

From the Peek-a-Boo Puppet Theater to Energy Exploration, a Water Wall, and Crafts and Creations at the Make Your Mark exhibits, kids will have a ball! The Waterfront Cafe offers kid-friendly fare.

## New Orleans Pharmacy Museum

514 Chartres St.  
New Orleans  
pharmacymuseum.org/  
(504) 565-8027

Listed on the National Register of Historic Places, this unique museum presents an extensive collection with interpretive displays documenting the practices of America's first licensed pharmacist

## New Orleans African American Museum

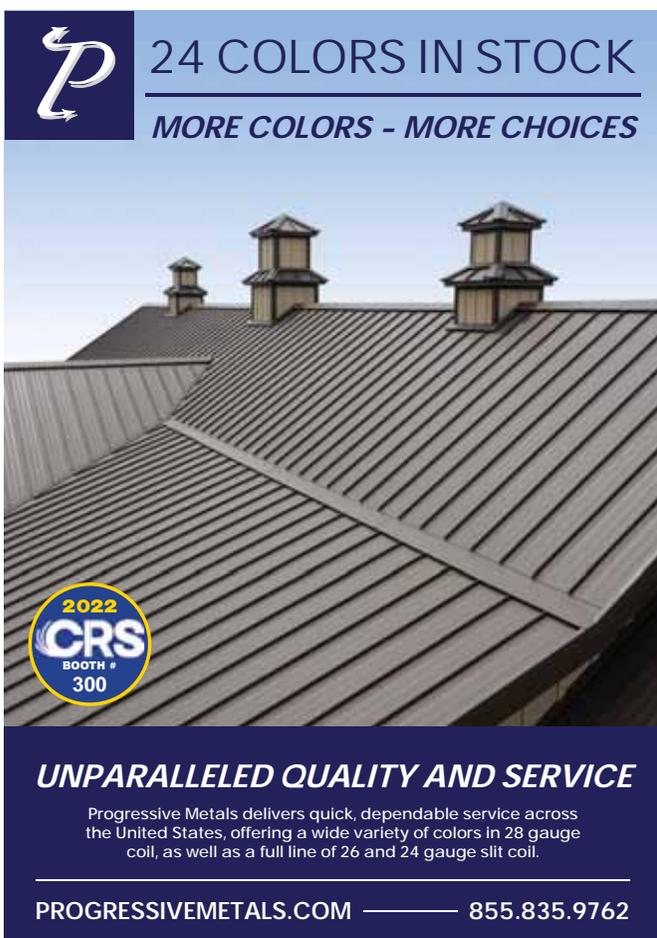
1418 Governor Nicholls St.  
New Orleans  
noaam.org/visit  
(504) 218-8254

The history, art, and other cultural contributions of the black community are preserved in the beautiful Treme Villa in the oldest surviving black community in the U.S. Beautifully landscaped gardens surround the villa on this former plantation.

## New Orleans Museum of Art

1 Collins Diboll Cir., City Park  
New Orleans  
noma.org/  
(504) 658-4100

New Orleans' oldest fine art institution hosts an impressive collection of over 40,000 pieces including photography, glass, French, American, African, and Japanese art. The Sydney and Walda Besthoff Sculpture Garden adjacent is one of the most important sculpture installations in the U.S. in a lovely setting of 200-year-old oaks, mature pines, camillias, magnolias, reflecting lagoons, and more.



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# THINGS TO DO IN NEW ORLEANS

## The National WWII Museum

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New Orleans  
[www.nationalww2museum.org](http://www.nationalww2museum.org)  
(504) 528-1944



Designated by Congress as America's Official World War II Museum, this is an experience designed to inspire visitors of all ages with stories of heroism, tragedy and liberation. It includes a 4-D cinematic experience, galleries, and immersive displays.

## Allways Lounge & Cabaret

2240 St. Claude Ave.  
New Orleans  
[theallwayslounge.net/](http://theallwayslounge.net/)  
(504) 218-5778

An exciting burlesque venue with live, local music and shows almost every night, Allways has a diverse and interactive audience.

## Mid City Lanes Rock 'N' Bowl

3016 S. Carrollton Ave.  
New Orleans  
[rocknbowl.com/](http://rocknbowl.com/)  
(504) 861-1700

As the name implies, this is the place to bowl a game, dance to some great music, and have a few drinks. They also have a limited menu including chicken, pizza, boudin balls (fried Cajun appetizers), and more.

## Bacchanal Wine

600 Poland Ave.  
New Orleans  
[bacchanalwine.com/](http://bacchanalwine.com/)  
(504) 948-9111

Self-described as the quintessential corner wine shop that hosts the biggest backyard party, Bacchanal features live music and serves a menu that includes French, Mediterranean, and tapas beginning with brunch and extending to late night. **CRS**

## Lafitte's Blacksmith Shop

941 Bourbon St.  
New Orleans  
[lafittesblacksmithshop.com/](http://lafittesblacksmithshop.com/)  
(504) 598-4583

This French colonial cottage and courtyard, circa 1772, served as a hideout for pirates early in its career. Now a piano bar, it's fun for tourists and locals alike!

## Fritzel's Jazz Club

733 Bourbon St.  
New Orleans  
<https://fritzelsjazz.com/>  
(504) 586-4800

The oldest operating jazz club, this nightspot is situated in the heart of the French Quarter in an historic 1831 building. Traditional New Orleans jazz is its specialty.

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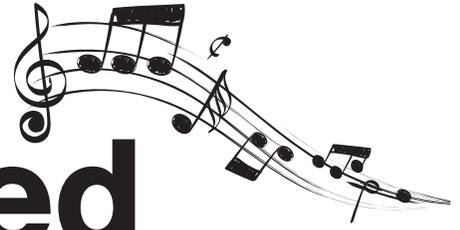
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# You Are Invited

Stop by to enjoy live music, free food & drinks

The 2022 Construction Rollforming Show includes a lot with each admission. You won't find as much information about construction roll forming in any other single place. But, as they say, there's more!

## SOCIAL HOUR

In addition to the exhibitor expo and educational sessions – which, for the first time, are all-inclusive with the price of admission – free food, drinks, and live music are available on the opening day of the show. Attendees and exhibitors are all invited to attend a complimentary social hour from 4:30 p.m.-6 p.m. Wednesday, October 26.

Taking place just inside the exhibit hall entrance, live music will be provided by accomplished musician Chris Severin. He is a master-musician from New Orleans who plays seven-string and acoustic bass for all genres of music. In the business for over 30 years, Severin's extensive client list includes many of the world's most gifted singers and musicians. He has played his seven-string bass around the world and travels frequently for the top jazz recording companies such as Blue Note, Rounder, MCA, and Windham Hill Records. And you get to hear him perform live at the Construction Rollforming Show!

As the music is performed, attendees can partake and enjoy an array of local cuisine and drinks. The menu includes, but is not limited to, creole shrimp and sausage skewers, Louisiana crab cake bites, classic shrimp cocktail shooters, crawfish etouffee, chicken and sausage gumbo, and much more! Be sure to save room for dessert! The dessert cart will be filled with culinary delights such as white chocolate bread pudding with bourbon hard sauce, locally crafted pralines, lemon and chocolate doberge pastries, and seasonal berries with rum sabayon.

To further celebrate the occasion of this special annual show, convention center staff will be serving guests complimentary drinks from two beverage stations stocked with premium liquors, as well as imported and microbrew beers. [CRS](#)



# DO YOU HAVE A PROJECT TO SHOW OFF IN THE 2023 METAL ROOFING IDEA BOOK?

In addition to advertising opportunities, **The Idea Book** offers the chance to show everyone what you can do as a roofer or supplier. If you have a nice metal roofing project you'd like considered for inclusion, we're looking for finished projects, with information about the building, the roof, and the products used in its construction. If your project or product makes it into the magazine, you'll have bragging rights for all your promotional materials!

May Issue  
**METAL ROOFING**  
MAGAZINE

**SEND PROJECTS TO:**  
karen@shieldwallmedia.com  
715-513-6767

**FOR ADVERTISING OPPORTUNITIES:**  
Contact missy@shieldwallmedia.com  
920-216-3007

**PROJECTS DUE  
FEBRUARY 15, 2023**

The *Idea Book* is published by the team at *Metal Roofing Magazine* and mailed to more than 27,000 subscribers.

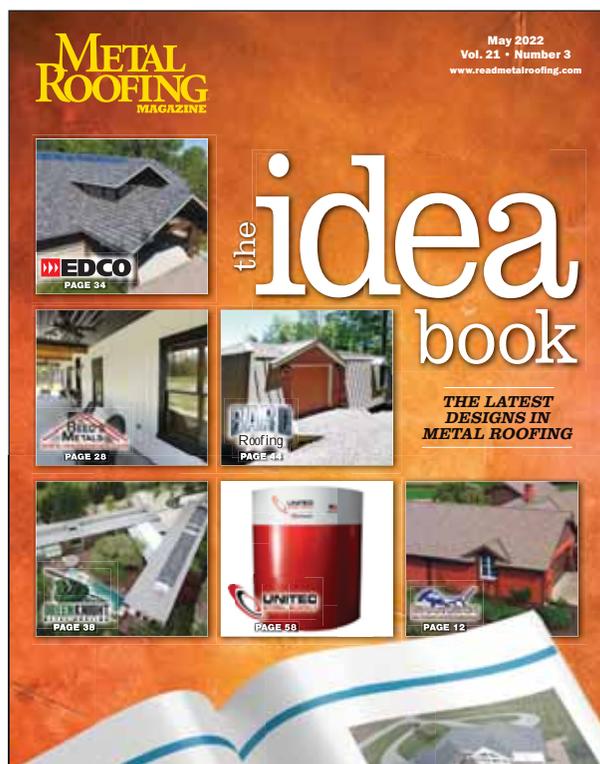
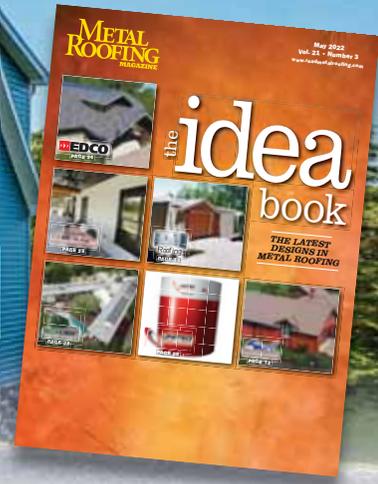


PHOTO COURTESY OF RED DOT



## Do you have a special building project to share? Show readers what you can do!

We are on the hunt for special building projects to be considered for inclusion in our annual Idea Book.

The Idea Book is a special issue of *Metal Roofing Magazine* that features unique projects ranging from equine facilities to courthouses, schools to residential houses. The publication is sent to *Metal Roofing Magazine* subscribers, as well as distributed at industry trade shows.

The Idea Book will take into consideration: projects featuring metal as the main roofing material, to serve as inspiration for architects and builders.

What we are looking for from you is your best project, preferably one that has not already been featured in an industry trade magazine. If your project is chosen, you can use it as bragging rights to show prospective customers!

Feel free to contact us with any questions.

Thank you in advance!

**PROJECTS DUE  
FEBRUARY 15, 2023**

Please fill in all fields relevant to your project or scan QR code below to fill out electronically and send completed form to:

Karen Knapstein at [karen@shieldwallmedia.com](mailto:karen@shieldwallmedia.com)



### What we need:

**PHOTOS OF THE COMPLETED BUILDING**  
at least 3-4 photos (high resolution: 300 dpi)

For tips on great building photos read Jeff Huxmann's article:  
<https://garageshedcarportbuilder.com/how-to-take-great-shed-photos/>

### ALSO NEEDED ARE THE FOLLOWING DETAILS:

- Your Company Name: \_\_\_\_\_
- Website: \_\_\_\_\_
- Building type (home, school, etc.): \_\_\_\_\_
- Roof size: \_\_\_\_\_
- Location: \_\_\_\_\_
- Architect: \_\_\_\_\_
- Contractor(s): \_\_\_\_\_
- Installer(s): \_\_\_\_\_

Roofing system manufacturer (if applicable):

Roof panels: \_\_\_\_\_

Coating: \_\_\_\_\_

Ventilation: \_\_\_\_\_

Fasteners: \_\_\_\_\_

Snow/rain management: \_\_\_\_\_

Underlayment: \_\_\_\_\_

Insulation: \_\_\_\_\_

Other: \_\_\_\_\_

\_\_\_\_\_

PRODUCTS USED

General description of the project:

(what did the customer want; what special elements set it apart; etc.)

GENERAL DESCRIPTION

# See us at the 2022 Construction Rollforming Show!

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FASTENER**

[www.dynamicfastener.com](http://www.dynamicfastener.com)

BOOTH #330

**HIXWOOD**

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BOOTH #326



[www.ascmt.com](http://www.ascmt.com)

BOOTH #511



[www.acuformequipment.com](http://www.acuformequipment.com)

BOOTH #408



[www.directmetalsinc.com](http://www.directmetalsinc.com)

BOOTH #213



[www.smartbuildsystems.com](http://www.smartbuildsystems.com)

BOOTH #315