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**Editors: Construction, Contractor, Architecture**

**ROOFTech 2017 sees record turnout in the show's history**  
*Programming excellence brings record numbers to the 13<sup>th</sup> biennial event.*

Toronto, ON, May 8, 2017 – [ROOFTech 2017](#) organizers saw more than 3,100 attendees visit this year's trade show, a 25% increase in attendance over previous years.

ROOFTech is the event for industry professionals to explore and understand how the roofing industry has and continues to evolve. Industry professionals from roofing consultants, architects and building inspectors, to contractors, to engineers, to property managers and specifiers leave with the information they need to know to make informed decision, grow their businesses and remain profitable.

"We were pleased to see such a positive turnout at this year's show," said Nancy Milani, Vice President, Informa Canada. "This event only happens once every four years in the GTA, one of the largest and the most important markets in Canada, so it was critical to ensure that everyone's needs, from attendees to exhibitors, were met."

The event also saw over 135 exhibitors, the largest number in the show's history, showcase the latest trends, innovation, technology and applications from top manufacturers and suppliers.

This year's educational programming, organized by the Canadian Roofing Contractors Association, saw the number of seminars double and an overall increase in the number of indoor and outdoor demonstrations. 'Roofing from an Asset Point of View' was a very popular session for attendees looking to maximize asset potential and efficiencies, and find cost savings. Attendees watched live demonstrations and learned the latest in effective, efficient and green roofing techniques for various roofing systems. 'Green Roofing', 'Thermo-Plastics Roofing Systems' and 'Modified Bitumen Roofing Systems' were standing room only.

"The turnout at ROOFTech 2017 exceeded our expectations. The high-level programming allowed us to deliver an event that met the needs of the roofing industry, and the industry responded overwhelmingly." Said Bob Brunet, Executive Director, Canadian Roofing Contractors' Association.

Content from the onsite demonstrations will be available to watch on [Buildings Canada](#), a world-class construction, building and real estate network comprised of the most established and reputable industry experts that provides access to educational webinars and videos.

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The 14<sup>th</sup> biennial ROOFTech returns to the Palais de Congrès in Montréal, Quebec, April 16-17, 2019. For more information, visit [www.rooftech.ca](http://www.rooftech.ca). Pour plus de détails, consultez le [www.rooftech.ca/2017/fr](http://www.rooftech.ca/2017/fr).

### **About ROOFTech**

The ROOFTech exposition is Canada's only major exposition and educational forum on roofing systems and technologies. ROOFTech seminars and demonstrations are organized by the [Canadian Roofing Contractors' Association](#) and the [Ontario Industrial Roofing Contractors Association](#). The trade show is produced by Informa Exhibitions, a leader in the production and management of exhibitions and conferences. For more information on ROOFTech, visit [www.rooftech.ca](http://www.rooftech.ca)

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