



DATE: March 18, 2016
CONTACT: MARY A. EDMONDSON
800/279-4123

Why Attend I-RIM Conference 2016?

There are many aspects to every event, so it's important to do your homework and see if the time and money you invest into participating in an event will give you the return on your investment that you are looking for.

The International Reflective Insulation Manufacturers Conference' focus has been, and continues to be, on providing the latest industry research and information on reflective products and their benefits and uses around the world. This is a technical conference with industry experts and professionals representing all areas of the globe coming together to share with one another, and with all in attendance, the absolute hottest advances and information on the reflective products industry. It's a fascinating experience to learn how other regions of the world utilize these products, to see the research being done, the code changes and how they impact your business, about opportunities and ways to expand your business, better market your product and make you a better competitor in the marketplace with the best information and resources behind you. If this sounds like the company you want to be, this international conference is a great step in the right direction. Think about it, if your competitors are attending, shouldn't you?

Because this event draws reflective product professionals from around the world, and because this is the event where new uses of reflectives are shared, companies that contribute materials to this industry can also benefit. What better way to get your products in front of top manufacturers and educators than by meeting them face to face?

Others can benefit by attending as well. Building code officials, energy efficiency entities, architects, engineers, contractors and resellers the list goes on and on. So what's next? Take a moment to visit the website <http://www.rimainternational.org/index.php/i-rim-conference/2016-i-rim-conference/> and check out the details. There you will find a complete conference program, session descriptions, speaker bios, registration information and much more.

What are you waiting for? **Advance registration discounts are available until April 1, so don't delay.** Secure your space at this special global event; and take your business to the next level in 2016.

(The Reflective Insulation Manufacturer's Association International is a group of dedicated people working together to propagate the knowledge and use of reflective insulations and radiant barriers. RIMA-I has been the major force in establishing fair ASTM standards for testing and installation procedures. RIMA-I welcomes all who are interested in promoting and directing the growth of the industry. For more information about membership or the industry, please contact Executive Director Mary Edmondson at 800/279-4123 or visit us on our website at www.rimainternational.org.)