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## Announcing the International Reflective Insulation Manufacturers (I-RIM) Conference 2012

The 2012 International Reflective Insulation Manufacturers (I-RIM) Conference will take place April 30 – May 2 at the beautiful Fort Lauderdale Hilton Marina Resort. Rarely does an opportunity come along that brings so many experts and cutting-edge information together in one conference. This worldwide event is just that forum.

A pre-event workshop will take place on April 30<sup>th</sup> introducing architects and engineers to RIMA International's new 3-hour accredited AIA Course. RIMA-I has expanded their one hour course to offer 3 educational credits and provide a much more in-depth and inclusive training course. That evening RIMA-I will host a cocktail reception as guests arriving from around the world, mix and mingle and check in for the event.

Tuesday the event will kick off with an opening General Session to include a presentation from Crystal Gauvin at RISI giving an outlook for the US Housing Markets for 2012 followed by Mr. Philip Fairey of the Florida Solar Energy Center (FSEC) who will help open the show with a presentation on building science research, energy efficiency and sustainability.

The conference hosts a full list of industry-leading presenters with more being added all the time – such as Dr. David Yarbrough of R&D Services, Inc., one of the most renowned experts on reflective technology, and Dr. Mario Medina from the University of Kansas who has done extensive research and written several published papers on reflective products. Representatives from Australia, Europe, Asia, Costa Rica, and more will also be present to share industry advancements and new technologies taking place around the world. Whether you are a manufacturer, a building or code official, an architect/engineer, contractor, or someone just interested in learning and understanding the reflective products market, this event is for you.

This conference began in 2007 in Paris, France, and has continued in Europe most recently being held in 2010 in Barcelona, Spain. We are bringing the event to the United States for 2012; but the event will keep circulating the globe so **this is a great opportunity for North American companies to have a presence at the conference.** This is also the first time an exhibition has been included. Table top displays along with catered functions such as an opening day cocktail reception and a casual lunch on day two, will make the exhibition experience unique and personal.

Also new this year is a discounted membership through 2012 in RIMA International, the host of the I-RIM Conference event. Registrants can take advantage of a discount membership and register for the conference at the member rate. This is a unique opportunity to learn all the association is doing and experience the many benefits of membership. Early registration discounts are also available, so be sure to register early and save. For full conference details and registration forms, visit [www.rimainternational.org](http://www.rimainternational.org) and click the I-RIM Conference menu option.

*(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](http://www.rimainternational.org).)*