The #1 and only commercial & industrial roofing event in México.

MEXICO ROOFING DAY CITY 26

4th edition • 2026



World Trade Center, CDMX
Olmeca Rooms 3 & 4

Technical Conferences Program

Wednesday November 11th

10:00 hrs
Welcoming address



10:20 hrs
Considerations for Improving Durability and Resilience in Low Slope Membrane Roof Systems
Bryce D. McQueen, AIA
President, *Merik*



11:00 hrs
Should the Roof Come First? Roof Replacements and PV Systems
Jennifer Hogan
President, *IIBEC*

Coffee break



12:00 hrs
The Data Center "Rush": A Technical Market Overview of Data Center Roofing in the United States
Joe Stassi, Executive VicePresident,
Carlisle Construction Materials



12:40 hrs
Quality Assurance and Testing for Single-Ply Roofing
Roberto Hernández, Forensic Services Manager & Principal, *Allana Buick & Bers*



13:20 hrs
From Reactive Maintenance to Predictive Monitoring: How AI Is Transforming Industrial Roof Management
Charlphillipe Boutet
Head of Technology Operations, *Soprema*

14:00 - 16:00 Exhibition floor time!



16:00 hrs
Cold Storage Roofing Design: Controlling Moisture, Air, and Thermal Performance
Alan Díaz
Technical Coordinator & Specifier, *Elevate*

Coffee break



17:00 hrs
De proveedor a socio confiable: importancia de OSHA para quienes desean ampliar su presencia en Estados Unidos
Lorna Rojas, Chair Hispanic Council,
National Women in Roofing



17:40 hrs
El puente para crecer: Cómo estructurar tu empresa de roofing, crear alianzas estratégicas y abrir nuevas oportunidades de negocio
Amparo Sancen, Directora
Latinos en Roofing

Thursday November 12th

10:40 hrs
Welcome and Day 1 Recap



10:50 hrs
Experimental Comparison of Roof Surface Temperatures in Common Commercial Roof Systems in Central Mexico
Antai Ramos Stevens
Executive Director, *Shelter Materials & Systems*

Coffee break



11:50 hrs
Commercial Rooftop Solar: Designing Your Roof for Success
Andrea Wagner-Watts
Building Science Technical Insights Lead, *GAF*



12:30 hrs
Why Roofs Matter: Fire Performance in High-Value Buildings – A Data Center Perspective
Antoine Habellion,
Technical Director, *Rockwool North America*



13:10 hrs
Elevando el estándar del roofing en México: del diseño a la garantía
Rubén Gallo Raynal
CEO & Founder, *Gallo Group*

14:00 - 16:00 Exhibition floor time!



16:00 hrs
The Design Challenges of Stadium Roofing
Gary Nassibian, Director of Roofing Systems - Diagnostics &
Jaime Martínez Barragán, Associate | Enclosure Consultant, *Walter P Moore*

Coffee break



17:00 hrs
Closing Keynote Conference:
An Insider's Look: Lessons Learned From a Life Spent as a Roofing Contractor, a U.S. Congressman, and the NRCA CEO
Reid J. Ribble,
Former U.S. Representative & Retired CEO, *NRCA*

Mexico Roofing Day brings together not only those who provide roofing solutions, but also those who design, install, and maintain roofing systems–and those who rely on their performance to protect their businesses.

+35 exhibitors with wide variety of solutions.

18 additional conferences at the exhibition floor, with practical cases, new technologies and solutions for the current roofing challenges.

www.mexicoroofingday.com

Try, Explore, and Find Solutions for Your Next Project

MEXICO ROOFING DAY MEXICO CITY 26

Innovation & Product Demonstration Sessions

Wednesday November 11th

10:30 - 11:00 hrs
Re-Roofing: Learn It, Build It. Master It.

11:20 - 11:50 hrs
Roofing's New Challenge: Rooftop Solar. Keys to a Roof-Compatible Solar System

12:10 - 12:40 hrs
GAF in Action: Keys to Quality TPO Seam Welding

13:00 - 13:30 hrs
The 4 Decisions That Make or Break an Industrial Roof: Why Do Some Last 10 Years and Others 30?

13:50 - 14:20 hrs
Carlisle RapidLock | Technical Presentation & Live Demonstration

15:30 - 16:00 hrs
Prismatic Dome Skylights for Natural Daylighting

16:20 - 16:50 hrs
Non-combustible insulation for roofs

17:10 - 17:40 hrs
Thermal, Acoustic and Fire Resistant Isolation for Roofs

18:00 - 18:30 hrs
Polyiso Solutions for the Building Envelope

Thursday November 12th

11:20 - 11:50 hrs
DensDeck Roof Boards: the Cover Board Built to Protect Your Roof

12:10 - 12:40 hrs
Securock Roofing

13:00 - 13:30 hrs
Secure, Durable Anchoring and Seismic Protection for Rooftop Electromechanical Installations and Equipment

13:50 - 14:20 hrs
Renovating TPO Roofing Systems with Polyurethane

15:30 - 16:00 hrs
Building Better with Owens Corning Thermal and Acoustic Solutions

16:20 - 16:50 hrs
OMG Products for Your Roofing Projects

18:00 - 18:30 hrs
High-Performance Roof Coatings: An Alternative for Waterproofing

Confirmed Exhibitors

Media partners