

El evento especializado #1 en techado comercial e industrial en México.



4a edición • 2026



World Trade Center, CDMX
Salones Olmeca 3 y 4

Miércoles 11 noviembre

10:00 hrs
Bienvenida



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
John McCall
Strategic Accounts Senior Manager, *Carlisle*



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 sin conferencias



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
Cómo expandir tu empresa de roofing al mercado de Estados Unidos
Amparo Sancén, Directora
Latinos en Roofing

www.mexicoroofingday.com

Jueves 12 noviembre

10:40 hrs
Bienvenida y recap del día 1



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 sin conferencias



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
Conferencia magistral de cierre: 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*

México Roofing Day no solo reúne a quienes ofrecen soluciones para las cubiertas, sino también a quienes las diseñan, las instalan, las mantienen y dependen de su desempeño para proteger sus negocios.

+35 expositores con una amplia variedad de soluciones

18 conferencias adicionales en el piso de exhibición, con casos prácticos, nuevas tecnologías y soluciones para los retos del roofing.