

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

MEXICO ROOFING DAY CITY MEXICO 26

4th edition • 2026



World Trade Center, CDMX
Olmecca Rooms 3 & 4

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

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 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

Cómo expandir tu empresa de roofing al mercado de Estados Unidos

Amparo Sancén, Director
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