

Month	Webinar Series	eNewsletter Edition Date	eNewsletter Ad Close	eBlasts
January		Jan 7	Dec 18	<b>Hot Topic:</b> Commercial Roofing
		Jan 14	Dec 18	<b>Product Spotlight:</b> Cladding
		Jan 21	Jan 7	<b>Focus On:</b> Wall Systems
		Jan 28	Jan 14	
February	Roofing Track: Roofing & Waterproofing Forensics	Feb 4	Jan 21	<b>Hot Topic:</b> Vegetative Roofing
	Walls Track: CI Systems	Feb 11	Jan 28	<b>Product Spotlight:</b> Acoustics
		Feb 18	Feb 4	<b>Focus On:</b> Air & Vapor Barriers
		Feb 25	Feb 11	
March	Walls Track: Fluid Applied Waterproofing	March 4	Feb 18	<b>Hot Topic:</b> Exterior Cladding
	Energy Efficiency Track: ICFs	March 11	Feb 25	<b>Product Spotlight:</b> Building Envelope
		March 18	March 4	<b>Focus On:</b> Energy Efficiency
		March 25	March 11	
April	Walls Track: Premium Metal Wall Systems	April 1	March 18	<b>Hot Topic:</b> Insulation
	Roofing Track: High-Performance Coatings	April 8	March 25	<b>Product Spotlight:</b> Fireproofing
		April 15	April 1	<b>Focus On:</b> Acoustics
		April 22	April 8	
		April 29	April 15	
May	Roofing Track: Commercial & Institutional Roofs	May 6	April 22	<b>Hot Topic:</b> Energy Efficiency
	Walls Track: EIFS	May 13	April 29	<b>Product Spotlight:</b> Wall Systems
		May 20	May 6	<b>Focus On:</b> Multi-Family Construction
		May 27	May 13	
June	Energy Efficiency Track: Codes	June 3	May 20	<b>Hot Topic:</b> Steel Framing
	Walls Track: Weather Resistant Barriers	June 10	May 27	<b>Product Spotlight:</b> Air and Vapor Barriers
		June 17	June 3	<b>Focus On:</b> Waterproofing
		June 24	June 10	

## 2021 EVENTS

### Winter Issue: Vol. 1

**Ad Close:**

**Bonus Distribution**

CRCA - January 20-22, 2021

IBEC International Convention & Trade Show - March 4-9, 2021

INTEX Expo/CISCA - April 13-14, 2021

IRE - April 14-16, 2021

NWCB - April 29 - May 1, 2021

NERCA - May 4-6, 2021

EIMA Annual Meeting - TBA

**Issue Themes:** Roofing, Waterproofing

### Summer Issue: Vol. 2

**Ad Close:**

**Bonus Distribution**

World of Concrete - June 8-10, 2021

AIA - June 16-19, 2021

FWCCA - July 16-19, 2021

FRSA - July 21-23, 2021

WSRCA - June 27-29, 2021

IRCC - TBA

**Issue Themes:** Energy Efficiency, Building Envelope Trends

Month	Webinar Series	eNewsletter Edition Date	eNewsletter Ad Close	eBlasts
July	Walls Track: Steel Framing	July 1	June 17	Hot Topic: Fireproofing/Firestopping
	Energy Efficiency Track: Air Tightness of Buildings	July 8	June 24	Product Spotlight: Waterproofing
		July 15	July 1	Focus On: Wall Codes
		July 22	July 8	
		July 29	July 15	
August	Facility Track: Healthcare	Aug 5	July 22	Hot Topic: Metal Design
	Energy Efficiency Track: CI	Aug 12	July 29	Product Spotlight: Continuous Insulation
		Aug 19	Aug 5	Focus On: Roofing Codes
		Aug 26	Aug 12	
September	Walls Track: Structural Wall Systems	Sept 2	Aug 19	Hot Topic: Waterproofing
	Energy Efficiency Track: Weather RB	Sept 9	Aug 26	Product Spotlight: Coatings
		Sept 16	Sept 2	Focus On: Cladding
		Sept 23	Sept 9	
		Sept 30	Sept 16	
October	Roofing Track: Metal Design Trends	Oct 7	Sept 23	Hot Topic: Building Science Forensics
	Energy Efficiency Track: Acoustical Assemblies	Oct 14	Sept 30	Product Spotlight: Energy Efficiency
		Oct 21	Oct 7	Focus On: Metal
		Oct 28	Oct 14	
November	Walls Track: Fireproofing/Firestopping	Nov 4	Oct 21	Hot Topic: Acoustics
	Roofing Track: Single-Ply Systems	Nov 11	Oct 28	Product Spotlight: Metal Design
		Nov 18	Nov 4	Focus On: Fireproofing
		Nov 24	Nov 11	
December	Walls Track: Building Envelope Trends	Dec 2	Nov 18	Hot Topic: Design Software
	Facility Track: Multi-Family	Dec 9	Nov 24	Product Spotlight: Roofing
		Dec 16	Dec 2	Focus On: Insulation
		Dec 23	Dec 9	
		Dec 30	Dec 16	

## Fall Issue: Vol. 3

### Ad Close:

### Bonus Distribution

ICAA - September 23-25, 2021  
 METALCON - October 6-8, 2021  
 ABAA - October 19-20, 2021  
 MRCA - November 8-12, 2021  
 CONSTRUCT - TBA  
 GreenBuild - TBA  
 Best of Success - TBA  
 IIBEC Building Enclosure Symposium - TBA  
 SPFA - TBA, 2022  
 SPRI Annual Conference - TBA, 2022

Issue Themes: Metal Design, Cladding



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