

ATTENDEE BROCHURE

SPRAYFOAM 2016
CONVENTION & EXPO
FEBRUARY 8 – 11

SPRAYFOAM 2016
CONVENTION AND EXPO
FEBRUARY 8-11



WELCOME TO SPRAYFOAM 2016

WELCOME TO THE ANNUAL SPRAYFOAM 2016 CONVENTION AND EXPO

Throughout the country, it's been a most challenging year for many of us in the construction trades. Battling frustrating rain and wind conditions that stretched into summer, you'd think that even seasoned Sprayfoam contractors, including myself, are accustomed to the delays and setbacks the weather dishes out while trying to keep a project on schedule.

But to be honest, it doesn't get any easier. All we can do is keep an optimistic outlook with assurance that somehow projects will eventually get done – and they always do. This is why a trip to sunny Orlando, Florida for the next SPFA Convention looks all the better! How does an average temperature of 72 degrees in February sound? The beautiful weather is a main reason snowbirds and vacationers love Florida during the chilly winter months.

The annual Sprayfoam 2016 Convention & Expo scheduled February 8-11th in Orlando, FL will provide that much needed getaway to improve and grow your business; all while experiencing a premier destination that's scattered with famous theme parks your whole family can come and enjoy. Sprayfoam is certainly a growing segment of the insulation industry made evident by the steady increase in market share. But along with growth, changes and advancements have evolved with the processing of chemicals, equipment, protective coatings, and safety along with proper and successful installation. That's why it's so critical to have your business ahead of competitors by keeping up-to-date on all things concerning Sprayfoam.

This show offers a 35,000+ square foot Exhibit Hall, technical and market-related breakout sessions designed to bring practical and crucial information, and a once-a-year opportunity to interact face-to-face with equipment/material suppliers and your industry peers. Sprayfoam 2016 also provides the golden opportunity for dedicated employees and loyal applicators to become better at the important work they do. By investing in the SPFA Professional Certification Program (PCP), you can promote your business's value, credibility, and professionalism through certification courses, written exams, and field exams.

All signs point to Sprayfoam 2016 Orlando being the best Convention to date. In 2015, the hotel rooms sold out quickly and all Exhibit Hall space sold months before the show. Factor in fantastic Orlando weather, theme parks, golf, and shopping – you won't want to miss this one!

Look forward to seeing you there!



Dennis Vandewater
President, SPFA



SPFA Staff and Bonnie Strickler of PUFF Inc. with 2015 Keynote Ty Pennington

Schedule of Events

Monday, February 8th

- 8:00AM - 4:30PM SPFA PCP Field Exams
- 8:00AM - 4:00PM SPFA PCP Exam Prep Courses
ABAA Spray Polyurethane
Foam Installer Training
- 8:00AM - 6:00PM SPFA PCP Written Exams
(Exams end promptly at 6PM)

Tuesday, February 9th

- 8:00AM - 4:30PM SPFA PCP Field Exams
- 8:00AM - 4:00PM SPFA PCP Exam Prep Courses
ABAA Spray Polyurethane
Foam Installer Training and Exam
- 8:00AM - 6:00PM SPFA PCP Written Exams
(Exams end promptly at 6PM)
- 1:00PM - 6:30PM Golf Tournament
*(Transportation departs
hotel lobby 11:00AM)*
- 6:30PM - 7:30PM Women's Leadership Networking
Reception



Wednesday, February 10th

- 8:00AM - 6:00PM SPFA PCP Written Exams
(Exams end promptly at 6PM)
- 8:00AM - 10:00AM General Session
Welcome Address, Kurt Riesenberg
SPFA President's Message,
Denny Vandewater
SPF Media Panel
Keynote, Richard Rawlings,
Gas Monkey Garage and
Discovery Channel's Fast N' Loud
- 10:15AM - 11:00AM Breakout Session 1
- 11:15AM - 12:00PM Breakout Session 2
- 12:30PM - 2:00PM SPFA National Industry Excellence
Awards Luncheon
- 2:00PM - 6:00PM Exhibit Hall Open
- 5:00PM - 6:00PM Welcome Reception
(Exhibit Hall)

Thursday, February 11th

- 7:00AM - 7:45AM SPFA Membership Business Session
- 8:00AM - 4:00PM SPFA PCP Written Exams
(Exams end promptly at 4PM)
- 8:30AM - 10:00AM General Session
A Global Overview of the SPF
Industry, Hanne Hirsimäki
Committee Reports
- 10:15AM - 11:00AM Breakout Session 3
- 11:15AM - 12:00PM Breakout Session 4
- 1:15PM - 2:00PM Contractor Only Session
- 2:00PM - 5:00PM Exhibit Hall Open
- 7:00PM - 9:00PM Closing Dinner,
Entertainment, Drawings

GENERAL INFORMATION

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Registration and Cancellations Policies

All cancellation requests must be submitted in writing. Registrations cancelled in writing prior to February 1, 2016 will receive a full refund, less a \$50 cancellation fee. No refunds will be given after February 2, 2016.

Contact Information

Registration Inquiries

ExpoTrac

Phone: 401-766-4142 // Fax: 401-765-6677
sprayfoam@expotracc.com

Exhibit & Sponsorship Sales

Emma Bennett

emma@sprayfoam.org // 703-222-5817

SPFA Membership Questions

Billy Harley

membership@sprayfoam.org // 571-814-3685

Be sure to get your
Sprayfoam 2016
Convention & Expo
Collectors Coin!



Special Events

Drink tickets will be provided for attendees' use at the Opening Reception and Closing Dinner (quantity based on registration type; See registration information for details). Cash bars will be open during Exhibit Hall hours and receptions.

Ground Transportation

Mears Motor Shuttle (Independently run shuttle service) provides easy transportation to and from the Orlando International Airport to the Rosen Centre.

Go to sprayfoam.org/expo to access our coupon for \$4 off regular round trip price (\$33 per adult). For questions call 1-800-759-5219.

*Does not apply to the Orlando Sanford International Airport. Visit sprayfoam.org/expo for additional transportation options.

Food Service

Lunches will be provided to Certification Exam Preparatory and ABAA Course attendees.

Contractor Excellence Awards Lunch tickets are included in the cost of Full Convention and Exhibitor registration. You MUST indicate whether you will attend the lunch at time of registration.

Coffee breaks will be provided between sessions. Food and cash bars will be provided at the Welcoming Reception and Closing Dinner.

Dress Code

The dress code for all Convention activities is business casual.

PRE-CONVENTION TRAINING & CERTIFICATION

CERTIFICATION EXAM PREPARATORY COURSE DESCRIPTIONS AND SCHEDULE

Start or Complete Your Professional Certification Here! SPFA is all hands on deck to help you get what you need to be certified.

Monday, February 8th 8:00AM - 4:00PM

SPF Roofing Master Installer Exam Preparatory Course

This course helps prepare the student to take the SPFA Certification Exam for SPF Master Installer Roofing. The topics covered in the curriculum include: Pre-Job Planning, Troubleshooting and Repair, Preparing for Third Party Inspection, Maintenance, Repair and Renewal, SPF Equipment, and Coating Equipment. ***NOTE:** The Master Installer is expected to have the knowledge covered in the Assistant and Installer curriculum.

SPF Insulation Master Installer Exam Preparatory Course

This course helps prepare the student to take the SPFA Certification Exam for SPF Master Installer Insulation. The topics covered in the curriculum include: Troubleshooting and Repair, Preparing for a Third Party Inspection, Thermal and Ignition Barriers, Sealant Foams - One and Two Component, Hybrid Insulation Systems, SPF Equipment, and Coating Equipment. ***NOTE:** The Master Installer is expected to have the knowledge covered in the Assistant and Installer curriculum.

SPF Field Examiner Exam Preparatory Course

This preparatory course is for individuals wishing to become a certified field examiner. You will learn how to observe, record, and assess the work of the installer seeking SPFA Certification for Master Installer in both insulation and roofing. The process and procedures for conducting the field examination will be taught. These include the "do's" and "don'ts" of conducting a Field Examination, such as what communication is permitted with a candidate, and the importance of refraining from coaching a candidate.

SPF Assistant Exam Preparatory Course now available online in English and Spanish

You can take this course any place you have internet access. Once registered, you have 30 days to complete the course (approximately 6 hours long). Please visit sprayfoam.org/certification for more details and for registration and information. Fees for Exam Prep Course are not included in written examination registration.

Continuing Education

As part of the re-certification process every 5 years, Continuing Education Units are required. You can fulfill a portion of this requirement by simply attending any SPFA Breakout Session and have the room monitor verify your attendance on the form we provide. See the Certification Handbooks at sprayfoam.org for more details.

Attention SPFA PCP Participants

**To become SPFA certified, you must pass the exam for each level of certification; in addition to all lower level written exams, starting with the entry level SPF Assistant Written Examination. Class attendance is not required, but is highly recommended to help prepare for exams.*



PRE-CONVENTION TRAINING & CERTIFICATION

Tuesday, February 9th 8:00AM - 4:00PM

SPF Insulation Installer Exam Preparatory Course

This course helps prepare the student to take the SPFA Certification Exam for SPF Installer Insulation. The topics covered in the curriculum include: Pre-Job Planning, Jobsite Set-up Procedures, Substrate Preparation, Start up Procedures, Installation Methodology, and Shut down Procedures. **NOTE:** The Installer is expected to have the knowledge covered in the Assistant curriculum.

SPF Roofing Installer Exam Preparatory Course

This course helps prepare student to take the SPFA Certification Exam for SPF Installer Roofing. The topics covered in the curriculum include: Jobsite Set-up Procedures, Substrate Preparation, Start up Procedures, Foam Installation Methodology, Shut down Procedures, Coating Chemistry and Installation Methodology, and Shut Down (end of job). **NOTE:** The installer is expected to have a working knowledge of the Assistant curriculum.

SPF Insulation Project Manager Exam Preparatory Course

This course helps prepare the student to take the SPFA Certification Exam for SPF Project Manager Insulation. The topics covered in the curriculum include: SPF Estimating Guidelines for Materials Usage, Building Science Basics, Building Envelope Design, Mechanical Systems, Codes and Standards, and Material Design and Selection. **NOTE:** The Project Manager is expected to have the knowledge and skills covered in the Assistant, Installer, and Master Installer curriculum.

SPF Roofing Project Manager Exam Preparatory Course

This course helps prepare the student to take the SPFA Certification Exam for SPF Project Manager Roofing. The topics covered in the curriculum include: SPF Estimating Guidelines for Materials Usage, Codes and Standards, Material Design and Selection, and Roofing Fundamentals. **NOTE:** The Project Manager is expected to have the knowledge and skills covered in the Assistant, Installer and Master Installer curriculum.

Written Exams do not require exam preparatory class.

Those interested in becoming a Certified Field Examiner are encouraged to volunteer and/or observe the Field Exams during Sprayfoam 2016. By doing so, you will fulfill the requirements of being vetted. See SPFA web site for details. Candidates for PCP Certified Master Installer should consider completing the Field Exam(s) being offered at Sprayfoam 2016. Passing the Field Exam is required to become a Certified Master Installer.

Monday - Tuesday, February 8th - 9th 8:00AM - 4:00PM

ABAA Certified Applicator Training 2 Day Course

The Spray Polyurethane Foam installer training course consists of both theory and practical instruction. The classroom portion of training emphasizes understanding the need for and function of an air barrier assembly, the ability to select and install the correct material in SPF application, the ability to confirm proper installation through on-site testing, and the documentation required throughout the air barrier installation process.

This course is not required for SPFA PCP certification.

For more details on specific job tasks which will be covered for each level, please refer to the Certification Handbooks available at sprayfoam.org.

Check sprayfoam.org for information on taking the CPI Chemical Health and Safety Course.



EXAMINATIONS SCHEDULE

SPFA PROFESSIONAL CERTIFICATION PROGRAM FIELD EXAMINATIONS

Monday - Tuesday, February 8th - 9th 8:00AM - 4:30PM

Field Examinations

The Field Examination is an over-the-shoulder evaluation for SPFA PCP Certified Master Installer candidates to demonstrate their ability to manufacture spray polyurethane foam. This evaluation covers critical task abilities that each candidate must obtain in order to be certified.

The candidate is required to bring documentation and equipment, including, but not limited to: safety checklist, safety and warning signs, personal protective equipment, etc. The candidate will be notified of what will be required at Sprayfoam 2016. For a detailed list, refer to either the Roofing or Insulation Certification Handbooks at sprayfoam.org.

Field exams will be offered for:

- 1) SPF Insulation Master Installer – Open Cell
- 2) SPF Insulation Master Installer – Closed Cell
- 3) SPF Roofing Master Installer

Check sprayfoam.org or contact Kelly Cook Marcavage, Certification Director, kmarcavage@sprayfoam.org or 571-748-5003 for more details!

Registration for both the SPFA PCP Courses/Exams and the Convention is available through sprayfoam.org. Exam Preparatory Courses, Written Examinations, and Field Exams are NOT included in regular Convention Registration. See page 18 for more details.



SPFA PROFESSIONAL CERTIFICATION PROGRAM WRITTEN EXAMINATIONS



Written Examinations

In order to take Exams, you must register for the SPFA Professional Certification Program and pay a one-time fee. Written Examinations are available for each level.

To become certified under SPFA's program, you must pass the exam and meet the criteria for each level of Certification you would like to achieve, in addition to the exam for the previous levels.

- | | |
|---|---|
| a) Insulation and Roofing Assistant*
Same Written Examination for both | h) Master Supplier Representative:
Insulation |
| b) Insulation Installer* | i) Master Supplier Representative:
Roofing |
| c) Insulation Master Installer* | |
| d) Insulation Project Manager | j) Master Supplier Representative:
Combined Exam |
| e) Roofing Installer* | |
| f) Roofing Master Installer* | k) Field Examiner |
| g) Roofing Project Manager | |

* These exams also available in Spanish.

Written Schedule*

Monday, February 8 th	8:00AM - 6:00PM
Tuesday, February 9 th	8:00AM - 6:00PM
Wednesday, February 10 th	8:00AM - 6:00PM
Thursday, February 11 th	8:00AM - 4:00PM

* Each written exam may be taken during the above dates and times. Please be aware that the testing room **closes** at time listed. The last exam of each day will begin no **later than 2 hours before the room closes** (or 4 hours before for the combined supplier rep exam.) You must enter room no later than **4:00PM on Monday, Tuesday, and Wednesday** to take written exam, and no later than **2:00PM on Thursday**. Supplier rep combined exam must enter no later than 2:00PM Monday - Wednesday and 12:00PM Thursday. Please plan your schedule accordingly.

SPECIAL EVENTS

Tuesday, February 9th

SPFA Golf Tournament

1:00PM - 6:30PM

Join us for 18 holes of golf at Disney's Lake Buena Vista Golf Course. This classic country-club style course winds through pastel villas, pine forests, palmettos, and sparkling lakes. Certified by Audubon International as a Cooperative Wildlife Sanctuary and rated an impressive 4 stars by Golf Digest, the 18-hole course most notably features elevated bunkered greens that put a premium on accurate approach shots. Test your skills and fortitude at the demanding 7th hole with its challenging island green.

Format is an 18 hole scramble, with prizes for gross and net, along with Closest to the Pin and Longest Drive contests. Sign up with a 4-person team or individually, and we will place you with a team.

Check the SPFA website for the Club Rental Form or call 407-454-5000 for assistance.

Transportation will be provided to and from the hotel to the course. Departure from the hotel lobby is 11:00AM

Golf sponsorship opportunities range from \$500 - \$1,500. Some packages include entry for 2 along with recognition as a tourney sponsor. Don't wait, sponsorships and the field fill up fast!

Contact Emma Bennett at emma@sprayfoam.org for more details.

Women's Leadership In Spray Foam Networking Reception

6:30PM - 7:30PM

Women-owned businesses face specialized challenges and opportunities. SPFA recognizes the growing presence of women in manufacturing and contracting. Attend this reception for drinks and light fare to network with other women in SPF industry leadership roles.

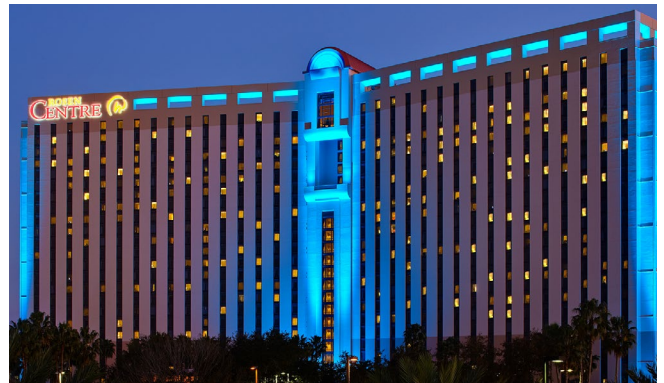


HOTEL & ORLANDO

Rosen Centre Hotel

Accommodations

- Complimentary resort fees
- Free WiFi access for attendees
- 24 hour concierge
- Daily continental breakfast
- Great dining and shopping options



Reservations

Hotel Reservations at the Rosen Centre Hotel are available on-line. The reservation link is found on the "SPFA Convention & Expo" page at sprayfoam.org. You may also call 800-204-7234 and request the group rate for the Spray Polyurethane Foam Alliance 2016 Convention.

The group room rate is \$169 single/double (plus applicable taxes). All reservations must be made before 5:00PM EST January 6, 2016. This rate is available on a first-come basis until our block is filled, so make your reservations early! If you are too late, nearby hotels are available, please contact them directly.

Hospitality Suites

SPFA member sponsors may host hospitality suites to thank customers and welcome new friends at the Rosen Centre.

Please contact Emma Bennett, Convention Coordinator at emma@sprayfoam.org for more information.

NOTE: All hospitality suites must be approved in advance by SPFA. No hospitality events may take place during SPFA scheduled programming.



Orlando, FL

Orlando is nicknamed "The City Beautiful" for obvious reasons. The City of Orlando, Florida is a vacation mecca for people from around the world. The area receives over 50 million tourists annually due to an incredible assortment of great entertainment, attractions, venues, and tropical climate that is second to none.

More information at: cityoforlando.net



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Wednesday, February 10th

General Session 8:00AM - 10:00AM

Welcome Address – Kurt Riesenber

SPFA President Message – Denny Vandewater

SPF Media Panel

Sprayfoam 2016 Convention Keynote – Richard Rawlings, Gas Monkey Garage and Discovery Channel's Fast N' Loud



As star of the wildly popular Fast N' Loud on the Discovery Channel, motor mastermind Richard Rawlings searches the far flung corners of Texas and surrounding states for forgotten and derelict classic cars to buy and restore at his famous Gas Monkey Garage in Dallas, Texas. A native of Fort Worth, Texas, Richard followed in his dad's footsteps and developed a passion for cars from an early age, building cars and attending car shows with him. Richard bought his first car when he was 14 years old: a green '74 Mercury Comet. Richard says he has always worked just so he could have cars. He even took a bullet in the early '90s as he fought off a carjacker who was trying to steal his '65 Mustang 2+2 Fastback.

Richard has held several jobs to feed his car habit. He was a firefighter, police officer and paramedic all before he was 21 years old. He eventually left those jobs to start his own business, building a printing and advertising company from the ground up. He later sold it so he could fund his next venture: Gas Monkey Garage — a world-renowned hot rod shop that has produced and shipped cars for people around the world.

A veteran of transcontinental road rallies, Richard has won the Gumball 3000 and the Bullrun — twice. He is the current world record holder in the Cannonball Run and was even recognized by Jay Leno for this achievement, having broken the record that stood since 1979. He covered the 2,811 miles from New York to Los Angeles in 31 hours and 59 minutes with an average speed of 87.6 miles per hour.

Richard says: "Bottom line, if we're gonna have fun, it better have a motor!"

Breakout Session 1 10:15AM - 11:00AM

1.1) Committing to Safety

For the sprayfoam industry contractor, attend this session to help understand and improve your company safety program by utilizing the HUMAN factor. As the owner/operator, learn how to become the role model you wish you were. Learn how to "read" your employees to gain their commitment, and embrace PPE on all levels.

1.2) Spray Foam Coalition in Action for Our Industry

Our industry continues to evolve in an environment of new product developments, a growing emphasis on building energy efficiency, and a dynamic regulatory landscape. This presentation will provide spray foam professionals with the latest information on spray foam research, key regulatory and policy developments, and changes to building energy efficiency requirements that are creating opportunities for spray foam. Attendees will have the opportunity to hear from Spray Foam Coalition member companies and learn how the industry organization is working to improve the business environment for spray foam professionals. Attendees are also invited to bring their suggestions on how the Spray Foam Coalition can continue to serve the professional community with additional research and new resources.

1.3) Knowing & Counteracting Negative Media with Your Customers

SPF products and services have come under direct attack by detractors in recent years. Much of the criticism is hollow, baseless, and presented in a way only meant to startle customers away from SPF and choose a competing product instead. Your customers are more sophisticated and connected than ever. These efforts deteriorate the SPF brand, increase the customer confidence gap, and threaten your business. You must be aware of them and take them seriously. Attend this session to discuss with SPFA's public relations professional ways to prepare for these customer conversations, and how to monitor, protect and expand your company's reputation so you are better able to combat distortions and misinformation.

1.4) The Need for Ventilation and Moisture Control for Health, Comfort and Sustainability

This session will address the specific building codes driving the need for fresh air ventilation and how these codes can lead to moisture issues in homes. Discussed will be potential health, comfort and sustainability issues with the implementation of these building practices will be discussed. We will also cover the advantages and disadvantages of equipment options and control strategies, understanding the capabilities and limitations

CONVENTION & EXPO SCHEDULE

of the HVAC system, why dehumidification can be more cost effective than air conditioning, and the benefits of ventilation and dehumidification to the home and its occupants.

1.5) Insurance Investigations: RICOWI / SPFA Best Practices Guide

The insurance industry, through the Institute for Building Safety and Health, has asked the SPFA (through its alliance with RICOWI) to prepare a “Best Practices Guide” for insurance inspectors and other roof inspectors to assist them in damage assessment following storm or other hazard incidents (including hail, wind and other damage). This presentation will summarize what resources SPFA has to support this guide and status of the guide’s development.

1.6) Systems Development & Innovation

Attend this session for discussion and demonstrations on how to innovate with ccSPF and open up new markets. Discuss innovative approaches to bringing existing structures into alignment with current energy codes and rules, ongoing development of the “Shell System” wall & ceiling assembly for new construction, and examine sustainability and how it can impact our marketing strategies.

1.7) Remediating Problems in Foam Plastic Insulation Installations

This program introduces the building science, processing, installation, and post-installation problem in field-applied polyurethane foam plastic installations. The four most common types of foam material quality problems are presented, along with the means of determining which types are in a given project or area. Discuss when foam material can be stabilized and repaired vs. when it has to be partially or completely removed and replaced, and finally, the strategies for remediating each type. This program also emphasizes the importance of addressing air quality requirements during and after the remediation work. Case studies provide examples of problem foam installations for. Participants will be able to identify typical problems and failures in foam installations, differentiate between foam that should be replaced or repaired, and select the appropriate remediation strategies for problem foam installations.

1.8) Working With Homebuilder Associations To Grow Business

Every state, and even some individual large metropolitan areas have their own Homebuilder Association (HBA). Learn how to work with HBAs, what resources they have, and how they can help you interact with builders looking to use SPF.

1.9) Metal Buildings and SPF - Current Research

During the past year, SPFA has been collaborating with the metal building industry through the Metal Construction Association (MCA) and the Metal Building Manufacturers Association (MBMA) to resolve concerns about using SPF in metal buildings. Laboratory and field studies have been completed to investigate the impacts of exothermic temperatures from closed-cell SPF on sheet metal coatings, as well as potential deformation of the sheet metal assembly during installation. This session will review the work completed, as well as future work with the metal building industry, including publication of an MCA guidance document and updates to SPFA’s metal building TechDoc.

Breakout Session 2

11:15AM - 12:00PM

2.1) Amine Emission Management in Spray Foam – Moving the Industry Forward

The reduction of chemical emissions from polyurethane foam has been the driving force for the development of new polyurethane products for several decades in a number of OEM applications. Recently with the development of several test methods specific to measuring emissions from polyurethane spray foam (SPF), reducing SPF chemical emissions during and post-application has become a central issue with great interest within the spray foam and broader construction industry. This session will focus on the use of industry protocols to study amine emissions in a large scale spray booth as a method for evaluating the overall impact on air quality, and re-entry / re-occupancy times of trade-workers and building inhabitants. The presentation will highlight the use of new amine technologies that enable the formulation of safer end-use SPF products by reducing the total emissive components to acceptable levels.

2.2) Wear Your Selling Hat With Confidence!

The owner of a small business wears a lot of hats — and the selling hat is as important as any of them! This session shows you how to be more effective when you put on your selling hat, accomplishing a maximum amount of selling in a minimum amount of time, and with minimal discomfort! You’ll learn how to set reasonable expectations; How to protect your selling time from interruptions; How to identify the best prospects; How to get past gatekeepers and other obstacles...like voice mail; How to overcome the common objections; How to play the “dealing with the owner” card; How to win in price negotiations; How to identify specific opportunities for new business with current customers; and How to keep track of your sales activities and your progress.

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2.3) Recoat & Renewal of SPF Roofing Systems

SPF roofing systems properly installed should never require a tear-off. But every year hundreds of SPF roofing systems are removed when they could be renewed. How do you inspect and evaluate an existing SPF roof system for repair and renewal? Attend this session to learn SPF industry best practices on recoating and renewing SPF roofing systems, common recoat and renewal errors, and tools that can be used to maximize quality of application & profits while minimizing liability.

2.4) Government Affairs Update

Craig Brightup is a regular face at SPFA events and will again be providing his rundown on government relations efforts to promote energy efficiency, incentives, regulatory efforts, consequences of the mid-term elections and more.

2.5) OSHA Confined Space Rule Overview

In mid-2015, OSHA released the Confined Space Rule, with new requirements impacting certain confined space operations, safety, and permit requirements. Enforcement of this Rule was delayed until October, 2015 as long as contractors were working on training of employees to this new Rule. Attend this session to hear from an OSHA representative on the Rule overview, ask questions, and get the information you need to make sure you are in compliance.

2.6) The Market Option to Energy Code Compliance - The HERS Index

The 2015 IECC includes a new Energy Rating Index option. This will allow builders a more flexible option to meeting energy codes. The RESNET HERS Index is the recognized industry rating of a home's energy performance. Annually 1/3 of all new homes sold are rated and issued an HERS Index Score. This session will explain the new code option and explore the benefits it presents to the insulation industry.

2.7) Use of Sprayfoam as an Air Barrier

Installing spray polyurethane foam material does not automatically provide an air barrier system in a building. More needs to be done. What needs to be done depends on where in a building the material is being installed and what type of spray polyurethane foam is being installed. Learn how to increase your work scope and your profits by installing a complete spray polyurethane foam air barrier system. Critical areas for installation will be discussed as well as showing the performance of buildings with air barriers.

2.8) Interpreting Infrared Images for Building Diagnostics in Foam Installations

This program provides an overview of the infrared test method for guaranteeing the performance of thermal envelopes using

polyurethane foam. This overview of the infrared thermography QA technique includes how to use complementary temperature measurement and pressurization to enhance the information acquired using IR equipment. A detailed explanation of how the infrared images are interpreted includes demonstrations of how to tell if you are seeing inadequate insulation, wet areas, thermal mass, or air leakage. Case studies are included to demonstrate how various performance problems could have been avoided using these testing techniques. Participants will be able to locate typical problems in foam installations, determine the type of performance problem a particular image indicates, and prioritize problems.

2.9) Silicone Roof Coating – Restoration vs. Replacement

Attend this session to cover the basics and more of Silicone Roof Coating. Starting with the history of silicones, the chemistry, benefits, the market opportunity, and application equipment, you'll also learn about the benefits of restoration vs. replacement along with the precautions and concerns. This session will also discuss T.U.R.D. (Terminal Unrepairable Roof Deficiencies. Not "miracle in a bucket") and present real success stories including photos of projects.

SPFA National Industry Excellence Awards Luncheon

Join SPFA and industry peers at the celebratory luncheon event honoring contractors and their innovative, trail-blazing projects. This ceremony recognizes SPFA contractor member's exceptional quality work, the uniqueness of their project, speed of application, superiority of polyurethane, ability of foam to conform to unusual/irregular surfaces, and special safety considerations.

There are five different award categories: Residential Wall, Commercial Wall, SPF Roof under 40,000 sq. ft., SPF Roof over 40,000sq.ft., and Specialty Applications (formerly Tanks & Vessels and Other).

Exhibit Hall

The Exhibit Hall is the one-stop shop for anyone seeking information on safety equipment and PPE, raw or blended materials, spraying equipment, industry service providers, and much more!

Opening Reception

Join us for food and drinks in the Exhibit Hall for the opportunity to network with peers and build new industry relationships. Light hors d'oeuvre will be served and cash bars will be available.

CONVENTION & EXPO SCHEDULE

Thursday, February 11th

Business Session 7:00AM - 7:45AM

General Session 8:30AM - 10:00AM

Global Overview of the SPF Industry – Hanne Hirsimäki
Committee Reports

Breakout Session 3 10:15AM - 11:00AM

3.1) Building and Energy Codes: A Status Update

The International Code Council is developing the 2018 IBC, IRC, and IECC as we speak. Meanwhile, ASHRAE is working on updates to ASHRAE 90.1 and provisions for the newly “merged” IgCC and ASHRAE 189.1. This session will cover issues and politics of the model code development processes, as well as updates from state adoptions, affecting the rules for the application of spray foam insulation. The discussion will include energy efficiency, sustainability, fire testing, and moisture management provisions.

3.2) Federal Agencies Update EPA & OSHA

The EPA maintains a Chemical Action Plan (CAP) on Isocyanates, and OSHA maintains a National Emphasis Program (NEP) on Isocyanates. Both impact the SPF manufacturing and contracting communities. Attend this federal panelled session by representatives of EPA and OSHA to hear an update on the programs, what they mean for you, and how to be aligned with the requirements.

3.3) 3 Ways to Close More Sales with Building Science

Do you want to close more SPF sales? Do you want clients to make faster decisions? Do you want clients to tell others about their experience? Join us for the opportunity to take a new look at how to incorporate SPF benefits and building science in your sales and marketing process. All businesses are run with systems and you should be no different, we will show you a winning sales formula.

3.4) SPF Roofing Final Inspection

Your focus should be on not just the warranty inspector’s expectations, but more importantly, exceeding the client expectations to more work. The program will illustrate conditions that should not have been left for the owner to see during his final walkthrough. This session will illustrate high roofing standards, how to avoid a punchlist and how to sell more work.

3.5) How to Grow Your Retrofit Business

This session will cover the marketing, sales and installation criteria for building a successful and profitable retrofit business. Spray

foam contractors primarily focused on new construction will learn the basics of how to get into and grow business with existing homeowners. Attend this session and learn how to market spray foam and other services to existing homeowners, the importance of sales and a sales process for helping homeowners buy retrofits, and gain understanding of additional services that can be offered to homeowners.

3.6) Understanding new Acceptance Criteria of Thermal and Ignition Barriers over SPF

Attend this session to be informed in an UN-biased way the “Best practices Standards” of the SPF coating industry and current changes in the Acceptance Criteria and expectations of AHJ’s. The session will cover an update for contractors on new code compliance requirements in the SPF Thermal and Ignition Barrier market, educate on best practices of applying a coating: e.g., ventilation, measuring of WFT, using job work records, address overcoming AHJ’s and customer issues via front side preparation, and much more., and address overcoming AHJ’s and customer issues via front side preparation.

3.7) Blower Doors – The Greatest Asset You Never Owned

Besides being the greatest residential and commercial retrofit sales tool on the planet, did you know that not having one may be dangerous to your profit? Changes in the code could mean someone with a blower door would be deciding if your work passes or fails inspection. What if they do it wrong? How would you know? Even if you never use one, understanding the ins and outs of them is well worth the time invested.

3.8) SPF Insulation: Shrinkage Issues and Termination Details

Several forensic engineering firms have reported that the initial shrinkage and other dimensional stability issues with SPF have resulted in failures where SPF insulation has been terminated onto transition membranes and other edge details. SPFA has formed a task group to investigate and address the issues. This presentation will present a summary of the issues and findings to date.

3.9) SPF Equipment Panel: Part 1

The first session of a two-part discussion: these companies are becoming more diverse, intuitive, and functional to accommodate your company’s needs. Good SPF equipment is central to your ability to perform high quality proper installations. Join this session to hear from SPF experts on knowing your equipment, what’s available, and what’s coming that can benefit you and your business. Representatives will also be available for post-session questions.

CONVENTION & EXPO SCHEDULE

Breakout Session 4

11:15AM - 12:00PM

4.1) Ventilation, Moisture, and Other BS for SPF Contractors

Using SPF in a building enclosure can have a big effect on the dynamics of heat, air, and moisture flows. That makes understanding the fundamental principles of building science critical for a successful outcome. In this session we'll discuss these principles, with an emphasis on moisture and ventilation. We'll also take a look at some specific issues that come up in homes with spray foam insulation: Can you use open-cell SPF in thick, double-stud walls? How do you prevent moisture problems in insulated attics? What's the best way to ventilate a house with SPF insulation? Join us for some real world building science geekery!

4.2) Indoor Air Quality Assessments / Spray Polyurethane Foam (SPF) Insulation / Nuisance Odor Investigations

It's NOT Always the SPF...

With the rapid increase in the "Green" movement and the push for more energy efficient homes, spray polyurethane foam insulation is growing substantially. As with most new building products, the industry has had it's own set of unique challenges that include the recognized need for training and certification for installers. Along with the recognized need for training are the results of inadequate applicator training, nuisance odors and occupant sensitivity. These occupant-related complaints have led to a rise in SPF insulation investigations by many who have little understanding of SPF insulation and how it can alter the indoor environment even when correctly installed. Attend this session to learn more and be prepared for discussions with sophisticated customers asking the tough questions.

4.3) SPFA PCP Certification & You

SPFA's ISO 17024-Compliant Professional Certification Program (PCP) was rolled out at the 2013 SPFA Annual Convention. Since that time many improvements have been made to the program streamlining its registration, delivery, exam preparation (training) and increasing its value. It has been considered a state licensing requirement by state officials, it is showing up more in specifications, and recognition for the program is growing among construction and design professionals. Attend this session to get the latest information on the program, ask questions, and see your future-self as an SPF Certified Professional (roofing or insulation).

4.4) SPF & Photovoltaic Panels

Sprayfoam and roofing photovoltaic cells are a natural complement to each other. This session will address how to install SPF along with PV arrays best practices. SPFA has a technical document drafted that will be reviewed, and attendees will leave with ideas

and information supporting a possible business expansion into alternative energy integration.

4.5) Attic Hybrids That Work

Using a combination of ocSPF and ccSPF in an attic can save 30-40% on material cost and allow you to crush your competition while making more money. There are three ways these hybrids meet the prescriptive code without having to do performance calculations. Learn how to use this method to enhance sales and profit.

4.6) Demystifying OSHA's Confined Space Standard – Practical Solutions

This breakout session will focus on practical methods of verifying and implementing your company's safe and compliant Confined Space Program. OSHA has done a great job recognizing that confined spaces have specific hazards that could impede a person's ability to rescue themselves due to illness, injury or incapacitation. With 20 years administering the General Industry Confined Space Standard that the Construction Standard is based on, the presenter will provide attendees real world sensible and reasonable compliance tips that simplify the perceived complexity of the standard leading to safe and understandable policies and work practices.

4.7) The 5 Applications Where Low-Pressure Foam is Best

High-pressure SPF is certainly the foam of choice for larger scale construction of homes and commercial buildings. But in this session, we will identify five specific applications in the home where lesser amounts of low-pressure foam are likely best. We will detail the reasons why and show before-and-after photos of these five projects. Attend to understand the key differences between high-pressure and low-pressure foam chemistry and delivery mechanisms, which areas of the home are best for low-pressure foam, and the key points on the safe use of low-pressure foam.

4.8) Spray Foam Installations with Reduced Occupational Exposure

Attend this session to learn about research and immediate market applications for a new self-compressing polyurethane foam technology in combination with a pre-installed membrane used as a new approach for the installation of open cell foams. The foam application is performed behind the membrane and thereby reduces chemical exposure potential in the vicinity of the installer. Exposure reductions in the range of 81-100% are reported. This is expected to lead to a reduction in trade and occupant exposure to chemicals. Completion of this phase of the project has now initiated phase 2, which is looking at quantification of re-entry times for trades and or occupants. The final phase of the project

CONVENTION & EXPO SCHEDULE

will then statistically quantify potential exposure during application, and is expected to become the basis for allowable changes to nearby worker PPE requirements.

4.9) SPF Equipment Panel: Part 2

The last session of a two-part discussion; these companies are becoming more diverse, intuitive, and functional to accommodate your company's needs. Good SPF equipment is central to your ability to perform high quality proper installations. Join this session to hear from SPF experts on knowing your equipment, what's available, and what's coming that can benefit you and your business. Representatives will also be available for post-session questions.

Contractor Only Session 1:15PM - 2:00PM

Exhibit Hall 2:00PM - 5:00PM

Closing Dinner 7:00PM - 9:00PM

Finish off the Convention & Expo with entertainment, drinks, and a buffet dinner provided by our Premier Sponsors.



REGISTRATION INFORMATION

Full Convention Registration	SPFA Member	Non-Member
Registered by February 1, 2016	\$495	\$695
After February 1, 2016 / on-site	\$595	\$795

Full Convention Registration (Includes Wednesday AND Thursday):

- Admission to General Sessions and Breakout Sessions
- Admission to the Exhibit Hall
- Admission to Contractor Industry Excellence Awards, Opening Reception, and Closing Dinner (RSVP required with registration)

One-Day Convention Registration	SPFA Member	Non-Member
Registered by February 1, 2016	\$275	\$375
After February 1, 2016 / on-site	\$375	\$475

One-Day Convention Registration (Wednesday OR Thursday):

- Admission to General Sessions and Breakout Sessions
- Admission to the Exhibit Hall
- Wednesday only badge includes admission to Contractor Industry Excellence Awards & Opening Reception. RSVP Required with registration.
- Thursday only badge includes admission to Closing Dinner. RSVP required with registration.

Exhibit Hall Only Registration	SPFA Member	Non-Member
Registered by February 1, 2016	\$75	\$100
After February 1, 2016 / on-site	\$75	\$100

Exhibit Hall Only Registration Includes:

- Admission to the Exhibit Hall on Wednesday and Thursday
- NOTE: *Cost of Exhibit hall access is included in all full and one-day Convention registration packages*

Other Registration Options

ABAA Course, February 8 th – 9 th	\$995
Golf Tournament	\$140
Spouse	\$125

Three easy ways to register:

1. **Online:** sprayfoam.org/expo
(Easiest & Preferred Method)
2. **Fax:** 401-765-6677
3. **Mail:** Sprayfoam 2016 c/o ExpoTrac
PO Box 1280, Woonsocket, RI 02895

To easily register by fax or e-mail, download the Sprayfoam 2016 Registration form at sprayfoam.org. Registrations will not be processed until payment is received.

Pre-Convention SPFA PCP Exam Preparatory Courses, Written Examinations and Field Examinations are NOT included in the Convention Registrations. You can register for both the SPFA PCP Courses/Exams and the Convention simultaneously.

Not a Member Yet?

Get the registration discount for the Sprayfoam Convention and other great year-round benefits of SPFA membership by joining before you register.

Join now at sprayfoam.org/membership or contact Billy Harley at membership@sprayfoam.org or 571-814-3685

Registration Cancellation Policy

Refund requests must be received in writing prior to February 1, 2016 (\$50 cancellation fee). No refunds will be given after February 2, 2016.

Cut-off date to pre-register is February 1, 2016. After this date, all registrations must be completed on-site.

Note: All sessions, times, and descriptions are subject to change based upon speaker expertise and availability. For up-to-date information on the official Convention schedule of events, please visit sprayfoam.org/expo.

Notification Of Filming:

Portions of the conference may be videotaped for broadcast over the air, online, or otherwise. As an attendee, you may be recorded and grant permission to SPFA and event sponsors to utilize your appearance, likeness, and/or voice in connection with any photographing, video/audiotaping, and/or rebroadcasting of the program.

CERTIFICATION PROGRAM

SPFA Professional Certification Program	Discounted Member Rate*	Standard Non-member Rate*
One-Time SPFA Professional Certification Program Registration: <i>MUST register into program to take Written Exams</i>	\$250	\$350
Exam Preparatory Courses: Monday, February 8th, 2016 **		
SPF Insulation Master Installer	\$250	\$350
SPF Roofing Master Installer	\$250	\$350
SPF Field Examiner	\$250	\$350
Exam Preparatory Courses: Tuesday, February 9th, 2016 **		
SPF Insulation Installer	\$250	\$350
SPF Roofing Installer	\$250	\$350
SPF Insulation Project Manager	\$250	\$350
SPF Roofing Project Manager	\$250	\$350
Written Examination: Monday – Thursday, February 8th- 11th, 2016. See Page 7 for Exam Schedule ***		
SPF Assistant - Insulation and Roofing (Self-Study Guide add \$50 ~) •	\$200	\$300
SPF Insulation Installer (Self-Study Guide add \$50 ~) •	\$200	\$300
SPF Roofing Installer (Self-Study Guide add \$50 ~) •	\$200	\$300
SPF Insulation Master Installer (Self-Study Guide add \$50 ~) •	\$200	\$300
SPF Roofing Master Installer (Self-Study Guide add \$50 ~) •	\$200	\$300
SPF Insulation Project Manager (Self-Study Guide add \$50 ~)	\$200	\$300
SPF Roofing Project Manager (Self-Study Guide add \$50 ~)	\$200	\$300
SPF Field Examiner (Self-Study Guide add \$50 ~)	\$200	\$300
SPF Master Supplier Representative – Insulation ♦	\$200	\$300
SPF Master Supplier Representative – Roofings ♦	\$200	\$300
SPF Master Supplier Representative – Combined Exams ♦	\$200	\$300

Master Supplier combined exam is a 4-hour exam, must enter exam room 4 hours prior to closing.

Field Examinations: See the Order Form in the Handbook at sprayfoam.org for pricing details.

All fees/costs are subject to change without notice, are not pro-rated or refundable and must be pre-paid. ♦ Supplier Representative Written Exams are based on Assistant, Installer, Master Installer and Project Manager Study Guides for either Insulation or Roofing, depending on which certification is desired. For Combined Exam, all 7 study guides should be reviewed. • Exams available in Spanish. **Preparatory Courses not required for Written Exams. *Exams not included in Preparatory Courses; Must register for program to take Written Exam. Electronic copy of Study Guides will be sent to those taking Supplier Rep exam. A discount of \$100 is given for every exam taken after the first one. ~ You can choose to purchase the Study Guide prior to testing. Study Guides are included with all Exam Prep Courses.*

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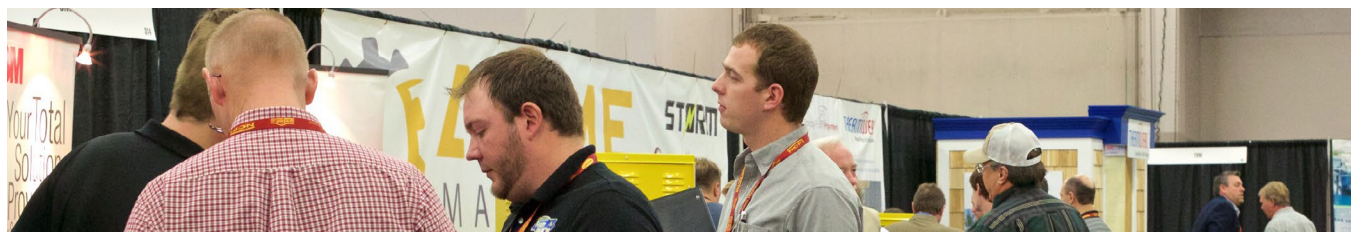
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