INTERNATIONAL RESTORATION CONVENTION + INDUSTRY EXPO
VIRTUAL CONFERENCE | OCTOBER 6–7, 2020
FRAGMENTED NO MORE

ADVERTISING GUIDE
The IICRC offers globally recognized education and training across the Inspection, Cleaning, and Restoration Industries.

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We wish that current circumstances were different and we could all be together in person for this exciting event. However, going virtual will not stop us from bringing you a robust educational program focused on important technical topics presented by some of the restoration industry’s top experts.

Our two-day virtual program promises to provide valuable information on technical trends and best practices, innovations, and resources that are sure to impact your day to day success. We will share key announcements about the ongoing Advocacy & Government Affairs (AGA) Committee work to address some of the most challenging issues faced by restorers today.

We appreciate all of our attendees for participating and are truly grateful for all of the many sponsors and exhibitors who have supported this event in these difficult times. We hope you enjoy the conference and look forward to seeing you next year in person!

Sincerely,
Mark Springer, CR
President
Restoration Industry Association

WELCOME
TO THE INTERNATIONAL RESTORATION CONVENTION & INDUSTRY EXPO: FRAGMENTED NO MORE!
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NEXA
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Visit sunbeltrentals.com or call 800-736-2504 to see how we can help.
SCHEDULE AT A GLANCE

TUESDAY, OCTOBER 6

9:30 am – 9:45 am  Opening Remarks
9:45 am – 10:45 am  Town Hall
11:00 am – 12:00 pm  RIA Xactimate Training Part 1
12:15 pm – 1:15 pm  RIA Xactimate Training Part 2
1:15 pm – 2:15 pm  Industry Breakouts
2:30 pm – 3:30 pm  Breakout Sessions
· New, Innovative Business Development & Marketing Strategies in a COVID-19 Environment
· Tips and Tricks on How to Use Your Existing Equipment
· Xactimate Practical Application - How to Apply What You’ve Learned
3:30 pm – 4:30 pm  Industry Breakouts
4:45 pm – 5:45 pm  Breakout Sessions
· CLS/WLS Certification Preview
· Utilizing the S500 in Estimating & Negotiating
· Occupational Safety and Health Considerations for Restoration Industry Operations/Technicians During the COVID-19 Pandemic

WEDNESDAY, OCTOBER 7

9:30 am – 9:45 am  Opening Remarks
9:45 am – 10:30 am  Restorative Media Blasting: Blasting Through New Technology Is Soda Fun!
10:30 pm – 11:30 am  Industry Breakouts
11:45 am – 12:45 pm  Breakout Sessions
· Lessons Learned from Large Catastrophe Losses
· Power Distribution & Electricity
· Will You Be Ready When OSHA Comes Knocking? Creating a Site-Specific Safety Plan
12:45 pm – 1:45 pm  Industry Breakouts
2:00 pm – 3:00 pm  Breakout Sessions
· How to Utilize the IICRC, RIA, AIHA COVID-19 Report in your Business to Mitigate Risk
· FLS Project Management
· Lessons Learned from Large Loss
3:00 pm – 4:00 pm  Industry Breakouts
4:15 pm – 5:15 pm  Face the Advocate: Ed Cross Interviews J.S. Held
5:45 pm  Conference Adjourned
33 MILE RADIUS
www.33mileradius.com
33 Mile Radius based out of Cleveland, Ohio is the nation’s premier Pay-Per-Call Platform with a core concentration in Home Services and Home Improvement. Our proprietary platform allows us to generate the highest quality leads in the industry. We can represent your brand or give you a self-service non-branded experience. Clients stay with us because we are fair and flexible, we provide exclusive qualified leads, and you only pay for valid leads on the services you offer.

ACTIVATE GROUP, INC.
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Activate Group, Inc. has helped the biggest names in restoration grow exponentially using their patented Business Acceleration Tools™. Our coaches empower and engage employees to increase profit and customer retention directly. Our results are proven, replicable and guaranteed to help business owners scale quicker with less work and worry.

ALORAIR SOLUTIONS, INC.
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AlorAir Restoration Equipment offers a variety of equipment for all your restoration needs from water damage restoration to drying equipment. Including Commercial dehumidifier, Air Movers and Air Scrubber. AlorAir offers special dehumidifier for the basement and crawl space.

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AIME – INSTANT ESTIMATE REVIEW
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Consistent, fair, and intelligent, AiME provides an instant estimate review for compliance, value add, & training. Meet industry standards, capture all items for a fair and accurate estimate, and learn from a continuously expanding collaborative library of ideas.

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www.briercroftequipment.com
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COMPANYCAM
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CompanyCam is a photo-based solution created for contractors, by contractors. Users can take unlimited photos—which are location and time stamped, sent to the cloud, and stored securely. Every photo is organized by project and instantly available to your team, allowing you to see what’s going on anytime, anywhere.

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DBK DRYMATIC
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DBK Drymatic is a company specializing in the manufacture of targeted heat drying equipment. Our goal is to maximize the vapor pressure differential between the affected materials and the ambient drying conditions. We do this by adding heat directly to the affected materials to decrease drying times.

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DH Tech is a climate control company that provides humidity and temperature control. We service projects for the Water Damage Restoration Industries Nationwide and have one of the largest fleets of climate control equipment in the industry, with availability 24/7/365. Our turn key services will ensure you complete your project on time and under budget.

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Essel’s agile team of highly qualified professionals are trained and prepared to quickly respond during emergency response situations. We understand that reliability, teamwork, and exceptional communications are essential. Our on-demand technical professionals and boots-on-the-ground resources can lead response efforts or seamlessly integrate on larger project teams. Our experts perform hazmat sampling, moisture mapping, safety/data management amongst other services. Essel is your seamless point of contact with resources at the ready for all your project needs.

IBIX
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Achieve a surface prep trifecta with IBIX Surface Technologies’ portable blasting systems, engineered abrasives and after-the-sale support. Run multiple abrasives, dry and/or wet, on a wide variety of surfaces without damaging the substrate. Our versatile systems are prequalified for Historic Preservation. Restore America, one building at a time, with IBIX.

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Killit Online, Inc. is a full-service digital marketing agency offering high conversion website design, optimized mobile design, pay per click management for Google, Yahoo, Bing, Facebook & Yelp advertising platforms. We also provide Search Engine Optimization, Google my business page & social media management and other related services.

KNOWHOW
tryknowhow.com
KnowHow is an Ai-powered operations & project management tool used by growing Restoration companies to predict profitable outcomes, improve decision making and decrease errors across their entire organization. With KnowHow, Restorers equip staff and subs with mobile access to process & project detail in their language of choice. Management receives real-time reporting on compliance, errors, and project progression. With KnowHow’s Ai-driven features, Restoration companies become system and process-centric growth machines, and Management shift from ‘micromanaging people and problems’ to driving growth and optimizing systems. For a free 30-day trial: tryknowhow.com.

MATTERPORT
www.matterport.com
Matterport’s 3D data platform enables anyone to turn a physical space into an immersive digital twin and share it with others to collaborate in 3D. The Matterport platform helps customers realize the full potential of a space at every stage of its lifecycle including planning, construction, appraisal, and marketing.

MILSPEC INDUSTRIES
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A leading manufacturer of electrical wire and cable products since 1965, Milspec Industries has established a solid reputation for over 52 years by providing: quality products, competitive prices, great service and prompt deliveries backed by an effective and friendly sales and customer service team.

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The Morgan & Morgan Insurance Recovery Group represents policyholders in property insurance claim disputes with insurance companies - one of the many ways we fight for the people to hold these companies accountable for their negligence. At the Morgan & Morgan Insurance Recovery Group, our insurance attorneys have extensive experience helping property and business owners recover the insurance benefits to which they are entitled. Our attorneys have been representing policyholders with disputes against their insurance companies since Hurricane Andrew in 1992. If you are in a dispute with your insurance company or have a claim that was denied or undervalued, contact us and let our team of experts help prepare and present your claim to your insurance company.

NEOSAN LABS INC.
neosanlabs.com
NeoSan Labs produces non-toxic, biodegradable chemicals and decontaminates, especially for the restoration industry. Our solutions are safe for humans, Green Clean Institute Certified, have the highest efficacy on the market with a log kill of 99.99999%, and have a broad spectrum to eliminate chemical and biological threats at the same time.
**NEXA**
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Nexa is a leading provider of emergency call answering solutions for restoration professionals across the country. You never know when a disaster may hit and you need to be available to answer every call 24/7. By handling calls, scheduling, and emergency dispatching, their team of receptionists ensures you never miss your next opportunity. Nexa Receptionists are trained in your business’ procedures. Whether it’s turning a lead into a booked appointment or escalating a call to your chosen emergency dispatch list, Nexa is ready to help you book your next job, 24/7/365. Visit [www.nexa.com](http://www.nexa.com) to learn more!

**NEXT GEAR SOLUTIONS**
[www.nextgearsolutions.com](http://www.nextgearsolutions.com)

Next Gear Solutions was formed to take restoration companies paperless, automate their workflow, and bring efficiency to the entire business operation. Next Gear’s software suite has grown to include solutions for managed repair networks, franchisors, and other insurance solutions. NGS is the leading technology solution for the restoration contractor space with the largest footprint of best-in-class restoration contractors in 5 countries.

**PCG BUILDING CONSULTANTS**
[www.consultpcg.com](http://www.consultpcg.com)

PCG works for and with contractors to accurately scope, estimate and reach maximum profitability for large insurance claim jobs. Engaging PCG gives contractors access to the latest tools and technology available with the expertise of our highly certified team members.

**PODIUM**
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Podium is a customer messaging platform that enables companies with a local presence to conveniently connect with their customers at critical touchpoints to help them strengthen their business. By conveniently facilitating millions of customer interactions, Podium serves more than 55,000 local businesses in the United States, Canada and Australia.

**PROFILEGORILLA**
[www.profilegorilla.com](http://www.profilegorilla.com)

Our PreQual+ Solution helps Restoration Contractors save time and money! Insurance TPA Programs aren’t going anywhere, let us help you get on-boarded to as many as you want and simplify how you do it! Leverage our massive bulk buying power to save you money on background checks as well.

**PSA BY CANAM SYSTEMS**
[www.canamsys.com](http://www.canamsys.com)

PSA is the leading ERP web solution provider in North America. Designed specifically for Property Restoration Contractors we provide a complete solution that includes Accounting, Job Management, CRM, Mobile Field Operations & Business Intelligence. We integrate with industry products such as Xactimate, Xactanalysis and Crawford Job Tracker to eliminate duplication.

**PX10 RESTORATION & REMEDIATION SOLUTIONS**
[www.px10now.com](http://www.px10now.com)

PX10 specializes in helping restoration companies efficiently and cost-effectively disinfect and clean up water damage, fire & smoke damage, mold, foul odors, crime/trauma scenes, pathogens AND kill COVID-19 in businesses, homes, and vehicles. We’re the fastest, cheapest, and most sure-fire method for remediation today. Visit [PX10Now.com](http://PX10Now.com) for more information.
REALTIME LABORATORIES
www.realtimelab.com
RealTime Laboratories is a testing lab that uses dust from homes and commercial structures for 10 Mold Organisms and 15 Mycotoxins for the environmental inspectors and urine for the clinical patients of the Physicians we serve. 17 years of experience and over 200,000 tests administered for accurate results – all within 5 to 7 days turnaround.

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SCREENINGONE, INC.
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ScreeningOne offers a comprehensive suite of screening solutions and has one of the most extensive networks of records sources in the industry. We take an approach that is holistic, never piece-meal, to provide our clients with deeper insight for better decisions.

SEDGWICK
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Sedgwick is a leading global provider of technology-enabled risk, benefits and integrated business solutions that include property, casualty and integrated risk services and benefits administration with 27,000 colleagues, located in 65 countries. Taking care of people is at the heart of everything we do. Caring Counts®.

SHIELDHUB
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Shieldhub is an innovative company that has just announced the Industry Standard Background Check for the Insurance and Restoration Industry, enabling restoration businesses to digitally transform their third-party compliance and risk management capabilities. The new standard removes ambiguity, interpretation, bias, and eliminates the need for multiple checks from professionals working in the industry.

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Slingshot helps home services providers adapt to the on-demand economy through virtual, around-the-clock sales and customer support. With 25% of sales calls happening after-hours or weekends, Slingshot helps businesses respond to every new lead, sign more contracts, and instantly engage with current and potential customers 24 hours a day. We help respond and close more deals across text, voice, email, chat, and web lead response. Find out more at www.getslingshot.com.

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SUNBELT RENTALS
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TEKSILL SOLUTIONS
www.teksill.com
At TEKSILL SOLUTIONS we strive to become a technology leader in innovative moisture control and damage prevention construction materials.

VIOLAND MANAGEMENT ASSOCIATES
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For over 30 years, Violand Management has worked with restoration businesses to grow sales, implement industry-best SOPs, manage proven scalable systems, and develop high-performing employees. Violand offers professional training, business planning, and executive coaching. Imagine what taking your business to the next level looks like. Together we can achieve it. Violand.com | +1 800 360 3513

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XCELERATE RESTORATION SOFTWARE
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You know better than anyone that running a profitable, thriving restoration company is becoming harder and harder. Having the right tool to manage your business has never been more important. Built from an in-the-field perspective, Xcelerate is uniquely equipped to increase your operational efficiency, improve your profitability, and elevate both your job and team management.
We will guide you through creating long-term goals, strategies and tasks, a marketing plan, and a financial analysis that gives industry-specific KPIs and benchmarks, allowing you to define how you will grow your business and reach the next level.

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Remove asbestos, allergens, mold spores, and other airborne pathogens.

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Captures and contains large particles.

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Monitor the restoration process on the go! Our free AlorAir DryEasy mobile app is included with the unit upon purchase.

Dry Anywhere
Super efficient system. This Dehumidifier has Automatic Digital Humidistat Control, Micro-channel Condenser, Timer, built-in Pump.

Smart Design
Take out the mobile phone and log in to the APP to observe the operation status of the dehumidifier at any time.

Restoration Industry Association
October 7th, 12-47pm EST

New Commercial Dehumidifier STORM SLGR 1250X
We all know that May showers bring June flowers, but what you might not know is that often with rain comes humidification. Now Storm SLGR 1250X can help you solve your troubles.
Environmental Air Remediation with ARID-Dry™ Advanced Filtration System

ARID-Dry Advanced Filtration System for environmental air remediation dramatically improves air quality during hazardous material abatement (i.e. asbestos), construction, remodeling, mold remediation, fire and water restoration, sewer backups, hospital room decontamination or industrial applications.

The ARID-Dry advanced particle filter system uses a pre-filter along with a certified 99.99% Ultra HEPA filter, gas phase odor adsorber carbon filter or metallic substrate odor filter. This abatement system can capture airborne particles, purify the air, remove odors and protect against pollutants spreading to other parts of the building.

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The LEED compliant ARID-Dry Advanced Filtration System provides exceptional performance with flexibility, power, and mobility. Filter receivers accept multiple filter configurations providing cost-effective solutions for many air remediation concerns. Plus, it’s user friendly. Connect the ducting, plug it in and press the button. It’s that simple. WDR contractors and facility maintenance departments have relied on ARID-Dry products for value, efficiency, performance and profits. The ARID-Dry Advanced Filtration System is no exception.
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1 in 3

calls are missed by a restoration business outside of business hours.¹

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¹ Figures based on a restoration business project supported by AnswerForce.
Running a successful business often feels like you’re on a treadmill. It can feel like — despite your efforts, hard work, and perseverance, success is always just around the corner. And if you’re lucky enough to grasp it, you find you’ve sacrificed the very thing you sought in the first place — freedom to pursue your dreams.

For over two decades, Business Mentors have known what it takes to create a healthy, productive, and profitable Disaster Restoration firm. We also know just how to do it while maintaining a life balance that allows you to enjoy the journey as much as the reward. Let us show you how to work less, learn more, and put the balance back in your life. Go to: BusinessMentors.net

We help Disaster Restoration owners grow their business while providing a pathway to a more fulfilling life.
RESTORATION MATTERS
stay effective. stay profitable.

NeoSab Labs Restoration 04
Perfect for water damage, mold remediation, fire and smoke damage, odor elimination, crime scene, meth lab cleanup, preconstruction treatments and beyond.

Formulated for the big problems.
Eliminates 99.99999% of biological agents including mold and mold spores. Neutralizes chemical toxins and contaminants. Removes odors on a molecular level. Effective within minutes.

Protect your customers bottom line.
Provide higher quality services at a lower cost, to a broader range of customers, using equipment you already own.

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We’ve recruited some of the best experts in the business to talk about all things mold and mycotoxins. Our speaker list includes Jill Carnahan, MD, Neil Nathan, MD, Jill Crista, ND and more!

12 hours of CME credit will be provided through the University of Nevada, Reno.

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https://realtimelab.com/november-workshop/
The best restoration contractors use the best platform

Connect to the job management system used by 85,000+ contractors

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Visit us at www.remoteprocessmonitor.com

Remote Monitoring the Drying Process

• Stop sending crews back and forth to "check on" drying progress.

• Eliminate unnecessary labor, fuel, maintenance, and insurance costs.

• Promote health and safety of your employees and customers by limiting exposure.

Receive Alerts to Your Mobile Device or Computer Immediately If Something Goes Wrong

• Avoid discovering an interruption hours or days after it occurs.

• Complete more jobs without losing time or getting behind schedule.

Daily Records That Are Required by IICRC And Insurance Companies Are Automatically Documented

• Accurately report Dry-Log and other required data.

• You can get paid faster from insurance companies.

Estimating Software Already Provides A Line Item for Remote Monitoring

• Easily get reimbursed

• You can receive additional revenue for the use of remote monitoring equipment on every job you complete.

The RPM Dashboard Status Indicates Green When Drying Targets Have Been Met

• Know when jobs are complete.

• Be ready to demobilize and deploy your drying equipment to the next job.

Contact Us Today at 1-833-477-6765 or visit us at www.remoteprocessmonitor.com
IBIX Apollo 1 Fusion

The Apollo 1 Twin Tank Technology revolutionizes aero-abrasive deep cleaning by mixing aggregates with disinfectant in a controlled operating process to eliminate soiling in order to mitigate viral surface contamination.

Remove even biofilms embedded in semi-porous surfaces with Apollo's non-destructive abrasion technology. Follow immediately with a liquid disinfectant from our nebulizing tank.

IBIX abrasive blasters are specified by ICP Group for use with EPA compliant Benefact Decon30, ShockWave RTU or Concentrate for Microbial Mitigation/Reduction of viruses and bacteria.*

Watch a video showcasing the Apollo 1 Fusion!

Control air, liquid and media flow at your fingertips.

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Add our VRK 220-2 Rotary Screw Compressor to complete the package!

*ICP BSG MasterWorks Specification 02 87 10 Microbial Mitigation/Reduction-COVID-19 Coronavirus
Customers Leo P.

Just used the machine and wow! It is absolutely incredible. I'm very pleased with the purchase.

The Apollo 1 Twin Tank Technology revolutionizes aero-abrasive deep cleaning by mixing aggregates with disinfectant in a controlled operating process to eliminate soiling in order to mitigate viral surface contamination.

Add our VRK 220-2 Rotary Screw Compressor to complete the package!

Remove even biofilms embedded in semi-porous surfaces with Apollo's non-destructive abrasion technology. Follow immediately with a liquid disinfectant from our nebulizing tank.

IBIX Apollo 1 Fusion

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Watch a video showcasing the Apollo 1 Fusion!

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Sporecyte Digital Mold & Air Particulate Analysis

With Sporecyte, you will see:

- Fast, accurate, & consistent reads
- Increased lab efficiency
- Improved customer satisfaction

“Sporecyte’s digital mold and particulate analysis is an AI-based software platform that helps lab analysts classify and count mold and air particulates.”

— John Haines, Industry Expert and Mycologist

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— John Haines, Industry Expert and Mycologist

For more information or to schedule a live demonstration, visit sporecyte.com, email us at info@techcyte.com, or call 1-888-878-3249.

“The Sporecyte artificial intelligence algorithm classifies and counts mold spores with impressive accuracy. Digital analysis is the future of mold testing.”

— John Haines, Industry Expert and Mycologist

Sporecyte Features:

- Identifies 120 types of mold spores and 10 types of particulates
- Results in as little as 10 minutes
- Supports Air-O-Cell, Allergenco-D Posi-Track, and tape samples
- New types of mold and particulates are added regularly
- Low, medium and high volume scanners available
- Digital scanner integration

- Web-based analyst console
- Supports cotton-blue stains
- Patent-pending rapid-scan coverslip
- View actual images of the mold and particulate found
- Easily print and share visual reports
- Report integration via an open API
- Offer digital same-day service
- Digital storage of scanned slides

“Sporecyte digital mold and particulate analysis is an AI-based software platform that helps lab analysts classify and count mold and air particulates.”

— John Haines, Industry Expert and Mycologist

“The Sporecyte artificial intelligence algorithm classifies and counts mold spores with impressive accuracy. Digital analysis is the future of mold testing.”

— John Haines, Industry Expert and Mycologist

“The Sporecyte system is so reliable that we’ve been able to include it in our ISO/IEC 17025:2017 Accreditation, becoming the first lab in the world to provide digitally read spore traps and tape samples.”

— Richard Johnson, CEO of Air Allergen and Mold Testing

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Also, **there’s no precleaning or rinsing needed!** You save both money and time because PX 10 is in tablet form so you only mix what you need and nothing gets wasted. To use it, it’s “as easy and fog it and you’re done!” With other products it’s common to spend on an average 3-5 days in a house restoration job. With PX 10, now it’s only 4 hours! And you pass the clearance test the 1st time around GUARANTEED! Bottom line – It’s the fastest, easiest, cheapest and most sure-fire method to do mold & other types of remediation today.

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