



**For Immediate Release**

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**Birdair to Exhibit at Expo Estádio 2010 in Sao Paulo, Brazil**

*Display Explores the Advantages of Tensile Architecture  
for Stadiums and Sporting Venues*

**BUFFALO, NY...** Birdair, Inc., the leading specialty contractor of lightweight long-span roofing systems and tensile structures throughout the world, will exhibit at Expo Estádio 2010, October 6-8, at Sul América Convention Center in Rio de Janeiro, Brazil.

Expo Estádio spotlights stadiums and athletic facilities in Brazil, host of the 2014 Fédération Internationale de Football Association (FIFA) World Cup and 2016 Summer Olympic Games. The trade show and conference will focus on the design, construction, engineering, management and operation of athletic venues in the region.

Birdair representatives will be available at Expo Estádio to discuss the versatile benefits of tensile architecture, and what they bring to sporting venues. Tensile architecture provides daylighting, design flexibility, durability and stunning visual appeal, among many other benefits.

Birdair possesses an impressive roster of high-profile athletic venues, including three 2010 FIFA World Cup stadiums – Cape Town Stadium (Cape Town, South Africa), Moses Mabhida Stadium (Durban, South Africa) and Nelson Mandela Bay Stadium (Port Elizabeth, South Africa). Other prominent Birdair projects include La Plata Stadium (La Plata, Argentina), Red Bull Arena (Harrison, NJ, US) and Cowboys Stadium (Arlington, TX, US).

“Tensile architecture is an unparalleled aesthetic, functional and sustainable option for sports venues, providing solar shading, unobstructed views and reduced maintenance requirements,” says Michele Roth, marketing manager for Birdair, Inc. “We look forward to discussing how athletic venues in Brazil can benefit from tensile architecture with Expo Estádio attendees.”

To date, Birdair has completed work on over 85 sports facilities globally, incorporating tensile architecture into a variety of single sport and multi-purpose stadiums and arenas. Birdair brings expert knowledge and innovative techniques to every project to meet both facility and patron needs.

Interested attendees are encouraged to visit Birdair at Expo Estádio 2010. Learn more about Expo Estádio at [www.expo-estadio.com](http://www.expo-estadio.com). To learn more about Birdair before the show, visit [www.birdair.com](http://www.birdair.com).



**About Birdair:** Birdair, Inc. is the leading specialty contractor of lightweight long-span roofing systems and tensile structures throughout the world, providing design-build solutions for architects and clients in all aspects of project design, engineering, installation and maintenance. Lightweight long-span roofing systems and cable structures can be attached to any building envelope and offer aesthetic and functional options to complement any exterior design. Birdair, based in Buffalo, NY, is a member of the Taiyo Kogyo Group, with operations serving North and South America and other international locations. For more information about Birdair, call 1-800-622-2246 or visit [www.birdair.com](http://www.birdair.com).

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