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For Immediate Release

Birdair Hosts Roundtable Discussion at Stadia Design & Technology Expo North America

Visit Birdair at Booth # 4012

Birdair, Inc., the leading specialty contractor for custom tensile membrane structures throughout the world, will host a roundtable discussion on stadia renovation on Wednesday, May 9 at the Stadia Design and Technology Expo at the Los Angeles Convention Center.

The roundtable, “Retrofits, Enhancements and Upgrades to Sports Facilities” is open to all Stadia attendees. The experienced panelists will share their personal experiences and perspectives on a variety of issues related to stadia renovation. David Capezzuto, Vice President of Business Development at Birdair, will moderate the panel of industry professionals, including:

- David Bower, Principal at Populous
- Robert Hart, Vice President at Hunt Construction
- Steven Patterson, Chief Operating officer at ASU Sun Devil Athletics
- Douglas Radcliffe, Principal at Birdair
- Lee Slade, Senior Vice President at Walter P. Moore

“There are many factors to consider in a stadia renovation project and we are excited to host a panel of diverse industry professionals that will provide valuable insight to Stadia attendees on their future projects,” said Michele Roth, Marketing Manager for Birdair. “With the growth of retrofit projects versus new builds, we will be discussing the various possibilities of transforming an existing building envelope into an aesthetically pleasing and functional facility while understanding construction methodologies, cost analysis and overall project scheduling.”

The roundtable will take place from 11:00 a.m. to 12:30 p.m. in conference room 409A of the Convention Center. Additionally, attendees can visit Birdair at Booth #4012 throughout the conference to learn more about the benefits of tensile architecture for new and existing sports stadiums and arenas. Tensile architecture provides many design and performance advantages as compared to conventional construction. With its natural daylighting, signature look, efficient structural solutions and minimal maintenance, membrane architecture is a great design solution.

Stadia magazine’s annual exhibition, Stadia Design & Technology Expo North America, allows owners, operators, architects and industry suppliers of sports venues to explore new means of improving their facilities and to gain advice from leading experts from South America, Asia and Europe. Learn more at www.stadiadesignandtechnology.com.

Birdair has completed work on more than 85 sporting venues worldwide, integrating 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.

About Birdair

Birdair, Inc. is the leading specialty contractor of custom tensile structures throughout the world. In addition to pre-construction services such as design assistance, budgeting, construction methodologies and project scheduling, Birdair provides design-build solutions in all aspects of project design, fabrication, installation and maintenance. The company offers a selection of architectural fabric membranes, including PTFE fiberglass, ETFE film, PVC and Tensotherm™, an insulated tensioned membrane system. 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, [like us on Facebook](#), call 1-800-622-2246 or visit www.birdair.com.

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