

HUNGRY

TO REACH YOUR TARGETED AUDIENCE?

2021 Exhibits 16 - 18 June



**THE INTERNATIONAL
SURFACE EVENT**

 **SURFACES**

**stoneXpo
MARMO+MAC**

**tile
expo**

Secure a TISE Sponsorship
sales@tisewest.com

SPONSORSHIP TITLE	PAGE #	PRICE
Digital – Email Blasts	3	See page
Digital – Enhanced Listings	4	See page
Digital – Lobby Screens	5	See page
Digital – Online/Mobile Opportunities	6	See page
Digital – TISE Tv Reporter Interviews	7	See page
Digital – TISE Website Takeover	8	See page
Event – Happy Hours	9	See page
Handouts – Information Distribution	10	\$4,500
Key Area Sponsorships – Show Features	11	See page
Key Area – Show Feature Presentations	12	See page
Onsite Print Adv - Floor & Wall Clings	13	See page

SPONSORSHIP TITLE	PAGE #	PRICE
Onsite Print Adv – Floor Plan	14	See page
Onsite Print Adv – Hanging Banners	15	See page
Onsite Print Adv – Main Aisle Highboys	16	See page
Onsite Print Adv – Main Aisle Rotating Kiosks	17	See page
Registration - Badges	18	\$11,000
Registration - Banners	19	\$12,000
Registration – Entrances	20	\$18,000

DIGITAL MARKETING

The collage features several digital marketing examples:

- Save My Flooring Thermo-Hygrometers:** An email newsletter from EDTM, Inc. with a subject line "Radical Customer Service Call for Hardwood Flooring" and a "Thank-you" gift offer.
- COMPUFLOOR:** A social media post for Comp-U-Floor® ERP Web and Mobile, highlighting its comprehensive business management capabilities.
- Patriot Mills:** A social media post for The Royal Collection™, a cloud-soft, durable, carpet line.
- HOME Design:** A social media post for Home Design, featuring a "SAMPLE OUR RESEARCH FREE" button.
- HIRI:** A large central graphic for the Home Improvement Research Institute, featuring a house icon and the text "UNDERSTAND CUSTOMER NEEDS, DESIRES AND EXPECTATIONS".
- Research Teaser:** A bottom section with the text "ONCE YOU SEE THE HIGH CALIBER OF OUR RESEARCH, WE WELCOME YOU TO TAKE THE NEXT STEP" and an image of a color swatch book.

EMAIL BLASTS

Reach the TISE attendee audience through targeted email blast opportunities. Choose from a dedicated email blast or be a spotlight in a shared attendee blast opportunity. TISE will distribute your email. You provide HTML or images and required information for your choice of email blast.

- Targeted attendee eblast to up to 5K segmented attendees - \$3,500/ea
- Shared attendee eblast to all registered attendees
Premium Sponsor \$3,200/ea | Standard Placement \$1,500

EXC = Exclusive

DIGITAL MARKETING



[Home](#) [Sessions](#) [Floor Plan](#) [My Show Planner](#)

[Home](#) » [Exhibitor List](#)

Show All

#

A

B

C

D

E

F

G

H

I

J

K

L

M

179 Results for Exhibitor List

ALL EXHIBITORS (179)

[See Results on Floor Plan](#)

Accu-Cut

6233

Accu-cut, your complete source for Floorcovering cutting equipment. We offer a wide va...

American Wonder Porcelain


3521

30, 2020 | EDUCATION January 27-30, 2020
Boiler | 3980 S Las Vegas Blvd, Las Vegas, NV 89119

THE INDUSTRY THE DESTINATION + HOTELS

The International Surface Event 2019
Product Spotlight

Full Schedule Of Events + Education Pricing + R



Chemical Concepts

The K2M110 Keap-nut Drilling Machine from Chemical Concepts™ is a lightweight, precision tool for drilling holes in stone and countertops. This machine enables any operator to repeatedly and efficiently drill holes with the correct dimensions for use with the Keap-nut anchoring system. Using an array of convertible bits, the machine prepares holes in a variety of hard surfaces including granite, marble, engineered stone, LVT, porcelain, stainless steel, glass, and composites. The vacuum tool allows secure attachment to rough surfaces including unpolished granite and textured concrete. This water-cooled, pneumatic machine requires only a single airline and a water feed to operate. Use with this built-in dust filter to drill faster holes in record time without a CNC.

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ENHANCED LISTINGS

Add to your event exposure and make your brand stand out with an enhancement listing.

- **Upgraded Product Listing \$450**
Includes your logo on the online and mobile app exhibitor listings, plus a product spotlight with image and description online and in the mobile app showroom feature.
- **Second listing \$750**
When presenting a second exhibiting brand from the same parent company, you will need to purchase a second listing for each additional brand to appear in any of the online, mobile, or onsite directories.
- See page 6 for additional **Online & Mobile Opportunities**



LOBBY DIGITAL SCREENS

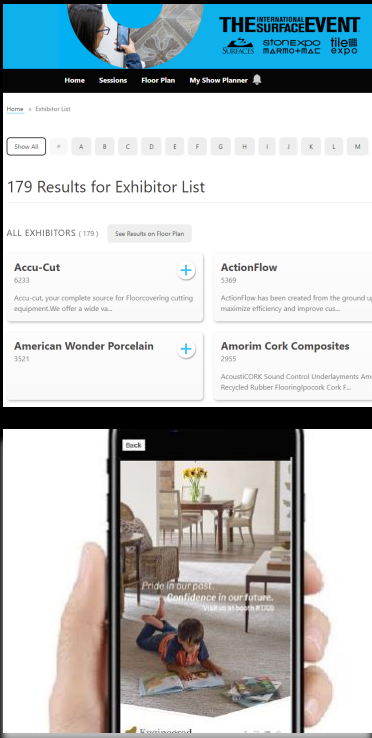
When it comes to attracting new customers, it makes sense that video content is effective: it combines visual imagery, sound, and extras like effects or text headings to paint a fuller picture of your concept. Video is entertaining, visual, and drastically underused to convert leads. Yet, use of video can increase your conversion rate by up to 80%.

These dramatically sized set of digital screens are prominently placed in the Bayside lobby and entrance areas.

- Bayside Lobby Video Wall - \$50,000 (Sold to Mohawk)
- Bayside Lobby Entrance Center 13.5 ft x 7.6 ft - \$15,000
- Bayside Lobby Entrance Left/Right Side 10 ft x 5.6 ft - \$10,000

ONLINE & MOBILE OPPORTUNITIES

TISE has a whole new lineup of online and mobile sponsorship opportunities. All sponsorship opportunities offer double exposure as they appear on the event website! Your basic listing is included with your exhibit space. Choose to upgrade to take full advantage of what the TISE audience has to offer.



ONLINE & MOBILE LISTING

- Company Name
- Company Address
- Company Description
- Product Categories
- Booth Number
- Hyperlink to website
- Company Logo
- Product Images & Descriptions
- Video Panels
- Documents / Collateral
- Show Specials
- Access to Online Leads
- Priority Directory Placement
- Mobile App Product Category Banner Ad (Non-Exclusive)

Upgraded Product \$450	Lead Generation \$950	Maximum Exposure \$1,250
Yes	Yes	Yes
Yes	Yes	Yes
Yes	Yes	Yes
10	20	20
Yes	Yes	Yes
No	Yes	Yes
Yes	Yes	Yes
1	5	10
0	0	5
0	0	5
0	5	5
No	Yes	Yes
No	No	Yes
0	1	1

DIGITAL MARKETING

3-Product Feature Segment	✓	✓	✓
On-Sight Filming	✓	✓	✓
Professional TV News Reporter	✓	✓	✓
*Featured on Table Tent	✓	✓	✓
Professional Video Editing	✓	✓	✓
Social Media Distribution (173k viewers)	✓	✓	✓
Branded Logo Placement	✓	✓	✓
Lower 3rds with Company URL	✓	✓	✓
Logo Stinger Outro			
FREE MP4 Video File of Your Segment			
Logo Stinger Intro & Outro with Voice Over			
Facebook & Instagram Ad Boost			
QVC-Style Product Overlays			





TISE Tv Reporter Interviews

Extend your product introduction to the widest possible audience right from the show floor. Book our TISE Tv Reporter to come to your booth onsite and film your new products, demo, and/or services. Our professional interviewer will be on-camera with you to produce your video. Your 2-3-minute interview will be edited and released to the full TISE Tv Network audience within hours as a Facebook LIVE (*but pre-recorded*) premier **and appear in our TISE Live Virtual Experience coinciding with the in-person event**. All packages below include filming, editing, and launching to the network. Several options and enhancements available to choose from...

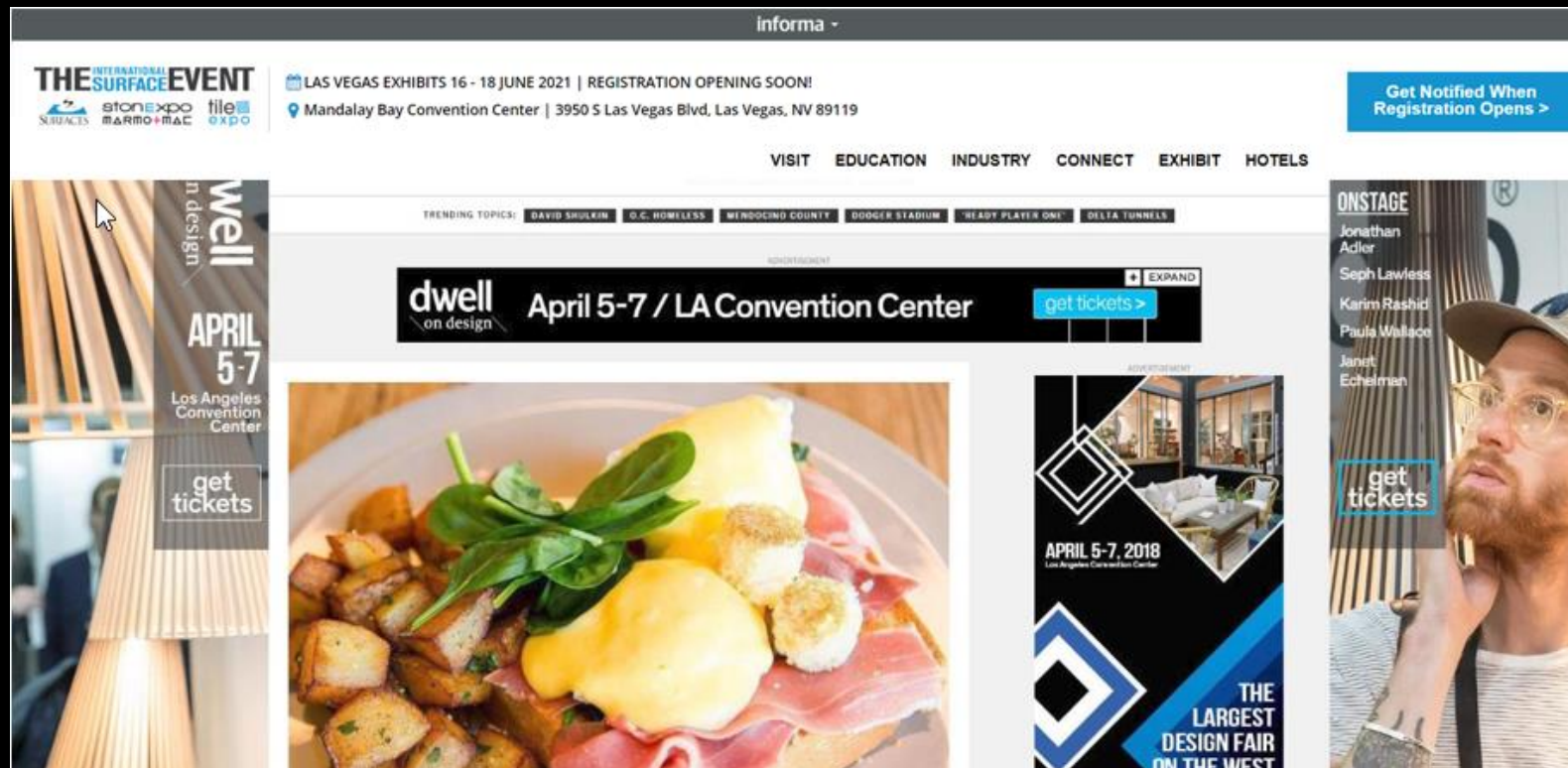
- Standard Package - \$950
- Branded Package - \$1,150 (includes boosted social promotion)
- Pro Enhanced Package - \$1,350 (more editing + boosted social promotion)

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DIGITAL MARKETING

TISE Website Takeover

Takeover the TISE website during the most active portion of the year leading into onsite by splashing your banners all across the homepage. Your banners can link to your choice of URL. TISE implements. You provide artwork.



SHOW DATES JUNE 16-18

- 1st Half June - \$8,000
- 2nd Half May - \$7,000
- 1st Half May - \$6,000
- First come, first serve on weeks selections

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HAPPY HOURS

Host a happy hour for attendees onsite. Not only will the TISE team assist you in arranging your happy hour, but your happy hour will also be promoted with the TISE events online/mobile schedules and in the printed schedule at a glance on the floor plan. Happy hours may have to take place in dedicated space on show floor assigned by TISE show management.

Packages include 250 drinks and a bartender for a 2-hour event.

- Beer House Package - \$5,000
- Beet Premium Package - \$6,000
- Beer & Wine House Package – \$5,750
- Beer & Wine Premium Package - \$7,000
- Champaign Package - \$8,000

HANDOUTS



INFORMATION DISTRIBUTION \$4,500

While TISE is limited physical material handouts as part of the AllSecure Health & Safety initiative, there is a great opportunity for brochure handouts...

- 7 - 2' x 4' print ad floor clings (should include scan QR for info)
- Floor clings placed at 3 main bayside entrances and 2 info counters
- Printed materials may be provided for distribution from attendants at the information counters



Exclusive

KEY AREA SPONSORSHIPS



SHOW FEATURE SPONSOR

Choose to sponsor one of our show features and have your branding featured throughout TISE marketing programs wherever the feature is promoted, as well as, prominently placed in front of engaged attendees onsite who participate in the feature including onsite show signage. [Sponsoring the TISE Live Main Stage or Demo Stage areas gets your company branding on all recorded demos & sessions that are airing in the TISE Live Virtual Vegas coinciding at the same time as the in-person event.](#)

- TISE Live Main Stage - \$7,000
Home to all education and awards presentations.
- TISE Live Demo Stage - \$7,000
Home to all product demo and installation presentations
- Installer of the Year Semi-Finals Competition Area - \$4,000
- Distributor Lounge - \$4,000

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KEY AREA SPONSORSHIPS



SHOW FEATURE PRESENTATIONS

Choose to present a product demonstration or education session in one of our show features. Your session will be promoted alongside all the Main Stage content programming in preshow and onsite campaigns.

- **TISE Live Main Stage Education Presentation - \$2,950**
Work with our TISE content manager to produce a 30-minute session on our TISE Live Main Stage. Your session will also be pre-recorded and release in our [TISE Live Virtual Vegas](#) coinciding with the in-person event.
- **TISE Live Demo Stage Product Demonstration - \$1,950**
Present a 30-minute demonstration of your product on the TISE Live Demo Stage. Your demonstration will be recorded onsite by our TISE Tv crew and released in our [TISE Live Virtual Vegas](#) coinciding with the in-person event.

EXC = Exclusive

ONSITE PRINT ADVERTISING



FLOOR & WALL CLING OPPORTUNITIES

Choose from multiple opportunities and locations for your advertising to be seen by attendees in the lobbies, walkways, and on the show floor. All packages include production and installation of your cling. Exclusive packages include a custom HTML blast to be sent before/after the event. You provide graphics.

- **EXC** Show Walkway Wall Cling 15 ft x 10 ft single sided wall cling - \$13,000
- **EXC** Show Walkway Window Clings (set of 5) 3.9 ft x 7.9 ft translucent - \$9,500
- **EXC** Show Walkway Column Graphics (set of 3) - \$9,500
- Bayside Lobby Column Graphics 22.5 in x 13.4 ft - \$3,000/ea
- Exhibit Hall Booth Extender Floor Cling 36 in x 60 in
1 graphic \$950 | 2 graphics \$1,750 | 4 graphics \$3,000
- Exhibit Hall Graphic Ad 3 ft x 3 ft - \$775/ea

EXC = Exclusive

ONSITE PRINT ADVERTISING



FLOOR PLAN OPPORTUNITIES

Place your advertising right into the hands of the targeted TISE attendees in resources that are actively used on-site, post show, and year-round in the TISE Resource & Events Guide, plus the TISE Floor Plan. There are multiple opportunities available from single page or business card sized ads to more prominent features such as cover note and back cover advertising.

- **EXC** Floor Plan Cover Note | \$5,500
- **EXC** Floor Plan Full Page Back Cover Ad | \$9,000 (sold to Mohawk)
- Floor Plan Ad 3in x 3in | \$750 (6 available)

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ONSITE PRINT ADVERTISING



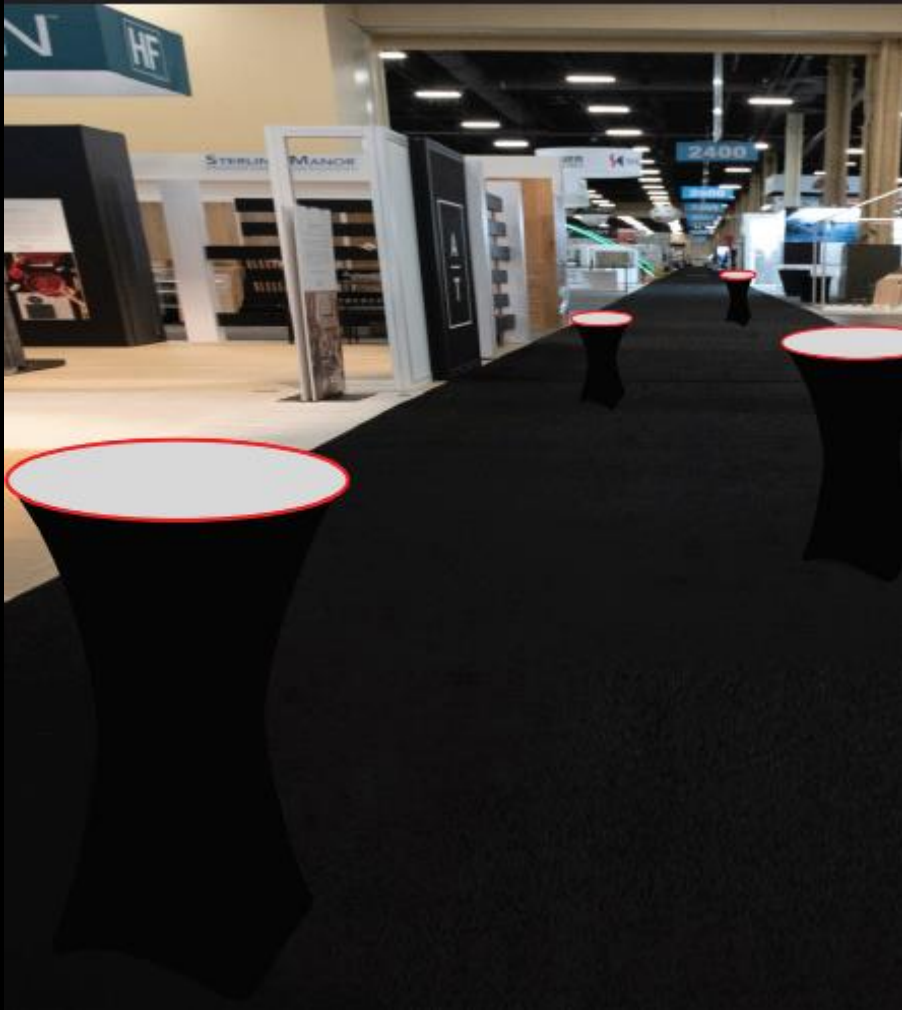
HANGING BANNER OPPORTUNITIES

Choose from multiple opportunities and locations for your advertising to be seen by attendees in the lobbies and walkways. All packages include production and installation of your banner, plus a custom HTML eblast to be distributed before/after the event. You provide graphics.

- Bayside Lobby Entrance 20 ft x 10 ft double sided - \$19,000
(Sold Out – Sold to Provenza & I4F Licensing)
- Show Walkway 20 ft x 4 ft double sided - \$12,000
- Bayside Lobby Hallways 20 ft x 4 ft double sided - \$8,500

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ONSITE PRINT ADVERTISING



MAIN AISLE HIGHBOYS

This year at TISE, there is a main aisle feature that is 20-feet wide cutting straight through the center of the entire exhibit hall. This aisle will feature highboy tables dotted along the path for people to gather and connect, a perfect location for your logo and messaging. This key connection point for branding placement offers persistent messaging to attendees. Purchase one section or the entire main aisle sponsorship for the ultimate impact.

- Table sizes are 30 in x 42 in tall with sponsor brand printed on two sides
- Cardboard disc with sponsor brand on top of the table
- Options to purchase sections of tables by 8, 16 or all 32 tables
8 tables \$9,500 | 16 tables \$12,000 | **EXC** 32 tables \$16,000

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ONSITE PRINT ADVERTISING



MAIN AISLE ROTATING KIOSKS

This year at TISE, there is a main aisle feature that is 20-feet wide cutting straight through the center of the entire exhibit hall. Motion attracts attention and influences decisions. These rotating kiosk units are backlit, 3-sided freestanding towers that will shine your print advertising to all attendees. TISE produces and installs. You provide artwork.

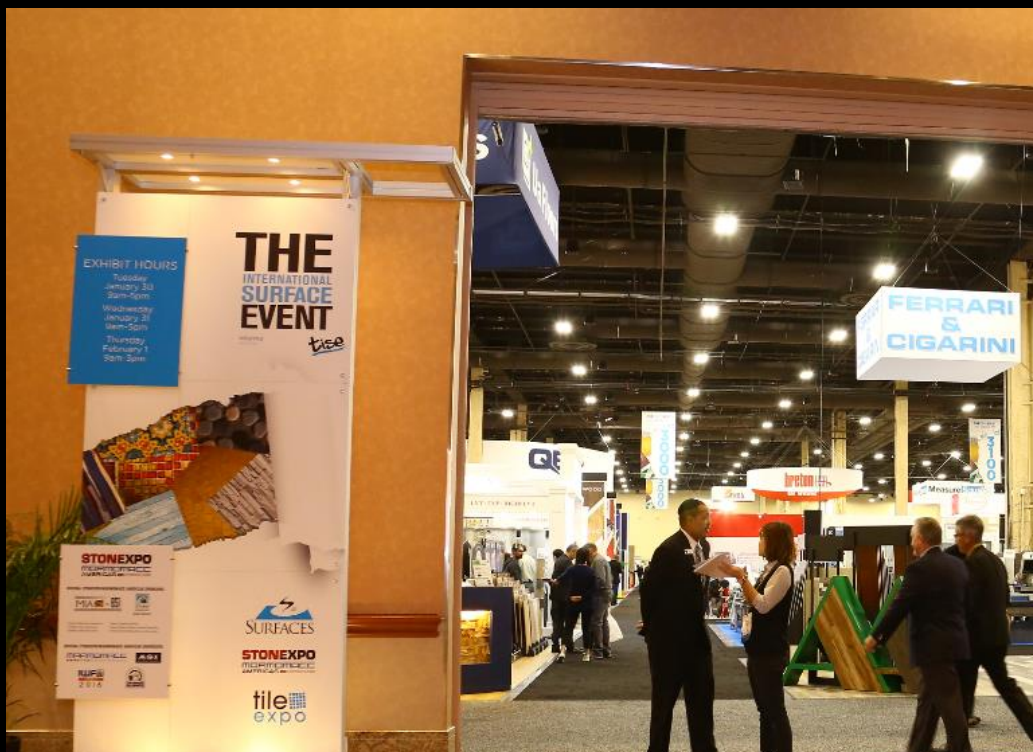
- 3 total kiosks, equaling twelve total panels
- Ad size 42 in x 68 in
- Can purchase 1 panel or up to 4 panels total
1 panel \$2,000 | 2 panels \$3,500 | 3 panels \$4,500

REGISTRATION

REGISTRATION LOBBY ENTRANCES \$18,000

All badging is now digital on mobile devices and attendees will go straight to the entrances to check in and access the show floor. Your branding will be included throughout the registration process including...

- 3 – 3' x 9' printed ad clings at the three new bayside lobby entrances
- Banner on the attendee registration website
- Banner on the attendee registration confirmation



REGISTRATION



REGISTRATION BANNER \$12,000

Sold to Provenza

Your branding will be included throughout the registration process including...

- Print ad banner hanging in the bayside lobby
- Banner on the attendee registration website
- Banner on the attendee registration confirmation

Exclusive

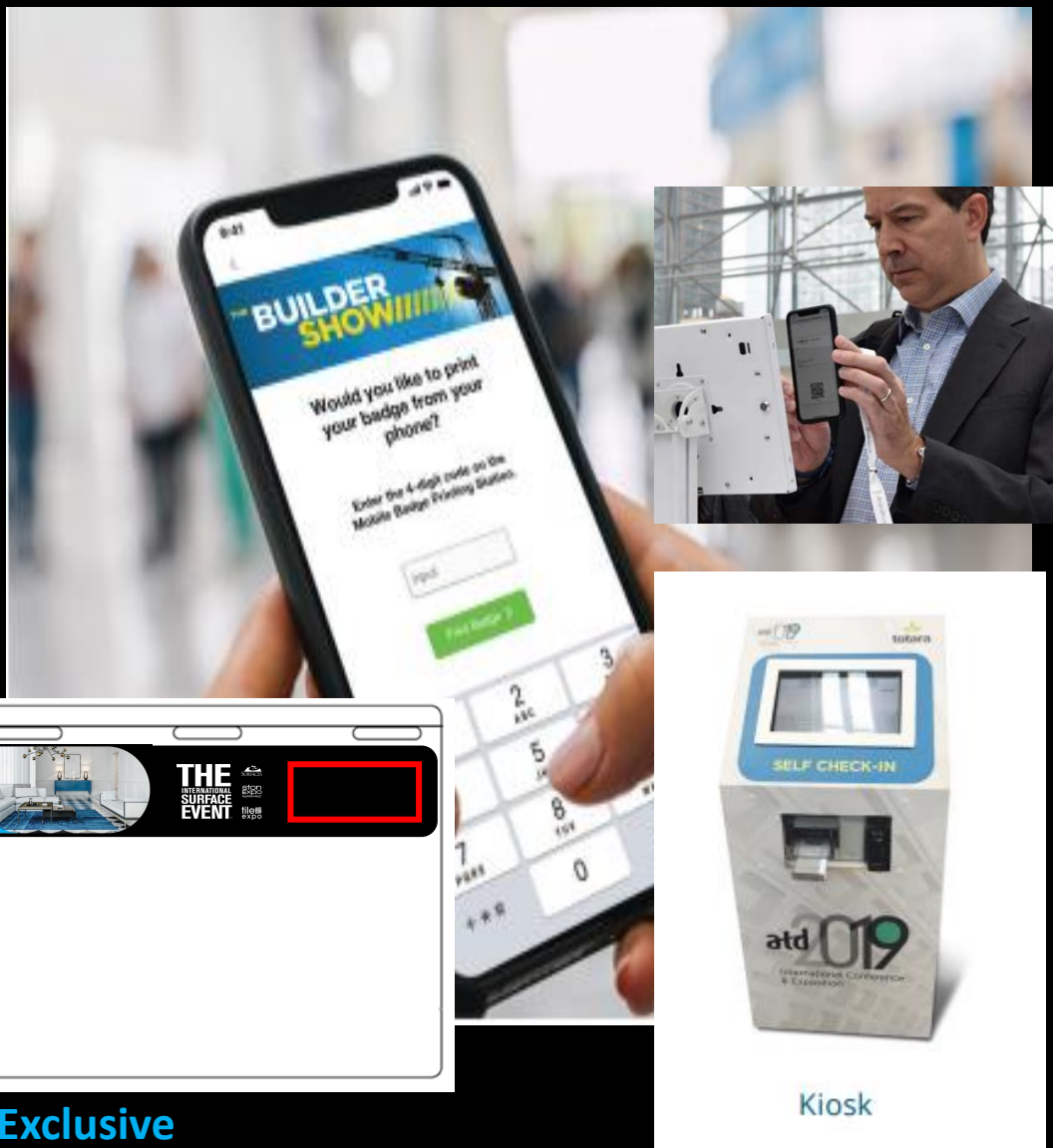
REGISTRATION

REGISTRATION BADGES \$11,000

Sold to GranQuartz

Your branding will be included throughout the registration process including...

- Logo on new digital mobile phone badge
- Banner on the attendee registration website
- Banner on the attendee registration confirmation
- Logo on the printable attendee nametag
- Logo on nametag printing kiosks onsite

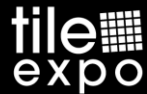


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INTERESTED?
CONTACT OUR TEAM
800-547-3477



THE
INTERNATIONAL
SURFACE
EVENT™



PREPARE
TO BE

FLOORED