

TISE

LIVE

VIRTUAL



THE INTERNATIONAL
SURFACE EVENT



stoneXpo
marMO+MAC

tile
expo

2021 JANUARY EVENT RECAP





About TISE Live

TISE Live, the new virtual event from The International Surface Event (TISE): SURFACES | StonExpo/Marmomac | TileExpo, went live January 26-28 over the original dates of the January event. The unique program offered the industry product sourcing, networking, and education opportunities to kick off the year.

Quick Stats

- TISE Live audience 2,003
- Participating vendors 261
- Meeting connections 3,429
- Booked meetings 480
- Business card shares 647
- Session attendance 2,097
- Product spotlights 920
- Product searches and views 21,207
- Exhibit hall/profile views 3,413

Stats as of 2.1.21 – platform will remain open until February 25

SPONSORS

The following sponsors supported the event.

Presenting Sponsor



Registration Sponsor



Product Category Sponsors



Custom Webinar



MEDIA PARTNERS

The following media supported the event.

CONTEMPORARY STONE & TILE
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FCI FLOOR COVERING
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floor covering **news**

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FLOOR COVERING WEEKLY
THE INDUSTRY'S BUSINESS NEWS & INFORMATION RESOURCE

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YOUR GUIDE TO GREATER SUCCESS

TIPS FOR CREATING SUCCESSFUL FLOORING, COUNTERTOP AND WALL INSTALLATIONS
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AN EYE ON THE INDUSTRY SINCE 1970

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Magazine

TISE
LIVE VIRTUAL 
INTERNATIONAL SURFACES **THE SURFACE EVENT** STONE EXPO MARMOLMAC tile expo

AUDIENCE

The audience mirrored the TISE Las Vegas audience with a few minor differences.

- % increase in overall designer audience
- **47%** First time attendees
- **79%** Decision makers
- **65%** Management level or higher
- **55%** \$1 million+ business volume companies
- **16%** International audience

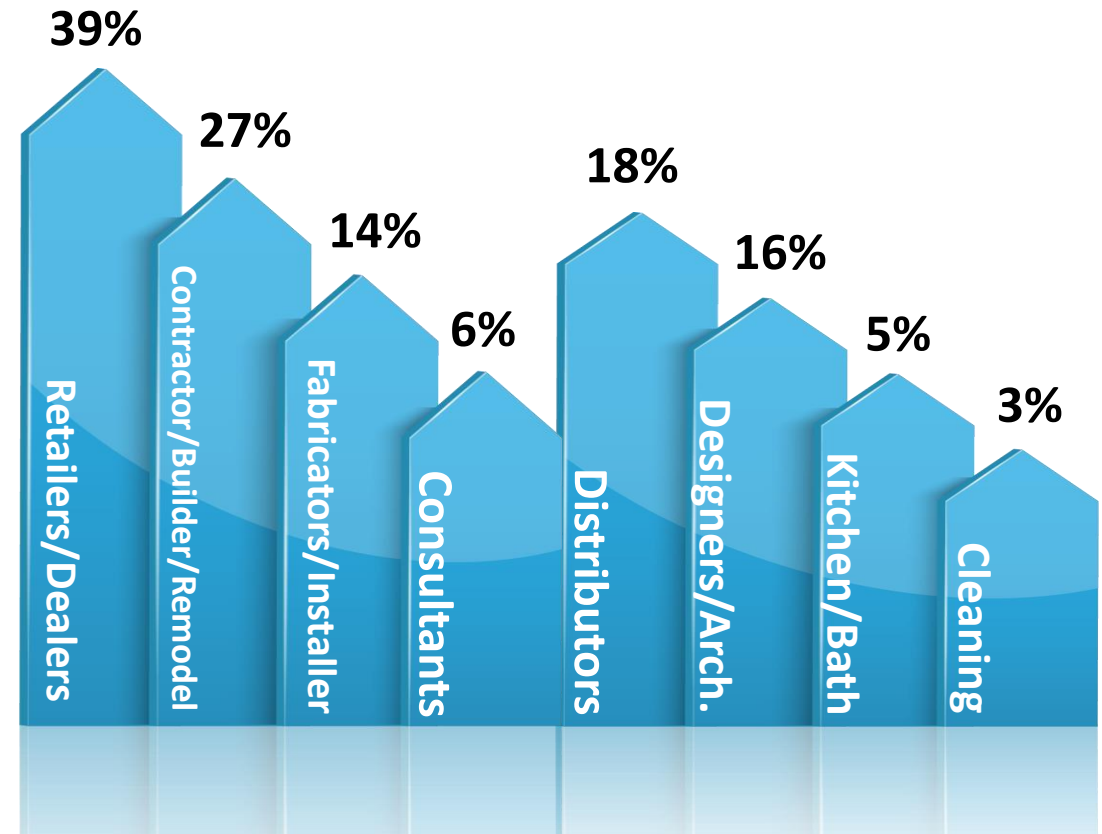
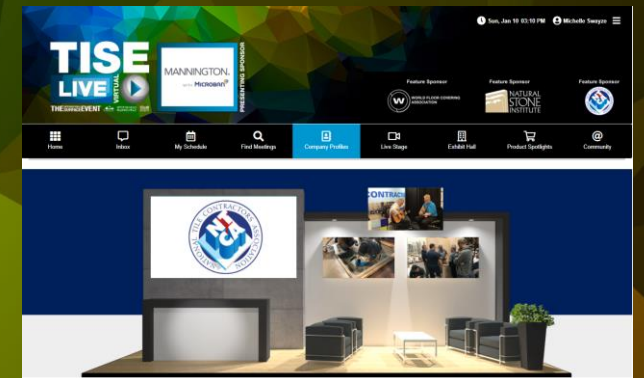
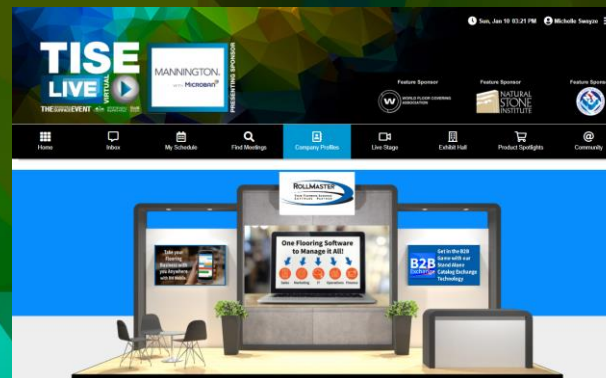
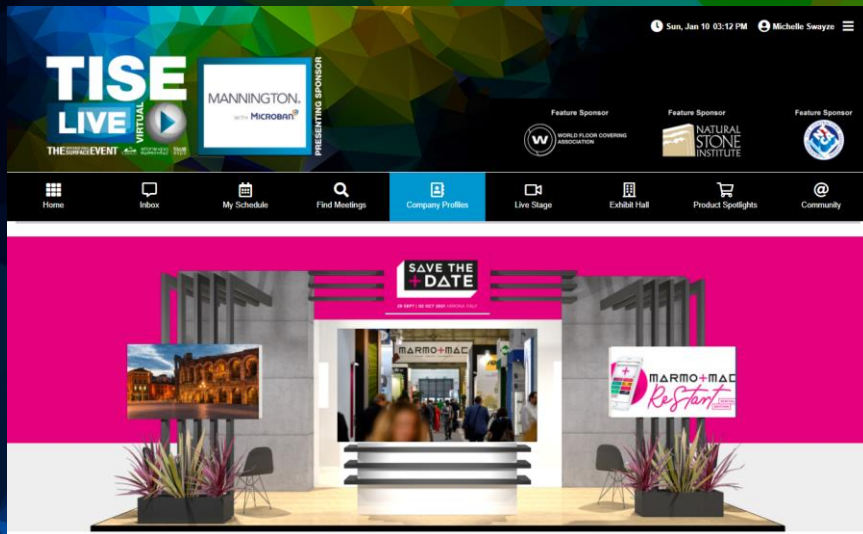
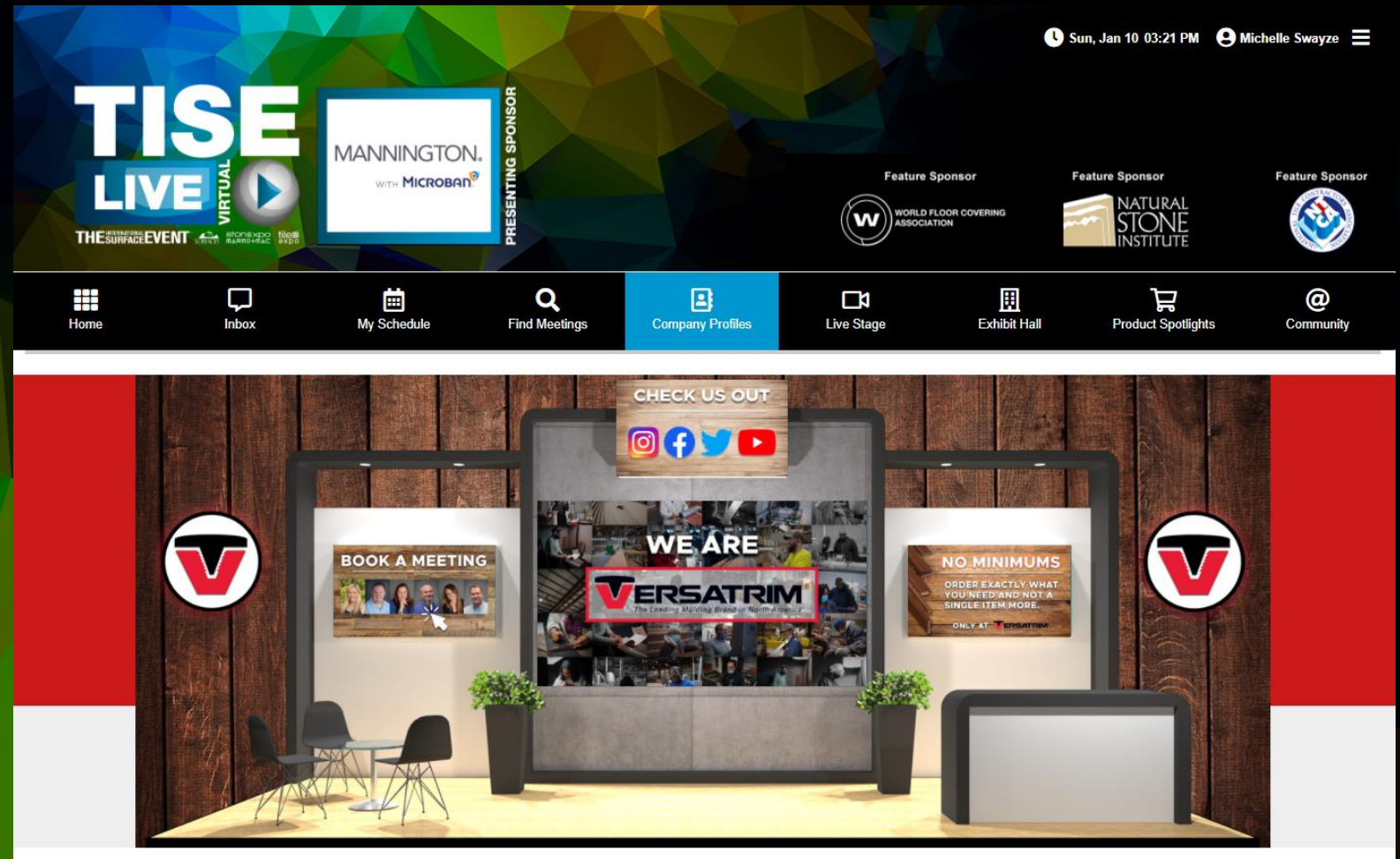


EXHIBIT HALL

Buyers connected with vendors through business card drops, booth views, and meeting connections.

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- Business card shares 647
- Exhibit hall/profile unique views 3,413



EDUCATION

The industry could listen and engage in live and OnDemand programming all three days of the event.

- Live Sessions
- Virtual Tours
- Product Pitch Videos

Session attendance 2,097

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TISE LIVE **MANNINGTON** **Microban**
THE SURFACE EVENT PRESENTING SPONSOR

Building Top Notch Teams
Tue, Jan 26 @ 12:00 pm America/New_York

High performance, collaborative teams are grown and developed by selective hiring, training and feedback. Discover critical hiring strategies, motivation techniques and fostering a feedback loop to implement in your company.

Moderated By
Amy Rush-Imber
Editor in Chief, Floor Covering Weekly

[Virtual Booth](#)

Speaker
Don Roberts
President/CEO, Central Alabama Flooring

Speaker
Lauren Voit
President/CEO, Great Western

FCW **VOTE SPIN AND WIN** [Click Now](#)
to get started!

FLOOR COVERING EDUCATION FOUNDATION

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Q&A

Submit your question to the moderator... (Max. 150 characters)

[Post](#) 150 chars remaining
Questions subject to moderation

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EXCELLENCE

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Design Trend Home Tours
Tue, Jan 26 @ 4:00 pm America/New_York
Wolf Peak Showhome

TISE Live has produced specialty programming with fabulous, high profile designers. These designer's showhomes are being featured in the TISE Live Design Trend Home Tour Series. This special set of episodes will each feature a different designer who will provide trend insights into their surface material selections as they virtually tour you through their fantastic and very unique show homes.

Speaker
Jennifer Farrell
Interior Designer and Emmy Nominated Television Host, Jennifer Farrell Designs

LUXE RED VOTE **RESIDENTIAL EXCELLENCE IN DESIGN AWARDS 2021**
Cast a vote for Jennifer Farrell in the Luxe Awards Now!

FLOOR trends

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LUXE RED VOTE **RESIDENTIAL EXCELLENCE IN DESIGN AWARDS 2021**
Restoration or Renovation
Cast a vote for Jennifer Farrell in the Luxe Awards Now!

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TISE LIVE **MANNINGTON** **Microban**
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Just 1% - Strategies for Mark-Up and Profit Margin
Wed, Jan 27 @ 12:00 pm America/New_York

Despite the positive business environment, there are small, incremental strategies to increase profitability. Using real-life scenarios, discover the additional cash flow that can be generated from small even a 1% mark-up.

Speaker
Tom Shay
Principal, Profits Plus Solutions, Inc.

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PRODUCTS

Product sourcing was front-and-center at TISE Live.

- Total Product Spotlights 920
- Product Searches & Views 21,207
- Product Unique Views 5,240

AUDIENCE WAS SEEKING...

Hardwood	56%
Tile	56%
Laminates	49%
Carpet	48%
Stone	46%
Installation Products	43%
Resilient	43%
Countertops	39%
Made in the USA	35%
Underlayment	35%
Tools	31%
Training	31%
Rugs	26%
Floor Heating Systems	23%
Decorative Hardware	21%
Wall / Window Coverings	21%
Sinks / Toilets / Tubs	19%
Associations	17%
Cleaning / Maintenance	17%
Lighting	17%
Refinishing / Restoration	17%
Software	17%
Concrete	16%
Business Equipment	14%
Equipment / Machinery	14%
Media	11%
Freight / Material Handling	9%
Safety Equipment	9%
Environmental Systems	7%



CHARITABLE DONATIONS \$2,025

In an effort to continue to support charities within the industry, TISE Live donated \$5 of every paid registration to the attendee's choice of charitable donations.

Floor Covering Industry Foundation (FCIF)

This donation is tax deductible and goes towards financial assistance for members of the floor covering industry and their families who have experienced catastrophic illnesses, severe disabilities or other life-altering hardships.

Build My Future: Flooring Edition

Build My Future: Flooring Edition gives students the opportunity to have a day to work in the flooring industry through an interactive showcase. At this event, students will learn about the educational programs and employment opportunities that are available within the flooring industry. Produced by CFI.

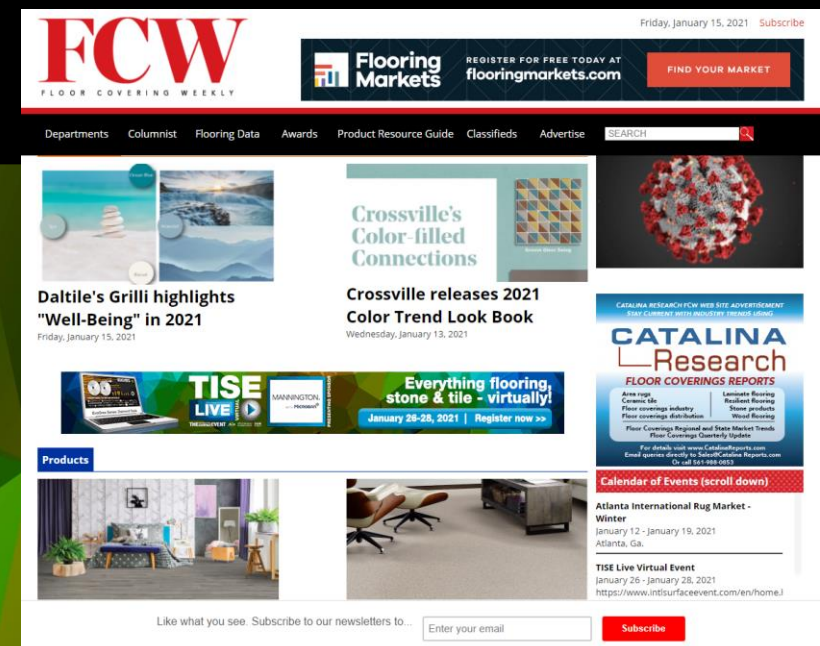
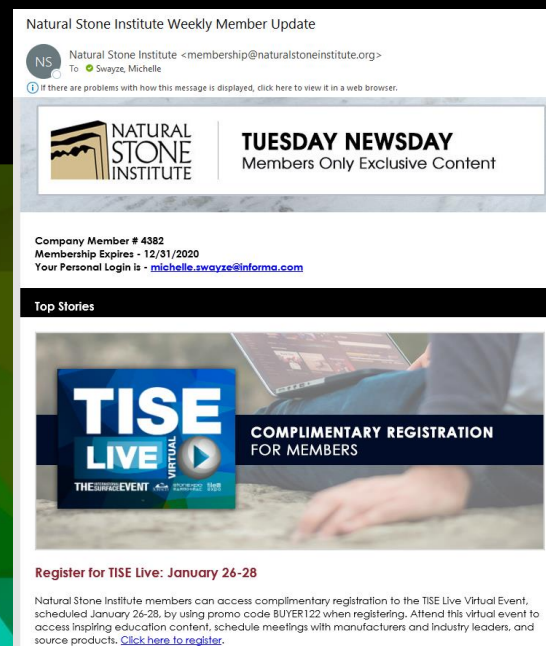
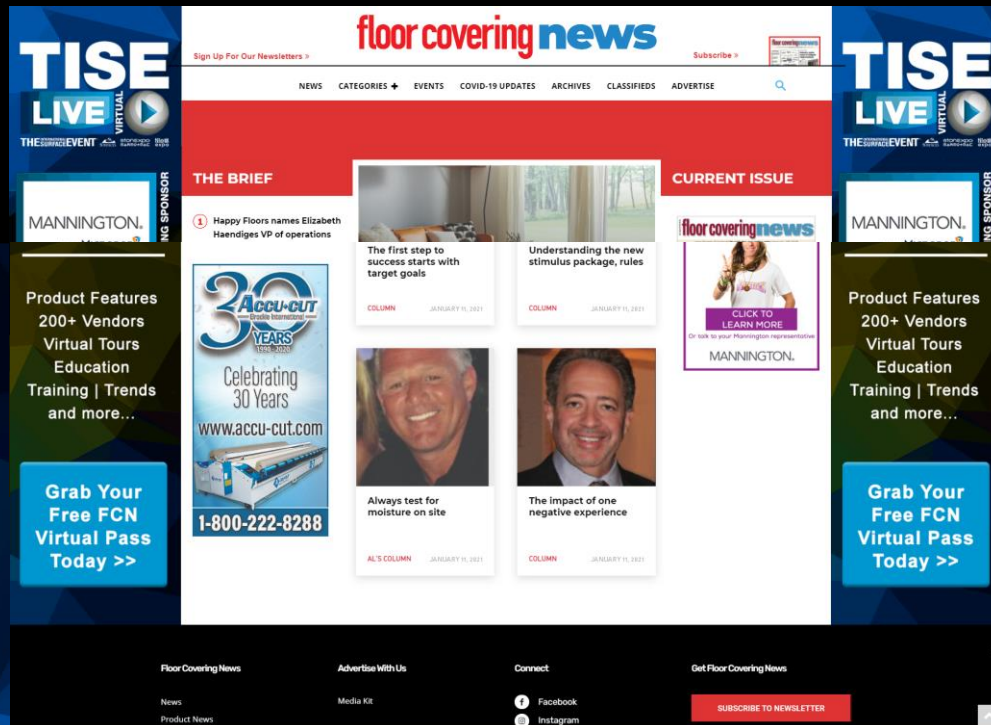
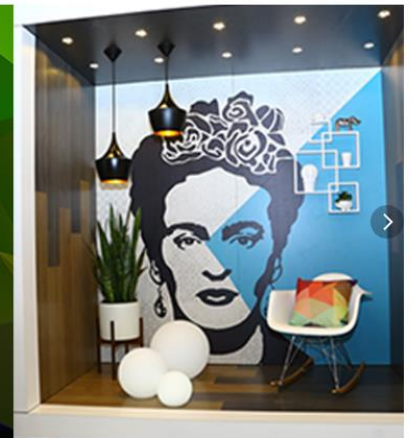
Natural Stone Foundation (NSF)

The mission of the **Natural Stone Foundation** is to create, fund and/or support programs that directly educate the architecture and design community, consumers and industry professionals about the features and benefits of **natural stone**.

Natural Stone Council Donation

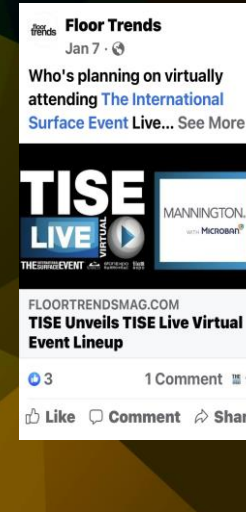
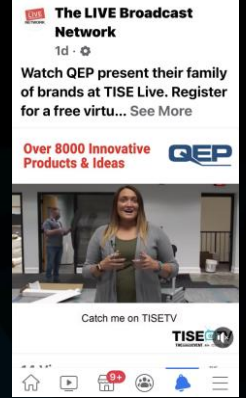
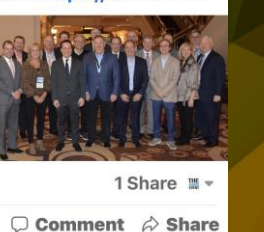
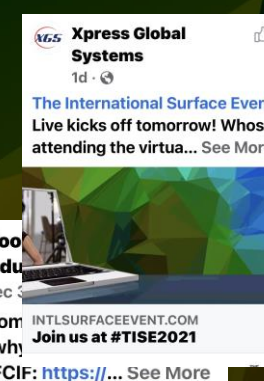
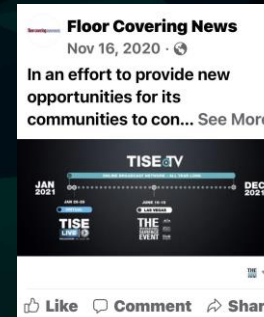
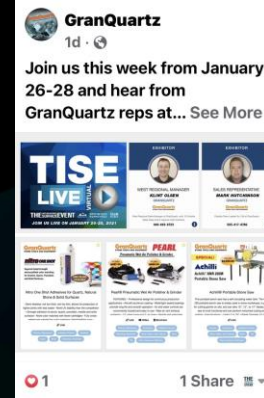
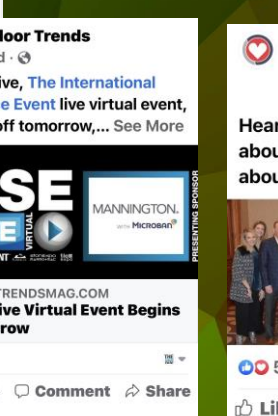
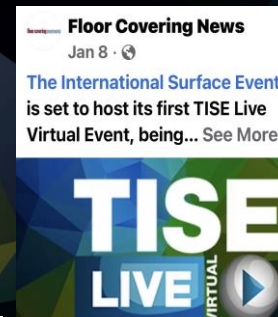
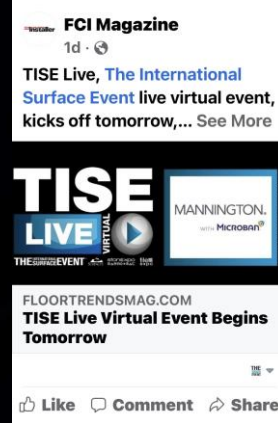
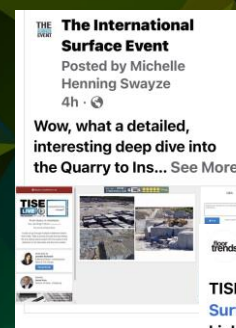
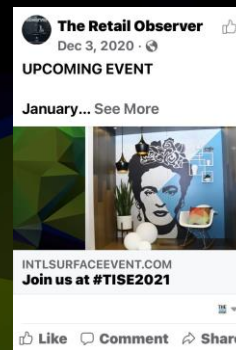
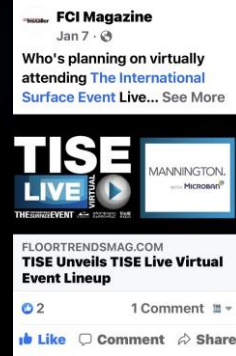
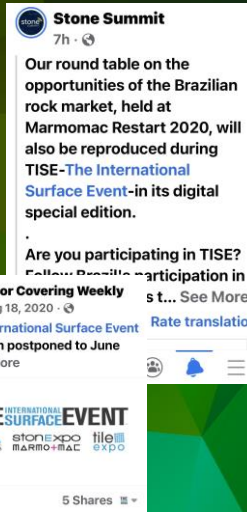
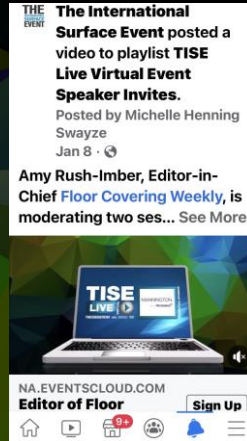
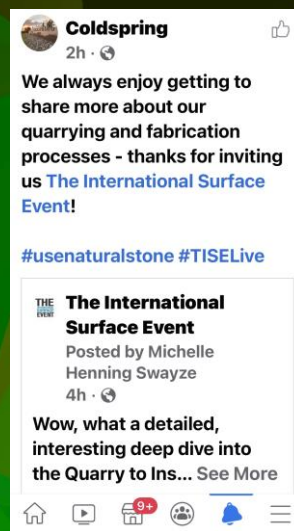
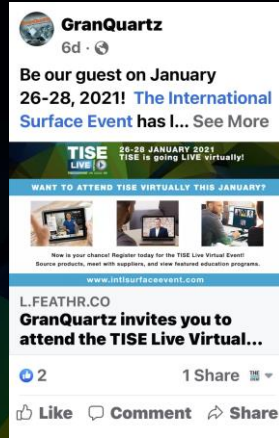
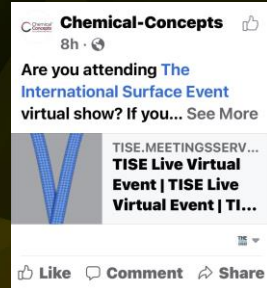
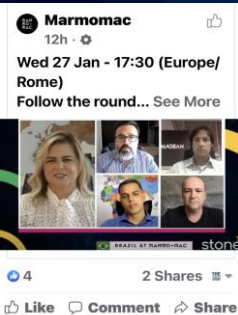
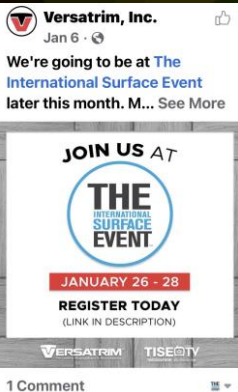
Show your support for the promotion of natural stone by donating to the Natural Stone Council in their sustainability initiatives



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ALL AROUND SOCIAL

TISE Live was promoted organically all around the social networks.



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www.TISELive.com