

TISE

LIVE

VIRTUAL



INTERNATIONAL
THE SURFACE EVENT



stonexpo
MARMOMAC

file
expo

™

Join us LIVE online January 26-28, 2021

www.intlsurfaceevent.com

WHAT IS TISE LIVE?

The International Surface Event (TISE): SURFACES | StonExpo/Marmomac | TileExpo is producing a virtual event over the previously scheduled January event dates with an online product-focused programming and content line-up! This unique industry event will GO LIVE online with the future of floor covering, stone, and tile surfaces for 2021 offering attendees the opportunity to connect and preview products while enjoying creative, immersive experiences.



WHAT DOES TISE LIVE OFFER?

This online experience has three distinct goals to ensure the event offers industry manufacturers/suppliers and the buying/sourcing attendee community what they need.

1. A product-first approach to highlights, features, and content
2. Networking and sales opportunities through meetings and matchmaking
3. Unique content for an immersive, engaging, and fun experience



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LISTING & BOOTH PACKAGES



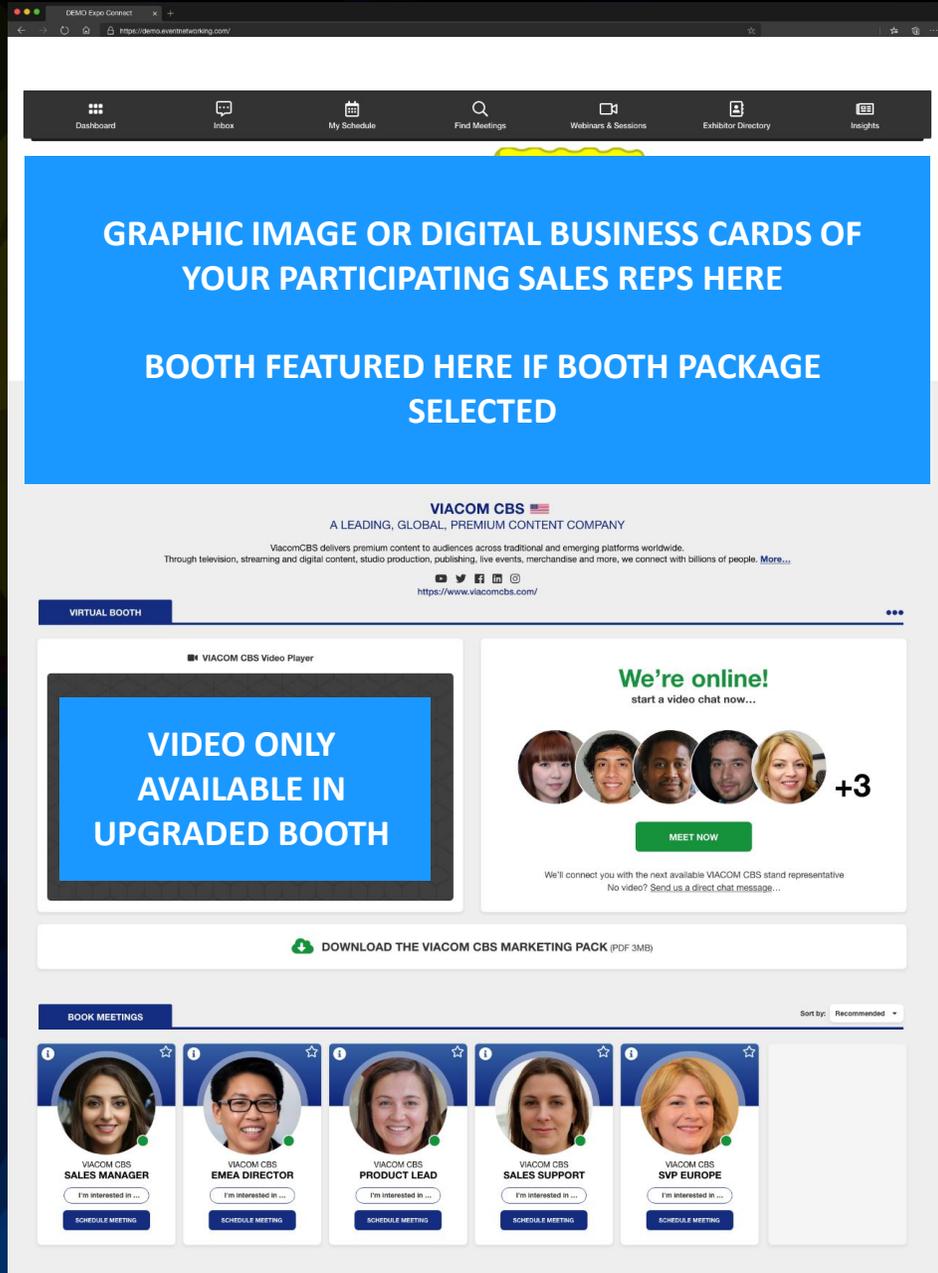


LISTING + BOOTH PACKAGES

Exhibitors desiring to connect with attendees during TISE LIVE have several package options. See the pages that follow behind this grid to discover what each inclusion offers your company. All packages include complimentary passes to your customers to attend TISE Live Virtual Event through custom marketing invites.

BEST VALUE & HIGHEST EXPOSURE				
Cost	BASIC LISTING \$750	UPGRADED LISTING \$1,250	VIRTUAL TRADESHOW BOOTH \$2,500	VIRTUAL TRADESHOW ULTIMATE BOOTH \$4,750
Profile Listing <i>Includes company name, logo, description and inclusion in the product directory</i>	INCLUDED	INCLUDED	INCLUDED	INCLUDED
Meetings	5 MEETINGS INVITES 1 CUSTOMER SERVICE REP	20 MEETINGS INVITES 2 CUSTOMER SERVICE REPS	40 MEETING INVITES PER 4 CUSTOMER SERVICE REPS	60 MEETING INVITES 4 CUSTOMER SERVICE REPS
Attendee Leads	MEETING LEADS	MEETING LEADS	MEETING + BOOTH LEADS	MEETING + BOOTH LEADS + PRODUCT EPISODE VIEWER LEADS
Tradeshow Booth	Not included	Not included	STANDARD BOOTH	UPGRADED BOOTH (includes virtual TV in booth)
Concierge Service	Not included	Not included	INCLUDED	INCLUDED
Product Feature Video	Not included	Not included	Not included	10-15 MINUTE PRODUCT FEATURE VIDEO (includes pre-event video production) (see feature page for video add ons)
Content program	Not included	Not included	Not included	PRODUCT FEATURE VIDEO AVAILABLE IN CONTENT TRACK
TISE TV Video Release on TISE TV Broadcast Network	Not included	Not included	Not included	TISE TV RELEASE ADD ON: \$1,250 (see TISE TV release Inclusions details page)

PACKAGE INCLUSION DETAILS – PROFILE LISTING



PROFILE LISTING

Your selected listing or booth package will include a profile listing which has:

- Company name
- Company logo
- Company description
- Company contact information
- Inclusion in the product directory
- Attendees who view your profile can reach out directly for more information
- Profile information is used for attendee meeting matchmaking

PACKAGE INCLUSION DETAILS – ATTENDEE MEETINGS



TISE differentiator – Matchmaking Attendee Meetings

Whether you have an exhibitor listing or booth, you will have the ability to begin interacting with the attendees prior to the live event by inviting them to virtual booth meetings. Meeting times will coincide with the live exhibit hall hours. Your listing or booth package determines the number of attendee meeting invites you own.

- **Smart Algorithm** – When you set your product preferences, the system will recommend meetings of specified attendees whose needs match your product offerings.
- Pre-set attendee meetings for your team to network/sell during the live event. Meetings are conducted via private dedicated live streaming within TISE Live. Pre-scheduled meetings are normally set for 30 minutes. Drop-in meetings are normally looked at as 15 minute meetings.
- Dashboard to manage meetings. Every participating exhibitor has the ability to book unlimited meetings during the event; however, your meeting invite allotment (from the package benefits grid) is how many invites you have to “send out meeting requests”. Once an invite books an appointment, you may send out another request for attendee meeting to fill that invite allocation again. The more invites you have the greater the chance of securing and booking meetings.
- Lead information from all booked meetings
- **Concierge Service** (included with both virtual booth options) takes company product profiles and matches them to attendee product interest, offering you high level business meetings. The Concierge service really offers a high degree of personalized service. Your company will determine who the primary contact is for receiving the Concierge service.
- Dashboard to manage meetings
- Lead information from attendee matches



CONCIERGE SERVICE

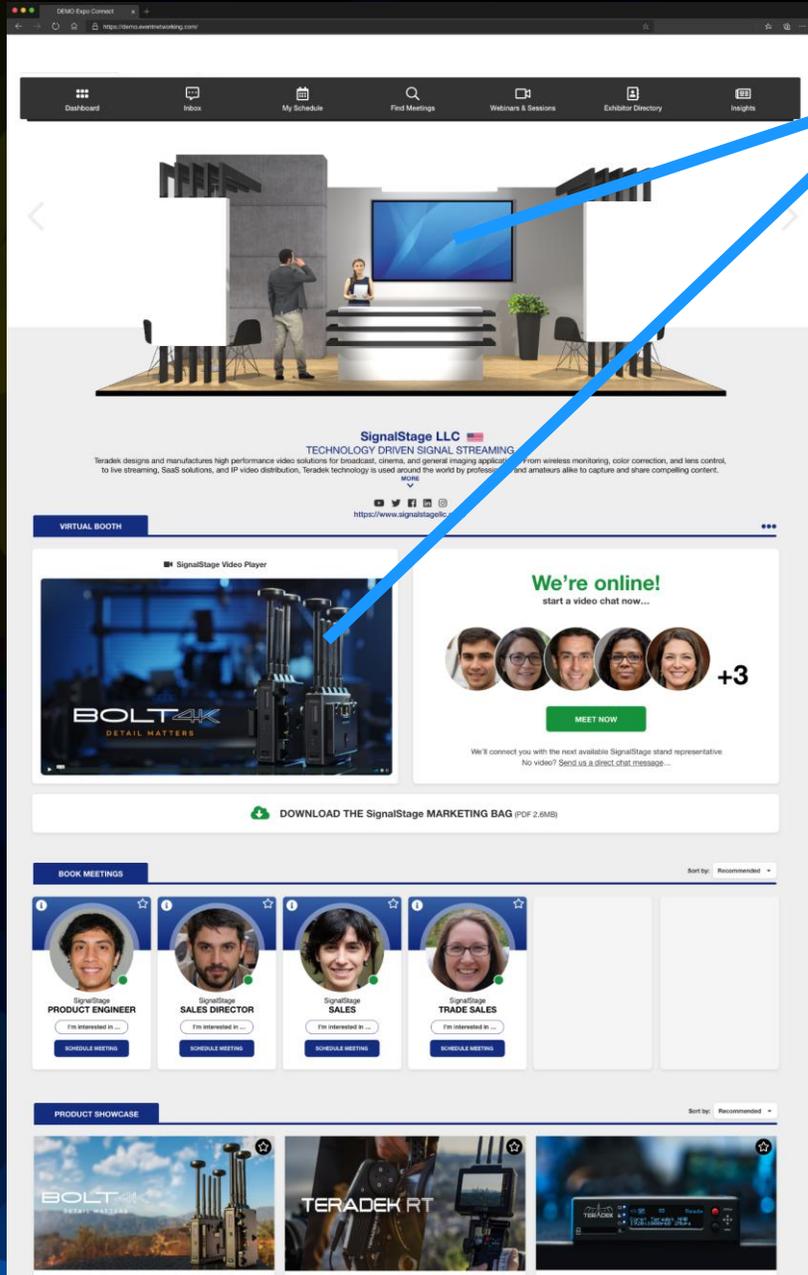
Receive white glove service from the event team to ensure your profile, content, tradeshow booth and meetings are fully and properly setup. A team member will assist you with every aspect of your digital experience to ensure you have a successful event.

Includes:

- Your listing or booth package determines if you have concierge
- You choose a dedicated team member to work with a Concierge service team member.
- Team training on the software program before the event
- Personal assistance with profile and booth setup
- Meeting management and assistance
- Contact for additional assistance
- Concierge will send reminders for upcoming meetings. And if an audience member has to cancel a meeting, they will also try to reschedule the meeting.

Concierge Service (included with both virtual booth options) takes company product profile and matches them to attendee product interests, offering you high-level business meetings. The Concierge service really offers a high degree of personalized service. Your company will determine who the primary contact is for receiving the Concierge service.

PACKAGE INCLUSION DETAILS – VIRTUAL TRADESHOW BOOTH



TV SCREEN & VIDEO
ONLY AVAILABLE IN
UPGRADED BOOTH

VIRTUAL TRADESHOW BOOTH

Be featured in the TISE Live exhibit hall with a virtual booth package which includes:

- Your booth includes an interactive canvas, exhibitor information, video player (if ultimate booth), drop-in meetings, downloadable content, meet the team, and a product showcase
- Virtual booth setup including graphic customization of your booth
- Each colleague registered under your exhibiting company account will appear as a contact card on the exhibitor profile page. Visitors can view each individual contacts interests by flipping the card to reveal the full bio.
- Booth featured in the TISE Live virtual exhibit hall
- Booth contact and messaging including leads from attendees who stop by your booth
- Concierge Service (included with both virtual booth options) takes company product profile matches attendee product interest, offering you high level business meetings
- Additional marketing exposure from being inside the TISE Live exhibit hall

PACKAGE INCLUSION DETAILS – PRODUCT FEATURE VIDEO



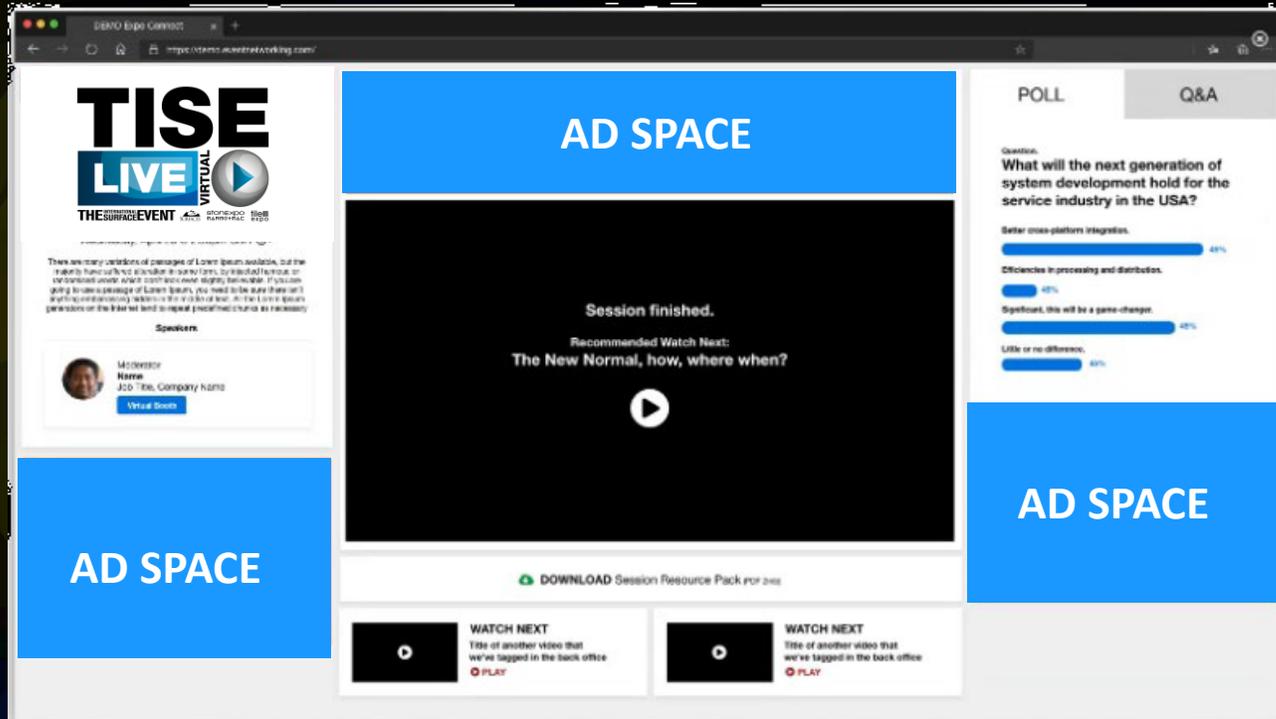
TISE TV PRODUCT VIDEO EPISODE

If you selected the ultimate booth package, or choose to add on additional product feature video episodes from the feature package page, TISE TV will produce your video segment before the event. Your TISE TV product feature episode includes...

- Video production of 10-15-minute PITCH product segment
- Remote filming with video producer prior to event to produce the episode
- Release of product episode inside the TISE Live content track during the live three-day event (see content program page for additional inclusions)
- Feature of video inside virtual booth space in the TISE Live exhibit hall for on-demand viewing
- You own the product episode for continued marketing use after the event
- **ADD ON:** Release of your TISE Live product episode in a TISE TV special network broadcast to over 750,000 viewers in a special TISE TV Live Edition. Only \$1,250 more!

[WATCH SAMPLE PRODUCT EPISODE](#)

PACKAGE INCLUSION DETAILS – CONTENT PROGRAMMING



CONTENT PROGRAM

The event schedule will be full of exclusive and product-focused content. Your TISE TV product feature video will be highlighted in the main content programming, searchable and viewable by all attendees.

- If you selected the ultimate booth package, or choose to add on additional product feature video episodes from the feature package page, your video will be featured in the content program
- Listing in the TISE Live schedule of events. When attendees are reviewing to see what's in TISE Live your content will be visible and can be added to their schedules.
- Branding ads in the three ad spaces on the content page of your episode
- Content is promoted before, during, and up to 30 days after the event for continued exposure and ondemand viewing
- Leads provided for viewers of your product episode

TISE TV SPECIAL EDITION RELEASE

After TISE Live, TISE will host a special edition of TISE TV to release the product videos to the full TISE TV Broadcast Network, a potential reach of over 750,000 industry professionals. If you selected the ultimate booth package or choose to add on additional product feature video episodes from the feature package page, your product episode(s) can be released on the TISE TV broadcast network for a nominal additional fee of \$1,250/episode.



TISE  **TV**

- Video produced for TISE Live will be released on the TISE TV Broadcast network by TISE + Live Broadcast Network
- 7 day advance paid Facebook promotion of your episode
- 7 day paid Facebook promotion of your episode release post
- Your representative will be live during the TISE TV release to answer questions, comments, and likes
- Link to your website included in promoted post and episode post to drive traffic to your company
- Video will simulcast on the TISE, LBN, your company, and partnered media Facebook pages when airing

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FEATURE PACKAGES





FEATURE PACKAGES

Beyond your Listing & Booth package selection, exhibitors can FEATURE their brands through special content or promotional opportunities. Expand your exposure with one or more of these FEATURE packages. Some feature packages have your booth package already bundled (see package details).

Option	Description	Cost	Bundled Package
Presenting Title Sponsor	Exclusive Title “Presented by” sponsor	\$40,000	Includes ultimate booth package + 2 additional product feature videos and TISE TV release (\$15,500 value)
Featured Sponsors	Headline presenting event sponsors (Limited to 3 brands)	\$18,500	Includes ultimate booth package + 1 additional product feature video and TISE TV release (\$10,750 value)
Registration Sponsor	Exclusive registration sponsor (1 available)	\$15,000	Includes ultimate booth package + TISE TV release (\$6,000 value)
Designer Trends Home Tour Programming Sponsor	Headline sponsor of trend-focused designer home tour series	\$8,000	Includes ultimate booth package (\$4,750 value)
World Quarry Tour Programming Sponsor	Headline sponsor of world quarry tour experience series	\$8,000	Includes ultimate booth package (\$4,750 value)
How It’s Made Episode Sponsor	Be a feature episode in the how it’s made experience series (5 available)	\$5,000	Must have a Listing or Booth package
Webinar or Panel Sponsor	Sponsor a custom webinar or panel discussion	\$2,500 – \$6,000	Must have a Listing or Booth package
Product Category Listing Sponsor	Sponsor of selected product category listing (12 available)	\$3,500 - \$12,500	Must have a Listing or Booth package
Product Feature Videos	Add individual purchases of 10-15-minute product feature videos + content programming to your choice of Listing & Booth packages. Add on TISE TV post-virtual event release for only \$1,250 more.	\$3,500	Must have a Listing or Booth package

SOLD THE MANNINGTON

TITLE “Presented by” SPONSOR \$40,000 EXCLUSIVE

Take the highest-profile position and feature your brand alongside the title of the event. Your logo will be infused with the TISE Live event logo and used in any and all marketing communication promoting the event.



PRESENTING SPONSOR

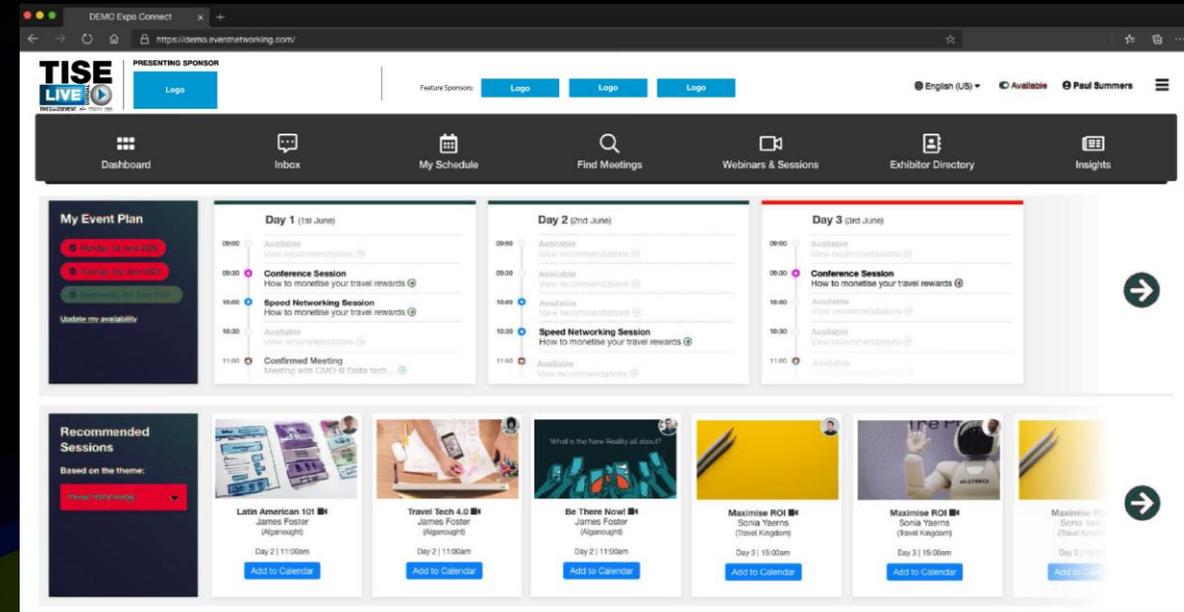
**YOUR
LOGO
HERE**

Benefits:

- Your logo infused as “Presenting Sponsor” with the TISE event logo and marketed everywhere TISE Live is promoted before, during, and post event.
- Your branding across the marketing campaign promoting your title sponsorship, including website, emails and social posts
- Opportunity to provide your own on-demand webinar as part of the scheduled events on each day of the event (three separate webinars)
- Attendee data from your selection of up to 10 attendee content sessions, your three provided on-demand webinars, your product video episode viewers, in addition to your attendee meetings.
- Tier 1 priority booth placement for live February 2022 TISE event
- One exclusive custom targeted email to the entire registration file post-event (deployed by Show Management)
- Ultimate virtual tradeshow booth package which includes a profile listing, meetings, 10-15 minute TISE TV product feature video production with feature in the content program, and concierge service. (\$4,750 value)
- 2 additional TISE TV product feature videos including content programming highlights (\$7,000 value)
- All 3 product feature videos to be distributed in TISE TV Special Edition after TISE Live on the TISE TV Broadcast Network (\$3,750 value)

FEATURED SPONSORS | \$18,500 (3 available)

Take one of the highest-profile positions and feature your Brand in front of existing and potential customers as they access the platform. Your logo will be included in the TISE Live Event header as a Featured Sponsor and your provided content will help establish you as an industry authority.



Benefits:

- Your branding across the marketing campaign promoting your feature sponsorship, including emails and social posts
- Opportunity to provide your own on-demand webinar as part of the scheduled events on one day
- Sponsorship of one content session, including all benefits listed
- Attendee data from five additional editorial sessions of your choice
- One exclusive custom targeted email to the entire registration file post-event (deployed by Show Management)
- Ultimate virtual tradeshow booth package which includes a profile listing, meetings, 10-15 minute product feature video production with feature in the content program, and concierge service.
- 1 additional TISE TV product feature videos including content programming highlights (\$3,500 value)
- Both (2) product feature videos to be distributed in TISE TV Special Edition after TISE Live on the TISE TV Broadcast Network (\$2,500 value)
- 3 sponsor spots available
- Personalized engagement report

SOLD THE PHENIX

REGISTRATION SPONSOR \$15,000 EXCLUSIVE

With a massive marketing communications plan's sole purpose of attracting thousands of qualified attendees, the registration form is destined to be busy. Stand out and receive exclusive exposure throughout the entire enrollment process which will span 60+ days, both before and during the event campaign.

Benefits:

- Position your brand exclusively on every page of the attendee registration form (nonhyperlinked)
- Exclusive banner on registration confirmation page, with hyperlink to the webpage of your choice
- Exclusive branding on confirmation email sent to each attendee ahead of the event, including a hyperlink to the webpage of your choice
- Attendee data from five editorial session of your choice (includes one Keynote)
- One exclusive custom targeted email to the entire registration file post-event (deployed by Show Management)
- Personalized engagement report post event
- Ultimate virtual tradeshow booth package which includes a profile listing, meetings, 10-15-minute product feature video production with feature in the content program, and concierge service.
- Your product feature videos to be distributed in TISE TV Special Edition after TISE Live on the TISE TV Broadcast Network (\$1,250 value)



DESIGN TREND HOME TOUR SPONSOR | \$8,000 EXCLUSIVE

Have your brand associated with high profile design! TISE has exclusive content with personal home tours given by high profile designers. These designer show homes are being featured in the TISE Home Tour series. This special set of episodes will feature a different designer who will provide trend insights into their surface material selections while touring you through their show homes.

Benefits:

- Position your brand exclusively on the Home Tour episode content pages (nonhyperlinked)
- Sponsored by intro messaging on Home Tour video episodes including audio and logo messaging
- Attendee data from home tour viewers
- One exclusive custom targeted email to the Home Tour viewers as well as all retailer/designer attendees (deployed by Show Management)
- Ultimate virtual tradeshow booth package which includes a profile listing, meetings, 10-15-minute product feature video production with feature in the content program, and concierge service. (\$4,750 value)
- Personalized engagement report post event



WORLD QUARRY TOUR SPONSOR | \$8,000 EXCLUSIVE

Have your brand associated with stone quarries from around the world! TISE has exclusive content and is taking attendees behind the scenes virtually around the world to discover the quarry process. Be featured in this unique set of episodes: TISE World Quarry Tour series.

Benefits:

- Position your brand exclusively on the World Quarry Tour content pages (nonhyperlinked)
- Sponsored by intro messaging on quarry tour video episodes including audio and logo messaging
- Attendee data from quarry tour viewers
- One exclusive custom targeted email to the quarry tour viewers as well as all attendees interested in stone products (deployed by Show Management)
- Ultimate virtual tradeshow booth package which includes a profile listing, meetings, 10-15-minute product feature video production with feature in the content program, and concierge service. (\$4,750 value)
- Personalized engagement report post event



HOW IT'S MADE EPISODE SPONSOR | \$5,000 (5 available)

Do you have a unique product that would make a great How It's Made episode? TISE will remote film your production process and company story. Take attendees behind the scenes to discover the art and value behind the production of your products in this special TISE episode series: How It's Made!

Benefits:

- Brand featured in a How It's Made 20 minute video episode
- Brand featured on How It's Made episode content pages (nonhyperlinked)
- Sponsored by intro messaging on your How It's Made video episode including audio and logo messaging
- Attendee data from How It's Made episode viewers
- One exclusive custom targeted email to the How It's Made viewers as well as all attendees interested in your choice of a product category selection (deployed by Show Management)
- Personalized engagement report post event
- You own a copy of your video episode after it airs for continued marketing use



WEBINAR OR PANEL SPONSOR | \$ See below

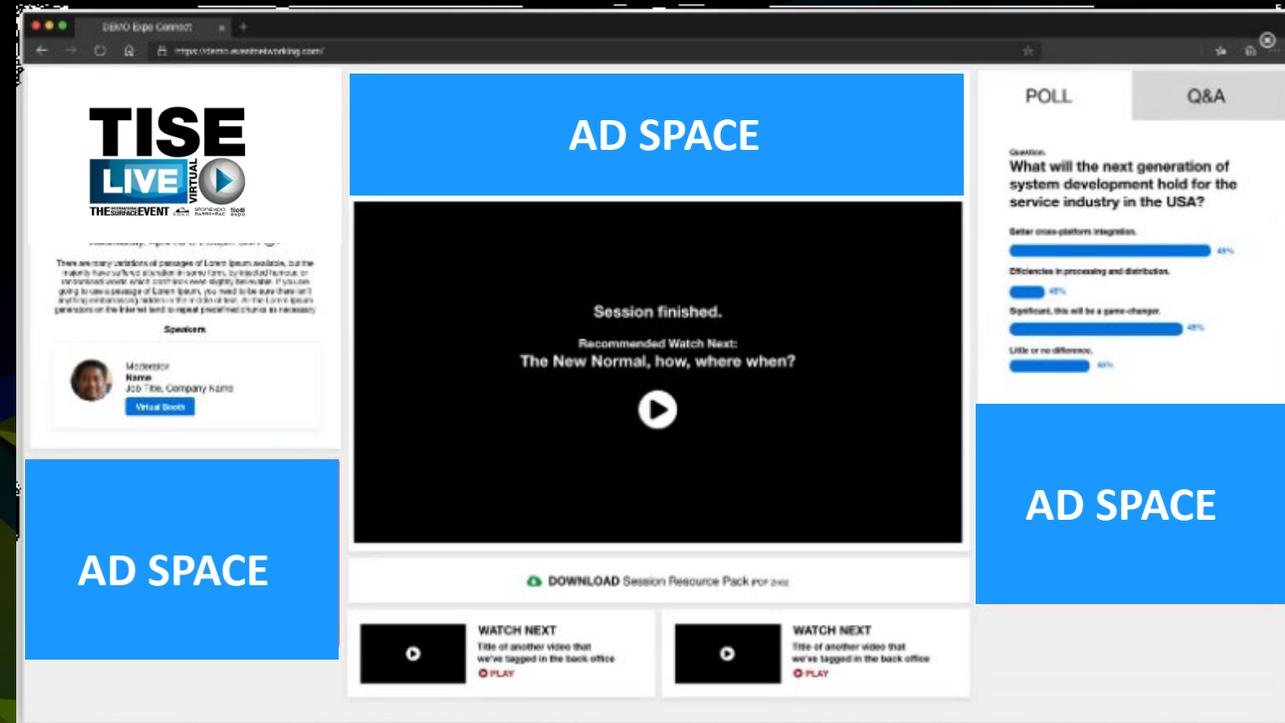
Lend your voice as an industry expert in your field of industry expertise, or have your brand associated with a content topic that will offer you exposure to the right audience for your company!

Benefits:

- Branding within session environment ad space
- Attendee data on those who attended the session
- Five second promotional video at the beginning of the session
- Personalized engagement report

Pricing—\$2,500 each

- Two @ \$2,000 each
- Four @ \$1,500 each
- Custom topic and panel discussion \$6,000 each



PRODUCT CATEGORY SPONSORS | \$ See below (12 available)

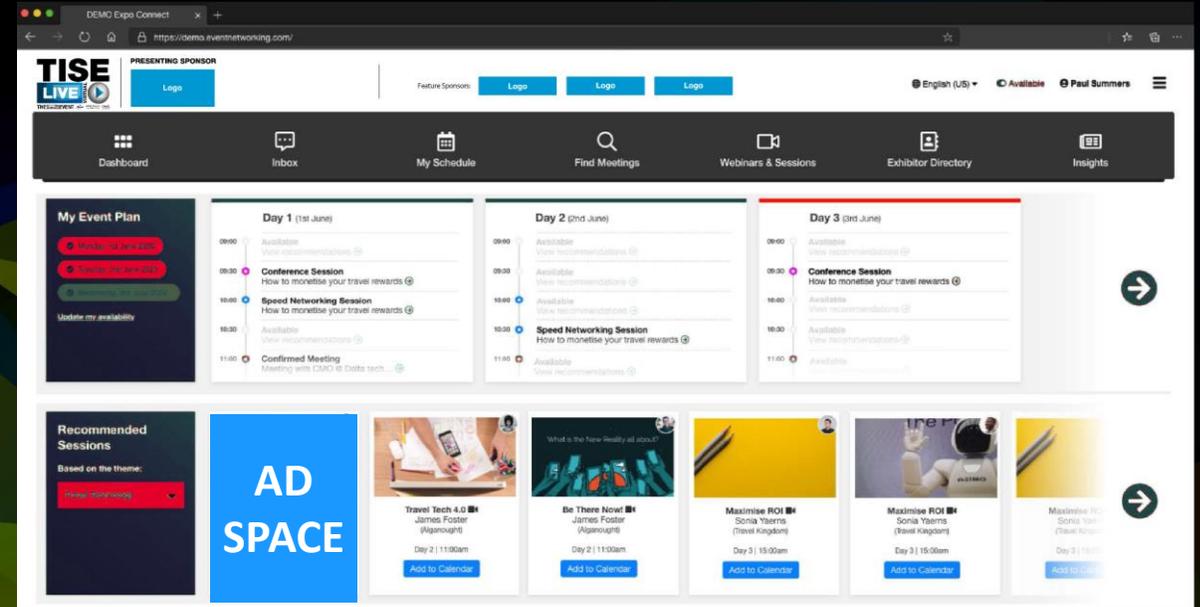
Take advantage of the opportunity to be the first visible product category listing as the Product Category sponsor. Your banner ad will be featured at the top of your selected product category making you the first to be seen in every product search.

Benefits:

- Your branding at the top of the product category search of your choice.
- Hyperlink to your website
- Personalized engagement report

Choose your exclusive product category:

- Hardwood
- Tile
- Carpet
- Tools/Equipment/Machinery
- Laminates
- Stone
- Installation Products
- Countertops
- Resilient
- Underlayment
- Rugs
- Made in the USA



Pricing—\$3,500 each

- Two @ \$3,250 each
- Three @ \$3,000 each
- Four @ \$2,750 each
- Five @ \$2,500 each

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For more information or to inquire about participating, contact our team at 800-547-3477
info@tisewest.com | www.intlsurfaceevent.com