

THE INTERNATIONAL SURFACE EVENT



stonexpo
MARMO+MAC

tile
expo

BOOK SPACE

EXHIBITS 16-18 June | EDUCATION 15-18 June 2021 | intlsurfaceevent.com

EXHIBITOR PROSPECTUS

Comprised of three world-class tradeshows: SURFACES | StonExpo/Marmomac | TileExpo events, The International Surface Event (TISE) is the largest North American floor covering, stone, and tile industry event and is THE industry marketplace for buyers, specifiers, and influencers to source products, gain design inspiration and develop their businesses. Access this large, highly targeted audience by exhibiting at the event.

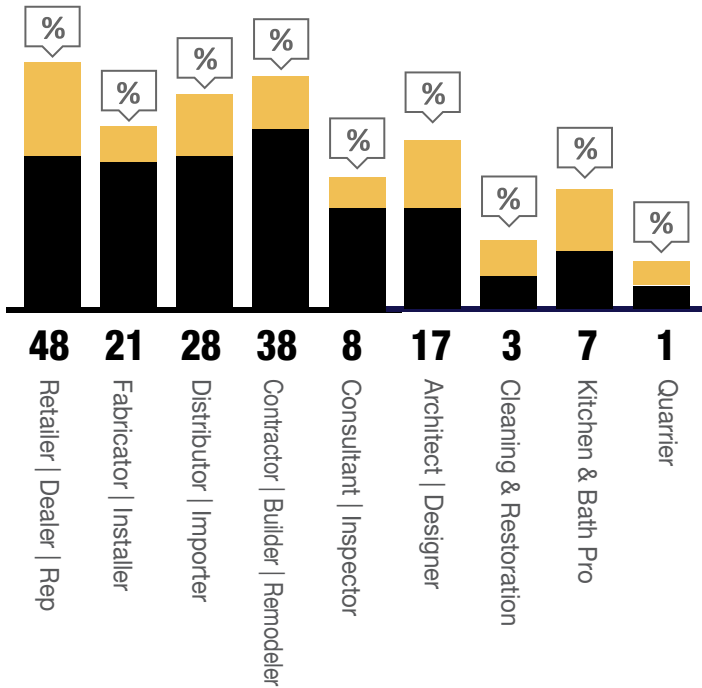
www.intlsurfaceevent.com/contactme

e. sales@tisewest.com

p. 800.547.3477



2020 ATTENDEE DEMOGRAPHICS



ATTENDEE PURCHASING POWER

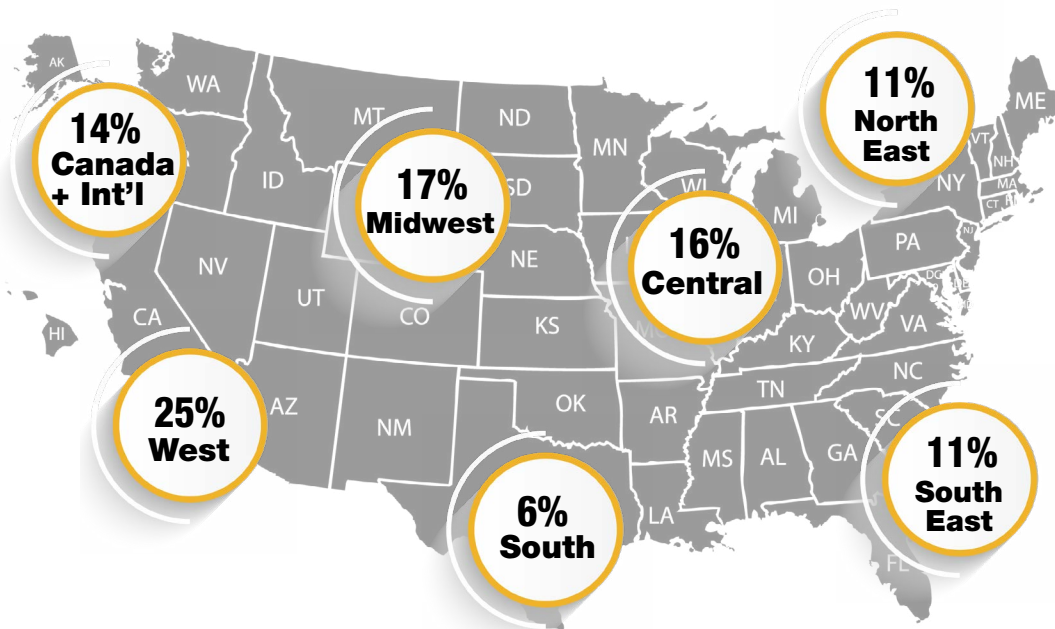
%

35 Of TISE attendees were NEW - that's a lot of new customers to purchase products.

%

79 Of TISE attendees are the key decision maker in purchasing for their companies

ATTENDEE GEOGRAPHY BY %



New Buyers

35% Of TISE attendees are NEW annually to the event



Decision Makers

79% Of TISE attendees are key decision makers, management level or above



Markets Served

61% Of TISE attendees serve both industry market sectors



Sales Volume

67% Of TISE attendees have annual business volumes over \$1,000,000

PRODUCTS SEEKING

- 48 % Hardwood
- 47 % Tile
- 45 % Carpet
- 45 % Tools/Equipment/Machinery
- 40 % Laminates
- 40 % Stone
- 35 % Installation Products
- 31 % Countertops
- 29 % Resilient
- 27 % Underlayment
- 23 % Rugs
- 20 % Made in the USA
- 15 % Training
- 13 % Associations/Media
- 13 % Refinishing/Restoration
- 13 % Sinks
- 13 % Wall/Window Coverings
- 12 % Concrete
- 12 % Cleaning/Maintenance
- 12 % Software
- 11 % Decorative Hardware
- 10 % Business Equipment
- 10 % Lighting
- 8 % Safety Equipment
- 6 % Freight Forwarding

DECISION MAKERS

- 42 % Owner/President/CEO
- 15 % Sales/Marketing
- 14 % Manager/Supervisor
- 12 % VP/Exec. Management

MARKETS SERVED

- 61% Residential/Commercial
- 21% Residential
- 10% Commercial

ANNUAL SALES VOLUME

- 22% \$10,000,000 +
- 11% \$5,000,000 - <\$10M
- 11% \$3,000,000 - <\$5M
- 22% \$1,000,000 - <\$3M
- 25% Under \$1,000,000

2021 SPACE RATES

MEMBER*	1 Open Side	2 Open Sides	3 Open Sides	4 Open Sides
	(No Corner)	(1 Corner)	(2 Corners)	(4 Corners)
Standard	\$36.30	\$37.80	\$38.20	\$38.60

NON-MEMBER*	1 Open Side	2 Open Sides	3 Open Sides	4 Open Sides
	(No Corner)	(1 Corner)	(2 Corners)	(4 Corners)
Standard	\$45.40	\$47.25	\$47.75	\$48.25

*Member rates for World Floor Covering Association, Natural Stone Institute, and the National Tile Contractors Association. Ask your sales associate about additional rates, meeting rooms, and package options. Data based on TISE 2020 attendee registration and survey data.