

TIME TO DISCOVER
BUYERS
2022 Exhibits 1-3 February



THE INTERNATIONAL
SURFACE EVENT



stoneXpo
MARMOMAC

tile
expo

Secure a TISE Sponsorship
sales@tisewest.com

SPONSORSHIP LISTING OVERVIEW

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 Listing Opportunities	6-7	See page
Digital – Mobile App Opportunities	8	See page
Digital – TISE Website Takeover	9	See page
Digital – Audience Access Preshow Program	10	\$3,500
Event – Happy Hours	11	See page
Event – Booth Event Promotion Package	12	\$2,500
Event – Education Lounge Sponsor	13	\$2,500
Exposure Package – Made in the USA	14	\$750 / \$1,050
Handouts – Bag Distribution	15	\$14,000
Key Area Sponsorships – Show Feature Sponsor	16	See page

SPONSORSHIP TITLE	PAGE #	PRICE
Key Area – Show Feature Presentations	17	\$1,950
Digital – TISE Tv Reporter Interviews	18	\$950 / \$1,150 / \$1,350
On-site + Digital – TISE Tv Studio & Episode Filming	19	See page
On-site Print Adv – Floor & Wall Clings	20	See page
On-site Print Adv – Hanging Banners	21	See page
On-site Print Adv – Floor Plan Ads	22	\$750
On-site Print Adv – Floor Plan Guide Sponsor	23	\$15,000
On-site Print Adv – Main Aisle Rotating Kiosks	24	See page
Registration – Badge Ad	25	\$15,000
Registration - Lanyards	26	\$12,000
Registration – Site banner	27	\$1,500
Meeting Room Rental	28	Ask for pricing
Hybrid Event Opportunities	29-34	See pages

DIGITAL MARKETING

The collage features several digital marketing examples:

- Save My Flooring Thermo-Hygrometers:** An email newsletter header with a blue logo and text about humidity control.
- Comp-U-Floor®:** A social media post or email header with a blue background and white text.
- Patriot Mills:** A social media post or email header with a red and white logo and text about carpet collections.
- Home Design:** A social media post or email header with a green and white logo and text about home design services.
- HIRI (Home Improvement Research Institute):** A large central graphic with a blue background and white text, featuring a house icon and the text "UNDERSTAND CUSTOMER NEEDS, DESIRES AND EXPECTATIONS". Below this is a white box with the text "SAMPLE OUR RESEARCH FREE".
- Bottom Section:** A blue and white graphic 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 carpet sample 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 (limited)
Top 3 Premium Sponsors \$3,200/ea | Standard Placement \$1,500/ea

DIGITAL MARKETING

The screenshot shows the website for 'THE INTERNATIONAL SURFACE EVENT'. The header includes logos for 'SURFACES', 'stonexpo MARMO+MAC', and 'tile expo'. Navigation links are 'Home', 'Sessions', 'Floor Plan', and 'My Show Planner'. Below the navigation, a breadcrumb trail reads 'Home » Exhibitor List'. A filter bar shows 'Show All' and letters A through M. The main heading is '179 Results for Exhibitor List'. Below this, there's a button 'See Results on Floor Plan'. Two exhibitor cards are visible: 'Accu-Cut' (ID 6233) and 'American Wonder Porcelain' (ID 3521). A modal window is open, displaying 'The International Surface Event 2019 Product Spotlight' for 'Chemical Concepts'. The modal includes a title, a description, and an image of a machine.

THE INTERNATIONAL SURFACE EVENT
SURFACES stonexpo MARMO+MAC tile expo

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
Las Vegas | 3950 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 Keep-out Drilling Machine from Chemical Concepts™ is a lightweight, precision tool for drilling holes and counterbores. This machine enables any operator to repeatedly and efficiently drill holes with the correct dimensions for use with the Keep-out 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, and composite. 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 tool cuts 1/2" to 4" deep holes in record time without a CNC.

ENHANCED LISTINGS

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

- **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 on-site directories.

Please note – second listings are set as a Basic Listing. To upgrade your second listing, please see page 6 for listing upgrade options.



LOBBY DIGITAL SCREENS

When it comes to attracting new customers, 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.


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

DIGITAL MARKETING

ONLINE & MOBILE LISTING 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.

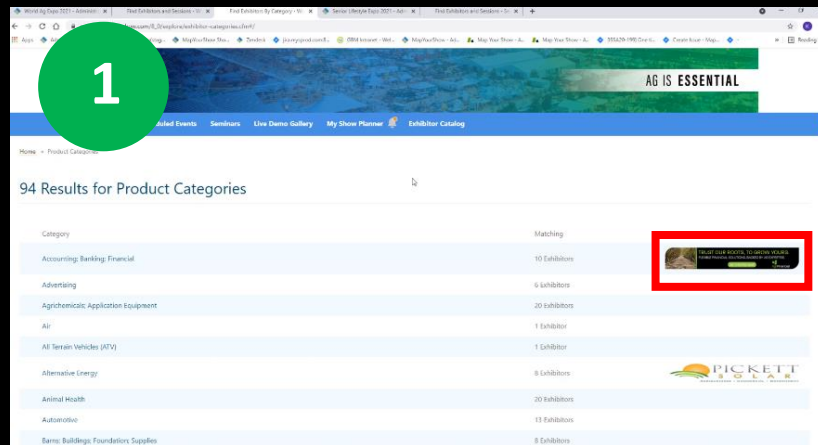
Bundle a lead retrieval and save even more!

		INCLUDED WITH BOOTH		BEST VALUE
		BASIC	ENHANCED EXPOSURE	MAXIMUM EXPOSURE
EXHIBITOR DIRECTORY				
 <p>ATTENDEES USE THE EXHIBITOR DIRECTORY TO PLAN THEIR VISIT TO THE TISE EVENT AND SHORT-LIST THE EXHIBITORS THEY PLAN TO SEE. BE SEEN DURING THE SHOW AS ATTENDEES DOWNLOAD AND USE THE MOBILE APP TO STAY ORGANIZED AND BROWSE SESSIONS, EXHIBITORS, AND PRODUCTS.</p>	Company Name	Yes	Yes	Yes
	Booth Number	Yes	Yes	Yes
	Company Address	Yes	Yes	Yes
	Company Description	Yes	Yes	Yes
	Company Logo	Yes	Yes	Yes
	Product Categories	10	20	20
	Product Images & Descriptions	1	5	10
	Show Specials	0	5	5
	Hyperlink to website	No	Yes	Yes
	Access to Online Leads	No	Yes	Yes
	Mobile App Product Category Banner Ad (non-exclusive)	0	1	1
	Video Panels	0	0	5
	Documents / Collateral	0	0	5
	Priority Directory Placement	No	No	Yes
	VISIBILITY PACKAGE COST	\$0	\$500	\$800
Add Lead Retrieval NOW and SAVE!				
Lead Retrieval Mobile App (download app onto 3 devices)		+ \$600	+ \$500	+ \$400
VISIBILITY + LEAD RETRIEVAL		\$600	\$1,000	\$1,200

DIGITAL MARKETING

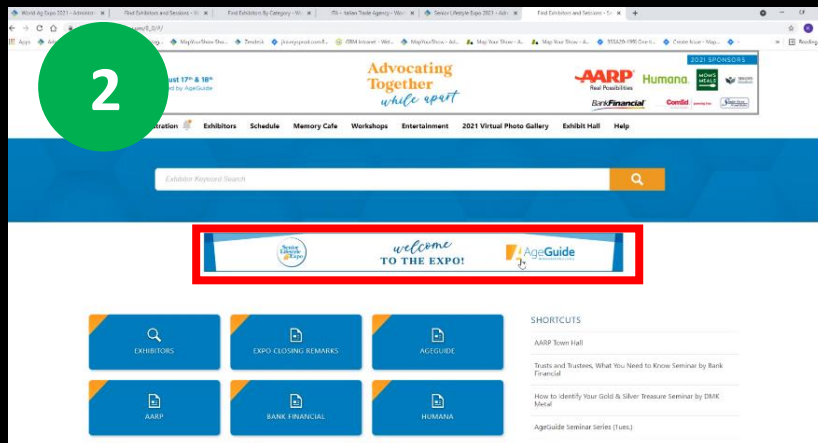
EXCLUSIVE ONLINE + MOBILE LISTING AD OPPORTUNITIES

Stand out in the online and mobile listings with one or more of these special listing advertising opportunities while attendees are searching for products.



#1 Product Category Banners \$500/ea

- One (1) banner featured next to the top-level attendee product search both online and on mobile
- Links to your online exhibitor listing
- Each product category will be exclusive



#2 Directory Dashboard Banner \$5,000

- One (1) banner featured at the top of the persistent dashboard of the My Show Planner directory listings where attendees search for exhibitors, product categories, education, and plan their schedules.
- Links to your online exhibitor listing
- This banner is exclusive.

DIGITAL MARKETING

MOBILE APP OPPORTUNITIES

Don't miss the opportunity to feature your company on the official mobile app. Put your brand in the hands of attendees as they navigate the show or resource products all year.

#1 Gold Sponsor \$25,000

- One (1) full-screen static content image viewed when initially opening the App.
- One (1) static banner at the bottom of all mobile pages
- Banners link to your mobile listing for lead capture (must be jpg or gif files, sized at 1242 x 195; we'll shrink to fit various screen sizes)

#2 Rotating Banners \$1250

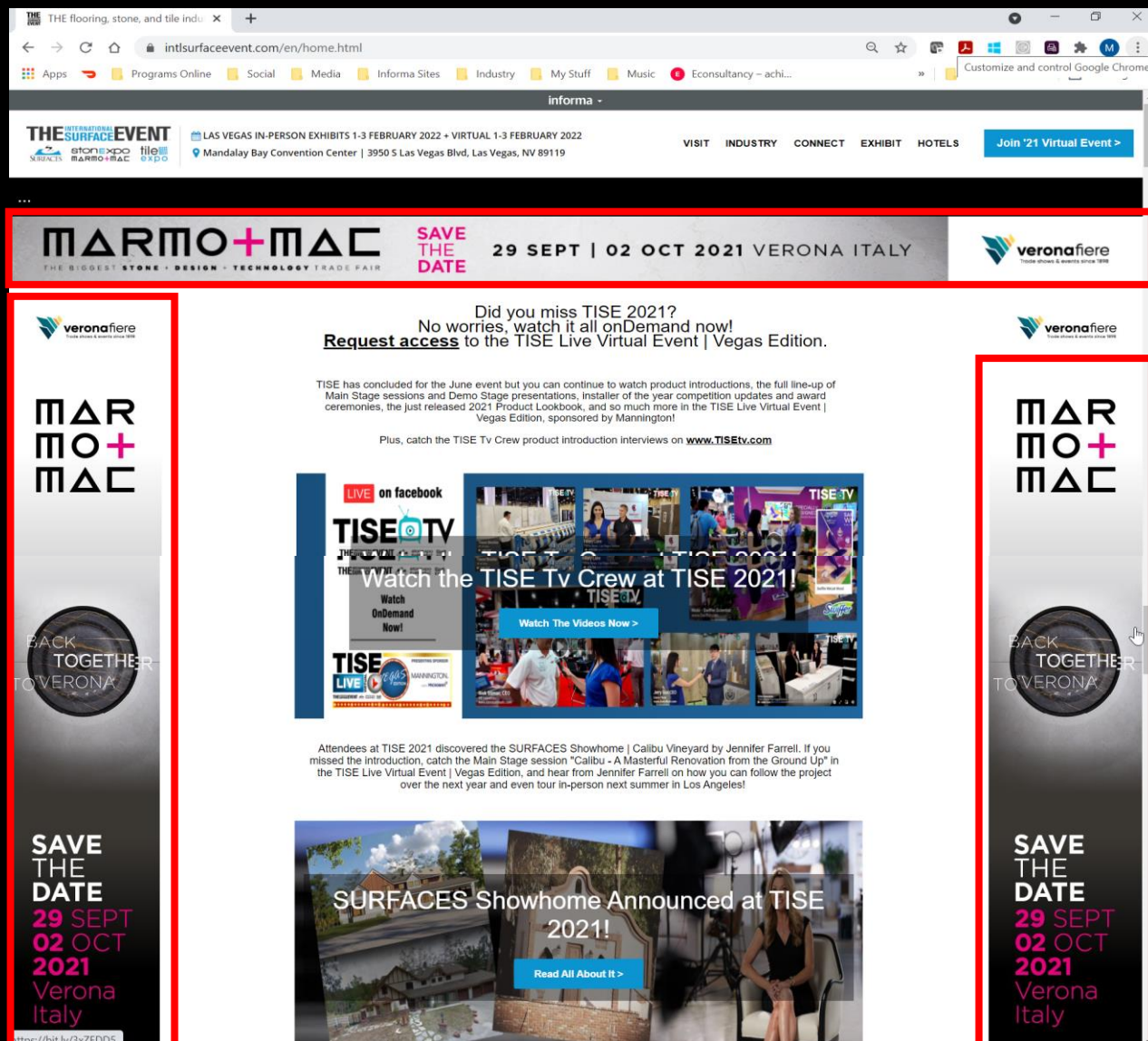
- One (1) static banner at the bottom of all mobile pages (only 5 available)
- Banners link to your mobile listing for lead capture (must be jpg or gif files, sized at 1242 x 195; we'll shrink to fit various screen sizes)

#3 Push Notifications \$500

- One (1) push notification message to ALL mobile app users that allow notifications. Messages will also appear in a message section.



DIGITAL MARKETING



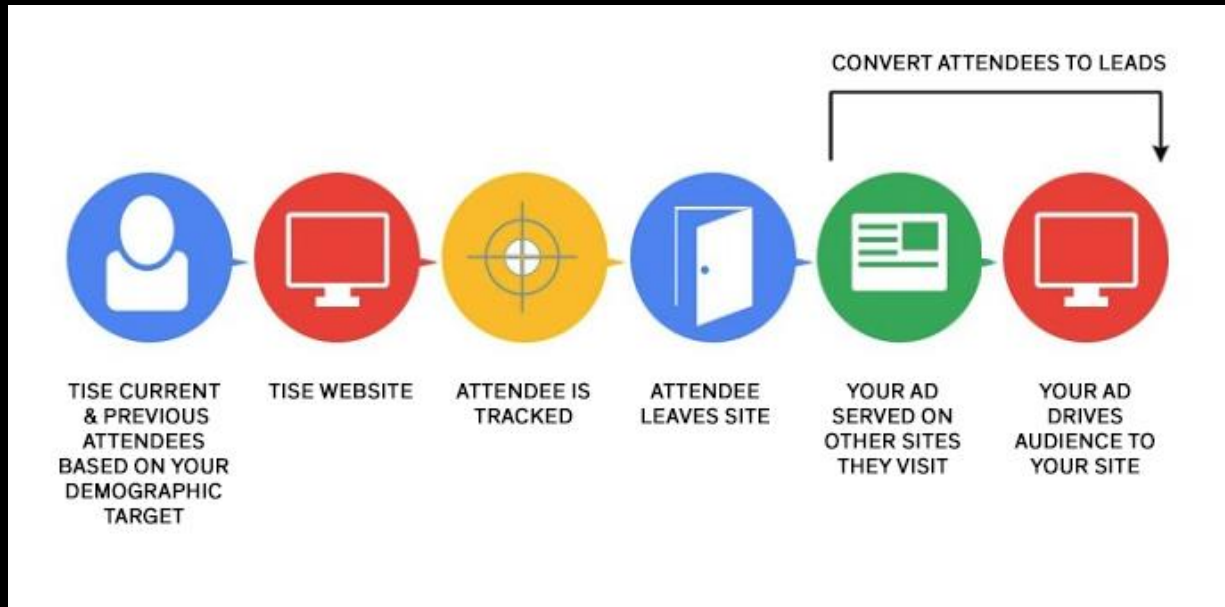
TISE Website Takeover

Takeover the TISE website during the most active portion of the year leading into on-site by splashing your banners all across the homepage. Your banners can link to your choice of URL. TISE implements. You provide artwork. Your weeks are exclusive to you.

SHOW DATES FEBRUARY 1-3 **Each 2 Weeks is Exclusive**

- 2nd Half January - \$8,000
- 1st Half January - \$7,000
- 2nd Half December - \$6,000
- 1st Half December - \$5,000
- First come, first served on week(s) selections

DIGITAL MARKETING



Audience Access Preshow Program (DNA)

Informa's **Audience Access** program allows you to place your ad in front of active, high-value, first-party show attendee contacts when they are browsing the internet. Websites include popular safe consumer websites. This is your opportunity to drive audience to your digital space and develop leads for your company.

- 100k Impressions/30 days targeting **TISE** current event attendees, previous TISE attendees, and visitors to the TISE website.
- Select your preshow month(s) to run your campaign. Registration for TISE 2022 goes live in September driving active audience to the TISE website.

PRESHOW: October, November, and/or December 2021

\$3,500/month



HAPPY HOURS

Let us take the planning off your hands and have your in-booth happy hour planned and advertised in our printed, online and mobile event schedules to attendees by Show Management. Just send us your logo, select your package below, and we'll do the rest.

Packages include up to 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
 - Champagne Package - \$8,000
-
- Custom upgrade packages available, just ask? We can produce koozies, napkins, table tents, add a cake or balloon arches, and more.



BOOTH EVENT PROMO PACKAGE

We know you are and just have not told us! Why keep your in-booth demonstrations, show specials, special events, meet n' greets, and more a secret when you can tell the entire TISE audience? With the booth event promo package, TISE will take your event and funnel the information through the attendee grapevine with inclusion on the TISE event main schedule online, via email, in the mobile app, and on-site in the printed floor plan. Let TISE add value to your already well thought out offering or event by adding a booth event promotional package to your plan so you are added to the schedule!

- Listed in main event schedule online
- Listed in mobile app schedule
- Highlighted in printed on-site floor plan
- 1 push alert
- Includes date, time, and description of event
- \$2,500



TISE Education Lounge Sponsor

TISE hosts three days of education in the North Convention Center at the Mandalay Bay Convention Center. All education attendees have access to the TISE Education Lounge in between sessions. The education lounge provides complimentary tea and coffee to all speakers and education attendees during education hours.

- Brand mentioned as sponsor anytime TISE Education is mentioned during event marketing online, email, etc.
- Logo on all education signage on-site at event
- Includes complimentary coffee and tea to all education attendees during education hours. Logo table tents at distribution tables.
- Logo napkins in lounge
- Logo throughout lounge
- \$2,500 exclusive

EXPOSURE PACKAGE



MADE IN THE USA

Have your Made in the USA products featured digitally before the show and then highlighted on-site for attendees to easily find.

- Featured in shared Made in the USA preshow email blast
- Included in the digital Product & Trends Lookbook in the Made in the USA section.
- Tagged on the printed floor plan distributed on-site as a Made in the USA manufacturer
- Floor cling sticker placed outside your booth alerting attendees you carry Made in the USA products. Inline booths receive 1 floor graphic, island booths receive 4 floor graphics. Floor graphics are 2' x 3' in size.

INLINE BOOTH \$750 | ISLAND BOOTH \$1,050

ON-SITE HANDOUTS



BAG DISTRIBUTION

Have your branded bags distributed to attendees at the show.

- Bags distributed at registration
- Bags distributed at information counters
- Customer provides bags. You may place one promotional inserts inside bags but must be pre-stuffed when bags arrive at event.
- \$10,000 exclusive

Exclusive = EXC

KEY AREA SPONSORSHIPS



EXC = Exclusive

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 on-site who participate in the feature including on-site 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.**

- **EXC** TISE Live Main Stage - \$15,000
Home to all on-floor education sessions and awards presentations.
- **EXC** TISE Live Demo Stage - \$7,000
Home to all on-floor product demos and installation presentations.
- **EXC** Installer of the Year Competition Area - \$4,000
- **EXC** Distributor Lounge - \$4,000

ON-SITE 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 TISE content programming in preshow and on-site campaigns.

- **TISE Live Stage Presentation - \$1,950**
Work with our TISE content manager to produce a 30-minute session on our TISE Live Stage. Your session will also be pre-recorded and released 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 on-site by our TISE Tv crew and released in our TISE Live Virtual Vegas coinciding with the in-person event.
- **TISE Tv Studio Product Pitch Episode Recording – See page 19**
Pitch your product on-camera while a live TISE audience is watching in Las Vegas. Includes TISE Tv Studio booking, filming, editing, and more.

ON-SITE + DIGITAL MARKETING

Extend your product introduction to the widest possible audience right from the show floor. Book our TISE Tv Reporter to come to your booth on-site 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)



TISE Tv Reporter Interviews

	STANDARD	BRANDED	PRO
3-Product Feature Segment	✓	✓	✓
On-Sight Filming	✓	✓	✓
Professional TV News Reporter	✓	✓	✓
"Featured on The LBN" 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	\$50	\$20	-
QVC-Style Product Overlays	★	-	-
	\$950	\$1,150	\$1,350

ON-SITE + DIGITAL MARKETING

TISE Tv Episode Filming

Have the TISE Tv crew film you pitching your product to the TISE audience. Choose between a pitch or brand episode, plus choose whether to film prior to the event - OR - on-site to a live audience on the show floor at the event. Each episode includes filming, editing, and airing to our full TISE Tv audience and inside the hybrid event. The time of your release to the hybrid event depends on your selection of advance versus on-site filming.

- Advance Filming Pitch Episode - \$2,000
- Advance Filming Brand Episode - \$3,500
- TISE Tv Studio On-site Filming Pitch Episode - \$3,950
- TISE Tv Studio On-site Filming Brand Episode - \$4,950

Pitch episodes are a 10-15-minute, single angle, QVC style product pitch.

Branded episodes are up to 20 minutes and include more editing and inclusion of company provided product video and photography.



ON-SITE 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 artwork.

- **#1 - EXC** Show Walkway Wall Cling 15 ft x 10 ft single sided wall cling - \$19,000
- **#2** Bayside Lobby Column Graphics 22.5 in x 13.4 ft - \$3,000/ea
- **#3 - EXC** Show Walkway Column Graphics (set of 3) - \$9,500 *(shown in photo)*
- **EXC** Show Walkway Window Clings (set of 5) 3.9 ft x 7.9 ft translucent - \$9,500
- Exhibit Hall Floor Graphics
 - Main Aisle - 3 ft x 3 ft - \$775/ea
 - Booth Extender - 3 ft x 5 ft - \$950/ea

EXC = Exclusive

ON-SITE 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 *(shown in photo)*
(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
- **EXC** Registration Entrance Banner E/F Lobby - \$18,000
(Sold to Hallmark Floors)
- **EXC** Registration Desk Banner E/F Lobby + Hall A - \$18,000

EXC = Exclusive

THE
INTERNATIONAL
SURFACE
EVENT

Event Schedule	
Wednesday, June 16	
Time	Title
10:00hrs	Exhibit Hall Opens
10:00hrs	Initiate the New Case-Phase Competition
10:00hrs	Guests and Personnel Verify Day
11:00hrs	Starting The Cruise - Preparation and Check Types
11:00hrs	Star Affairs
11:00hrs	Starting Technology and New Innovations for Initiating / Finishing The Process
11:00hrs	Announcing the Official Commence for Experts to Start The Show
12:00hrs	Exhibit Hall Closes
12:00hrs	Material Show Fairly/Individually Scheduled
1:30pm	Improve Quality and Reduce Liability in Your Projects by Signifying Confirmed Labor
1:30pm	Mechanical Risk Mitigating Methods
1:15pm	High-Materials Solutions for Post-Floor Preparation and More
2:00pm	Chemical Solid Manufacturing Methods
2:30pm	Advancing for Material Show and Global Markets in North America: A Perspective from the National University
2:30pm	Material Show Elements at Year-Long/Long: Finding Strategic Elements and Technical Information
3:00pm	Learning/Innovation for Innovative New Business Models
3:00pm	Democratization and Testing
3:15pm	High-Performance Grouting and Core & Materials Solutions
4:00pm	Exhibit Hall Closes
4:00pm	Women in the Plating Industry (WPI) Reception
Thursday, June 17	
Time	Title
10:00hrs	Exhibit Hall Opens
10:00hrs	Initiate the New Case-Phase Competition
10:00hrs	Prep-Design in Material Show and While Guests
11:00hrs	Starting The Cruise - To-Go Best, Customer, Linear Case Experience
11:00hrs	Charge Your Month: Initiating Advertising Your Value
11:00hrs	Top public-related show news and report
11:00hrs	Starting Technology and New Innovations for Initiating / Finishing The Process
12:00hrs	Advertising and Signifying Your Top Audiences in Facebook Advertising
12:00hrs	Top Public Material Show News and Report
12:15pm	High-Performance Grouting and Core & Materials Solutions
1:30pm	Women's Watch? Finding and Attracting Polygraph
1:30pm	Delays - Addressed and Test Testing
1:15pm	Security Detection Group
2:00pm	Developing Skills, Setting Trainers, and Guiding the Paths for Women in the Plating Industry
2:30pm	No-IR
2:15pm	Starting The Cruise - Master Management Maintenance and The Initiatives
3:00pm	Enrich A Material-Related Business from the Plating Up
3:00pm	Democratization and Testing
3:15pm	High-Materials Solutions for Sub-Floor Preparation and More
4:00pm	Exhibit Hall Closes
Friday, June 18	
Time	Title
10:00hrs	Exhibit Hall Opens
11:00hrs	Digital Technology
11:00hrs	Planning Trends for Final-Stage Professionals
11:00hrs	ERC Test Drawing
11:00hrs	Improve Plating/Initiation Solutions
11:45am	Disrupting the Status Quo: From Coating-Stage and Final-Stage Professionals Can Drive New Business
12:00hrs	Democratization and Testing
12:15pm	Improve Plating/Initiation Solutions
12:30pm	WPI Exhibition Competition Winner Announcement
1:00pm	Democratization and Testing
2:00pm	Exhibit Hall Closes
*Schedule subject to change	

Place your advertising right into the hands of the targeted TISE attendees in the TISE Floor Plan. There are multiple opportunities available from print advertisements to more prominent features such as cover note and back cover advertising.

- **EXC** Official Floor Plan Sponsor (see next page for details) - \$15,000
- Floor Plan Ad 3in x 3in - \$750 (12 available)

EXC = Exclusive

ON-SITE PRINT ADVERTISING



OFFICIAL FLOOR PLAN GUIDE SPONSOR

Place your advertising right into the hands of the targeted TISE attendees in the TISE Floor Plan. This exclusive opportunity provides you maximum exposure on one of the most in-demand pieces at the show by attendees! The new floor plan guide will feature highlights from the show, the event schedule, and the floor plan piece to assist attendees in navigating the show.

- Full back cover print ad on floor plan guide (horizontal 8.5 x 11 in)
- Full back cover of tipped in floor plan (horizontal 8.5 x 11 in)
- Cover note sponsor recognition on floor plan guide and tipped in floor plan
- Booth highlighted on the floor plan
- Listing highlighted on the exhibitor alpha listing with booth number section
- Includes exclusive online and mobile floor plan banner ad

Exclusive \$15,000

ON-SITE PRINT ADVERTISING



MAIN AISLE ROTATING KIOSKS

On the TISE show floor, there is a main aisle that is 20-feet wide cutting straight through the center of the entire exhibit hall. Motion attracts attention and influences decisions – These 3 lighted and rotating kiosks placed on this main aisle will showcase your sponsor print ads to all attendees. TISE produces and installs. You provide artwork.

- 3 kiosks with 4 sides each (12 total panels available)
- Ad size 42 in x 68 in
- Can purchase 1 panel or up to 4 panels total
1 panel \$2,500 - Want more panels, ask about bundle packaging.

REGISTRATION



REGISTRATION BADGE AD

Print ads drive action with 65% of print readers typically taking some kind of action. Is your goal to drive attendees to your booth or to garner as much brand recognition at the event as possible? Then what better placement for a print ad than directly on the badge of every attendee? And, with a clearly defined directive included in your print messaging, you can increase booth visitors, promote a giveaway, drive app downloads, and so much more! Every attendee must have a badge at the event so your messaging will be in the hands of every attendee!...

- Full color ad on back of printed registration badges
- Must provide graphics; show management produces
- Distributed to all attendees
- Banner on the attendee registration site and email confirmation (non-exclusive)

Exclusive \$14,000

REGISTRATION



Registration Lanyards

Here's a cool bend to throw into your company's marketing campaign. Put your name around the neck of every potential buyer at The International Surface Event. Every person must go to registration to pick up their badge and all badges must have lanyards. Lanyards will be distributed on-site alongside the badges at every registration counter.

- 1 total (exclusive)
- Must send show management a proof of the lanyard for approval
- Lanyards provided by sponsor
- Lanyards must have a single clip with a claw (no loop)
- TISE distributes will all attendee badges at registration

Exclusive \$12,000

REGISTRATION



Registration Website & eMail Confirmation Banner Sponsor

87% of show attendees pre-register online before the event through the official TISE registration website over a 6-month span. As part of the process for registering, each registrant then receives a registration email confirmation with barcode which they are required to print and bring to the event for quick scan and print badging. **Your brand message is carried with attendees all the way to on-site at the event.**

Your banner advertisement will have top placement on the persistent header of the TISE official registration website, as well as top placement on the email confirmation. Not only will your banner ad be highly visible, but a clearly defined call to action can drive action to the URL of your choosing.

- 1 web banner ad on home page and persistent header of online registration site
- 1 web banner ad on the attendee confirmation email
- URL link to redirect to your company website

\$1,500 each / 5 available



Meeting Room Rental

Need space to host a meeting while on-site? TISE has ballrooms, board rooms, and other meeting spaces available throughout the Mandalay Bay Convention Center

- Space rental is per day
- Rooms booked on first-come, first-served basis
- Rates are based on size/type of room and the day reserved.
- Due to high demand, premium rates are applied to all spaces on Monday, January 31.

Contact the TISE team for rates, room options and to explain your needs. Some rooms come furnished. Any catering or other room sets are at the expense of exhibitor.

Room rentals are not to be used for product showrooms. If wanting a space off the show floor for a product showroom, contact your account executive.

Hybrid edition occurring alongside TISE in Las Vegas
Private Facebook Event 1-3 February 2022
info@tisewest.com | www.tiselive.com

TISE

LIVE

VIRTUAL



VEGAS

EDITION

THE INTERNATIONAL
SURFACE EVENT™

 SURFACES

stonexpo
MARMO+MAC

tile
expo



Added hybrid event sponsorship opportunities

HYBRID EVENT OPPORTUNITIES

Package Opportunity <small>* for Las Vegas Exhibitors Only</small>	Package Details	Hybrid Exposure	On-site Exposure	Package Price
TISE Tv Product Episode w/ Featured Exhibitor Listing	10-15 minute fully produced TISE Tv product pitch episode. Episode premieres at scheduled time in virtual edition. Episode will run on loop at TISE Tv feature in Las Vegas on show floor. Includes exhibitor listing in directory with lead generation from attendee through the new digital show planner. Plus receive a TISE Tv full network launch + benefits after the hybrid event. You own a copy of your episode after airing on TISE Tv.	Yes	Yes	\$3,950
TISE Tv Reporter Interview* See page 18	2-3-minute TISE Tv Exhibitor Product Report filmed from your Las Vegas booth. Includes filming onsite with news reporter, editing, and posting in hybrid edition. Plus receive a TISE Tv full network launch + benefits after the hybrid event. You own a copy of your interview after airing on TISE Tv.	Yes	Filmed on-site	\$950 - \$1,350
Featured Exhibitor Listing	Exhibitor listing in the TISE 2022 directory marked as a “virtual” exhibitor. Includes company logo, 50-word description, product categories, and company contact info. Listing is searchable by in-person Vegas attendees as well as all hybrid attendees. Facebook posting of virtual directory inside the hybrid edition.	Yes	Yes	\$1,950
Product Spotlight	Product image plus 50-word description of your product posted inside the hybrid event Includes tag to your social media page and link to your online exhibitor listing, plus included in the TISE 2022 Product & Trends Lookbook. Must have featured exhibitor listing.	Yes	No	\$500
TISE Live Demo Stage Presentation* See page 17	20-minute live presentation on the TISE Live Demo Stage in Las Vegas. Demonstration filmed, edited, and aired into the hybrid event. You own a copy of your presentation after airing on TISE Tv.	Yes	Yes	\$1,950
TISE Live Main Stage Education Presentation* See page 17	30-minute live education session on the TISE Live Main Stage in Las Vegas Presentation pre-filmed and aired simultaneously into the hybrid event. You own a copy of your session after airing at the event.	Yes	Yes	\$2,950
TISE Live Virtual Vegas Registration Sponsor	Sponsor’s banner and branding promoted throughout the registration process. Includes additional virtual benefits in package.	Yes	Yes	\$5,000
TISE Live Virtual Vegas Title Sponsorship SOLD	Sponsor’s branding is attached to TISE Live Vegas Edition logo and is promoted where-ever the hybrid edition is promoted. See additional benefits in package.	Yes	No	\$15,000

HYBRID EVENT

TITLE “Presented by” SPONSOR \$15,000 EXCLUSIVE (Sold to Mannington)

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.



Benefits:

- Your logo infused as “Presenting Sponsor” with the TISE Live Virtual 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
- Tier 1 priority booth placement for live February 2022 event
- One exclusive custom targeted email to the entire registration file post-event (deployed by Show Management)
- TISE Tv Product Demo Video Package which includes a 10-15-minute TISE TV product feature video production with feature in the hybrid event and on-site, and the featured exhibitor listing package. (\$3,950 value)
- Product feature video to be distributed on TISE TV broadcast network post event

HYBRID EVENT

Registration Sponsor \$5,000 EXCLUSIVE

Secure this highly visible registration sponsorship and be Featured in a skyscraper banner on the home page of the Hybrid event registration site, throughout the registration Site and on the hybrid email confirmations.

Benefits:

- Skyscraper banner ad on home page of the hybrid event website with URL link to your site
- Leaderboard banner across the registration system when attendees are registering
- Banner on the hybrid event email confirmation sent to registered attendees
- TISE Tv Product Demo Video Package which includes a 10-15-minute TISE TV product feature video production with feature in the hybrid event and on-site, and the featured exhibitor listing package. (\$3,950 value)
- Product feature video to be distributed on TISE TV broadcast network post event



HYBRID EVENT



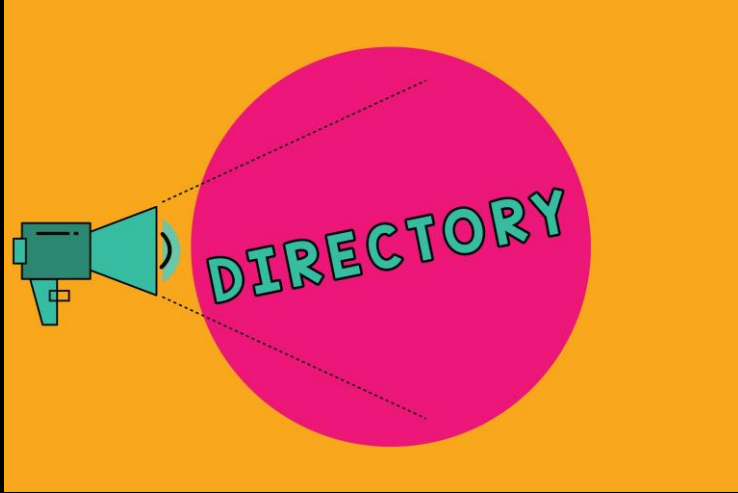
TISE Tv Episode with Featured Hybrid Exhibitor Listing \$3,950

Explain your company and newest product releases in a 10-15-minute product demo episode that will be premiered to the TISE Live Virtual Event Vegas Edition, as well as on a loop on-site at the in-person event. Plus, benefit from being listed as an exhibiting brand in the directory.

- Video production of 10-15-minute PITCH product segment prior to TISE 2022
- Remote filming with video producer prior to event to produce the episode
- Release of product episode inside the TISE Live Virtual Event Vegas Edition Feb 1-3
- Feature of video in the TISE Tv Show Feature on-site in Las Vegas
- Release of product episode + full release benefits on TISE TV broadcast network
- You own the product episode for continued marketing use after the event
- Includes the featured hybrid exhibitor listing package
- Lead generating through the exhibitor listing and hybrid event
- **UPGRADE:** Upgrade your video episode to a 20-minute branded episode, more camera angles and your branded video footage infused during production, for \$1,000 more.



HYBRID EVENT



Featured Hybrid Exhibitor Listing \$1,950

Get an exhibitor listing in the TISE 2022 exhibitor directory online, in the mobile app, and in an interactive directory in the hybrid event. Listing includes company logo, description, product categories, and company contact info with posting inside the hybrid event.

- Company logo
- Company description
- Company contact information
- Listing featured in online, mobile app and interactive directory tagged as a virtual exhibitor.
- Inclusion in exhibitor listing post inside hybrid event
- Lead generating through exhibitor listing from all TISE attendees and attendee prospects



HYBRID EVENT



Product Spotlight \$500

Feature your product online, in the mobile app, and inside the hybrid event. Includes product photo, product description and social tags with a link to your website. Your product spotlight will be featured as a post inside the hybrid event. Must have a featured exhibitor listing to purchase a spotlight.

- Product photo
- Product Description
- Product post inside hybrid event including photo, description, social tags, and link to listing
- Product featured online and in mobile app searchable by all TISE attendees and prospects
- Connected to your exhibitor listing online and in mobile app



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