



# THE INTERNATIONAL SURFACE EVENT™

  
SURFACES

ston  
expo

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expo

**2023 EVENT RECAP**




Attendance grew 67% over 2022 and double digits over events back to before 2019.

**93% of TISE Attendees Rated 2023 a 10 out of 10**




# Buying Audience

Attendees statistics show industry professionals came empowered and ready to purchase and do business.

A teal-colored circular progress indicator showing 85% completion. The circle is mostly filled, with a small gap at the top.


85%

Source or  
Purchase Products

A teal-colored circular progress indicator showing 78% completion. The circle is mostly filled, with a small gap at the top.


78%

Business Volumes  
Over \$1 Million

A teal-colored circular progress indicator showing 78% completion. The circle is mostly filled, with a small gap at the top.

78%

Executive  
Management

A teal-colored circular progress indicator showing 39% completion. The circle is partially filled, with a larger gap at the top.

39%

New Buyers  
Attending the Event

# Geography

TISE welcomed a large percentage of Canadian attendees back for 2023, as well as saw international attendance returning.

24% Far West  
14% Mountain  
14% Central  
6% Central  
12% N. East  
19% S. East  
9% Canada  
1% International

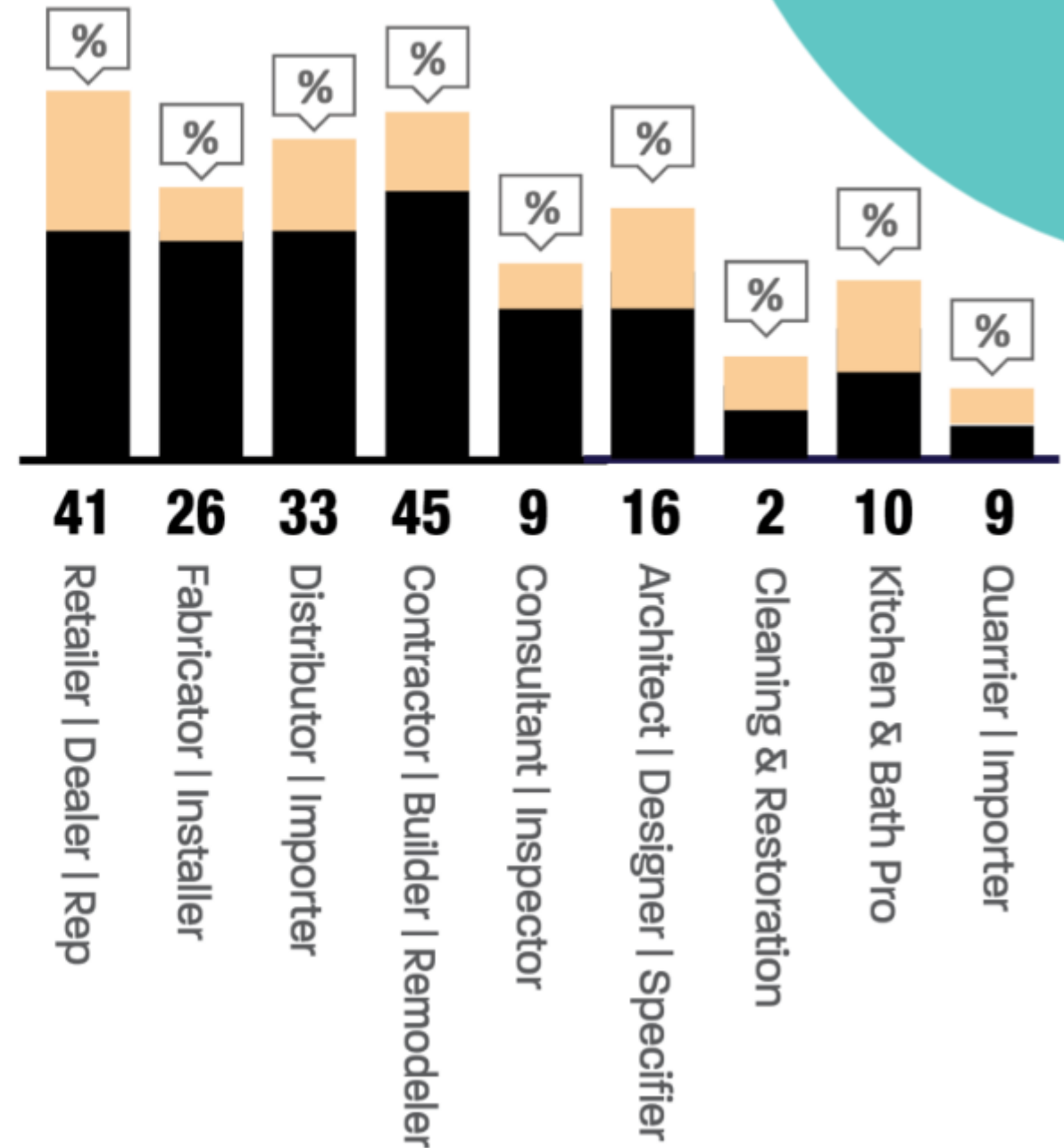


New for 2023, Canadian attendees were greeted with a new Canadian Attendee lounge sponsored by Coverings Canada Magazine, including coffee, water, power for devices, and a happy hour.



# Business Classifications

Stats are based on primary and secondary business classifications to show provide the deepest attendee insights.



# Education

TISE moved targeted programming to the individual main stages and launched the new series of high-profile Pulse Seminar sessions in 2023.

The new program was very well received.



## Launch of PULSE Seminars

Consisting of a schedule of 16 sessions, the Pulse Seminar series intended to help professionals keep their finger on the Pulse of the industry including products, forecasting, design, and more.



## Themed Exhibit Hall Main Stages

Adding value to every attendees' exhibit pass, three featured main stages were built in the exhibit hall in SURFACES, StonExpo and TileExpo offering a deeper, more technical information dive in each of the event sectors.

# Beyond the SURFACE

TISE had initiated special programs intended to connect the disconnected and go deeper into the industry communities. These are just a sampling of the new initiatives.



## Start Up Station

New industry businesses applied for complimentary exhibits space and marketing exposure and 5 companies were featured in 2023.



## GreenStep Lounge with FCW

Highlighting the industry people and manufacturers who are making a difference in Sustainability and the industry environment.



## Women's Programs

TISE hosted the 2nd Annual Women's Leadership Conference and partnered with industry womens groups for networking opportunities.



## Donations/ Recycling

TISE works as a conduit to assist in raising funds for industry charitable organizations. TISE also implemented a booth recycling program offsetting waste for the event and assisting those in need.



## Installer of the Year Competition

TISE went cross-country with regional competitions in 2023 making competing more accessible for installers in the industry.



# Three Events In One

TISE went even deeper focused on the three distinct events in 2023.



Sponsored by the World Floor  
Covering Association



Sponsored by the Natural Stone  
Institute and the Natural  
Stone Council



Sponsored by the National Tile  
Contractor Association and the  
Certified Tile Education Foundation.





**HIGHLIGHTS**

# Testimonials

The event left the industry saying "Wow, what an amazing event!"



**Scott Humphrey**

President & CEO / World  
Floor Covering Assoc.

"Just when you think the team at Informa can't create a better show, they go and top themselves again. From the training sessions to the installation competition, to the comprehensive list of suppliers, and the new set up to simplify the flow of attendees and allow maximum time for Interaction, SURFACES 2023 was the best show in my 10 years as head of the WFCA! Well done!"



# SURFACES Features

New Dedicated Entrance Unit

SURFACES Main Stage

COVER Connect Co-location

NWFA Pavilion

Distributor Lounge

Canada Lounge

Media Village

Best of SURFACES Awards

Installation Competition Awards

Design, Color & Product Tours

Plus, a whole new exciting line-up and powerhouse brands.





# ston Expo

THE INTERNATIONAL  
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**HIGHLIGHTS**



# Testimonials

The event left the industry saying "Wow, what an amazing event!"



**Jim Hieb**

CEO / Natural Stone  
Institute



"We had a fantastic experience, and it was great to see such a strong international presence in the Natural Stone Pavilion! Nearly 60 material suppliers to compliment the strong showing of equipment & tooling companies and we anticipate even more in 2024. Two additional highlights included the NSI's introduction of the David Fell Spirit of Service Award to recognize participants in the Gary Sinise Foundation's R.I.S.E. program, and industry support for our Foundation's Mission Possible cash and car raffle."

# **StonExpo Features**

New Dedicated Entrance Unit

StonExpo Main Stage

Natural Stone Pavilion

SESA Stone Tools & Equipment

Natural Stone Theatre

Best of StonExpo Awards

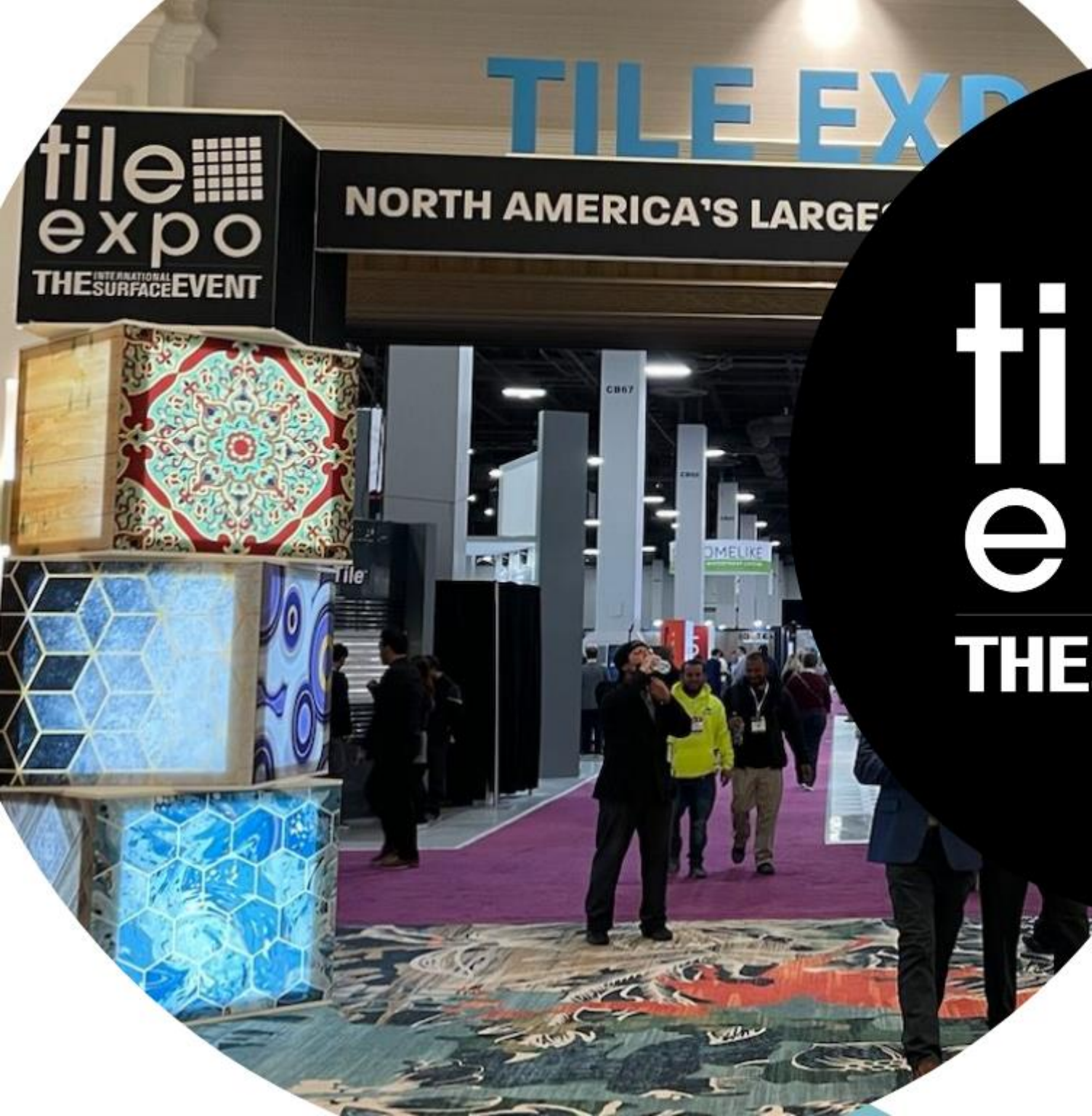
World of Natural Stone Tour

The Machinery Tour

And a lot more stone!







tile expo  
THE INTERNATIONAL SURFACE EVENT

**HIGHLIGHTS**

# Testimonials

The event left the industry saying "Wow, what an amazing event!"



**Bart Bettiga**

Exec. Director / National  
Tile Contractors Assoc.

The Ceramic Tile Education Foundation and National Tile Contractors Association were both very pleased with the traffic and quality of attendees at TISE 2023. It is clear installers and contractors have realized the value of in-person networking and interaction with suppliers that happen at a show like TISE. The responses to the education and training we offered at the show were extremely positive, and we were able to create a lot of energy to support industry certification and training.



# TileExpo Features

New Dedicated Entrance Unit

TileExpo Main Stage

Best of TileExpo Awards

Tool Alley

FCW GreenStep Gallery

Start Up Station

TISE Live Demo Stage

Tile Certifications & Trainings

Trend, Color & Product Tours

And a whole line-up of incredible tile manufacturers!







THE INTERNATIONAL  
SURFACE EVENT

**TISE**

**LIVE**

VIRTUAL



*vegas*  
EDITION

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**HIGHLIGHTS**



# Testimonials

The event left the industry saying "Wow, what an amazing event!"



**ED YOUNG**

Hybrid Attendee  
& Speaker

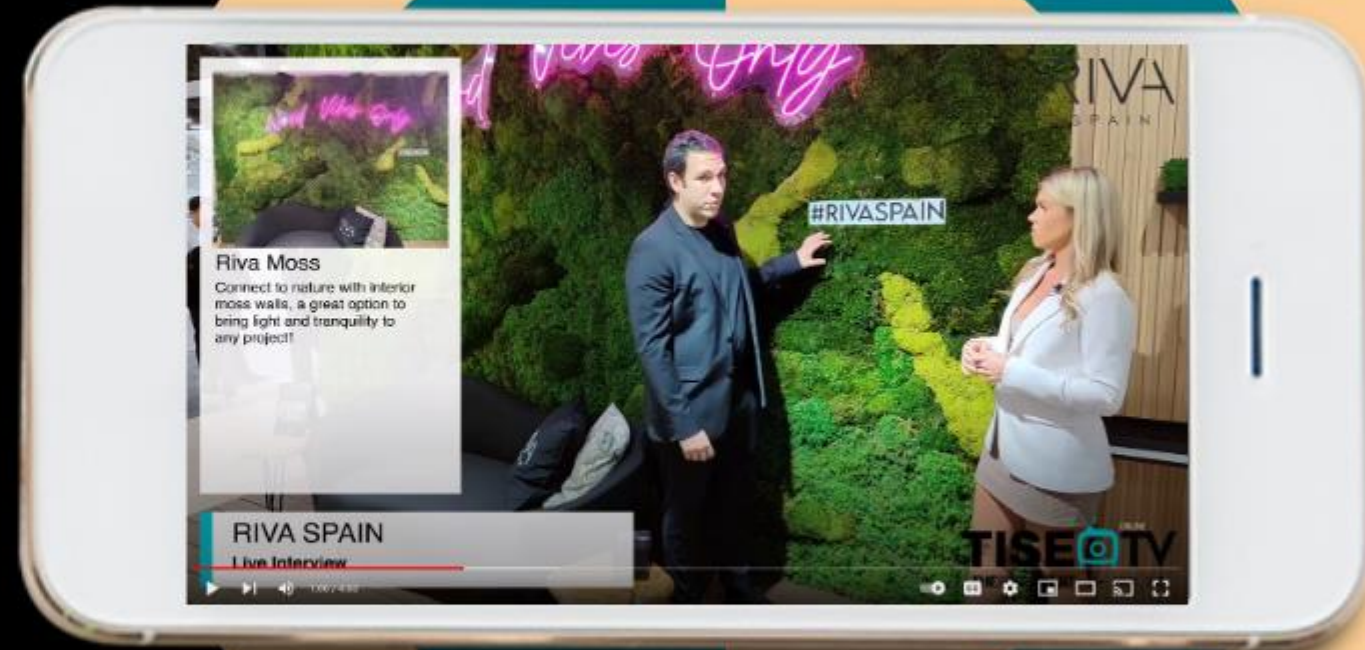
If you couldn't make it to TISE,  
this is your one-stop-shop to  
view all the content from all  
the presentations.

# Hybrid Event

## TISE Live Virtual Event | Vegas 2023

Occurring concurrent to the in-person event, the industry was invited to join everyone virtually in the TISE Live Virtual Event. This smart event offers LIVE updates from the show, a virtual exhibit hall, in-booth product interviews, live sessions from the main stages, live demos from the demo stage, and many other updates across the event. All produced by The International Surface Event's TISE Tv Network Crew.

And the event stays open all year allowing all attendees, whether attending in Las Vegas or virtual only, to access and connect beyond the three days of the event.



**TISE**  **TV**



# Hybrid Quick Stats



2,945 Attendees  
350+ Engaged Audience



Gender  
45% Female Attendees  
(+ 15% over in-person event)



Age Ranges  
19% 18-34  
28% 35-44  
28% 45-54  
13% 55-64



Top Viewed Content  
- The Very Minimum to Get Your Business Online  
- How Fabricators are Preparing for Turbulent Times  
- TISE Tv In-booth Interviews



NEW FOR 2023 - TISE produced the TISE Live Hybrid Event Guide for easy navigation of the hybrid event. [Click to view guide.](#)



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**SAVE THE DATE**  
**24-26 January 2024**