

THE INDUSTRY IS TUNED IN

TISE ONLINE TV

THE INTERNATIONAL SURFACE EVENT™

 SURFACES

**ston
Expo**

**tile
expo**

The International Surface Event (TISE): SURFACES | StonExpo | TileExpo in partnership with the Live Broadcast Network (LBN), brings the industry a whole new floor covering, stone, and tile shopping and product sourcing experience: the TISE TV Network, streaming on Facebook. Combining the power of simulcasting software on Facebook and the powerful sourcing databases through TISE and the LBN, TISE TV will offer your business exposure like never before for your products and services!



Sell products year-round with episodes on TISE TV

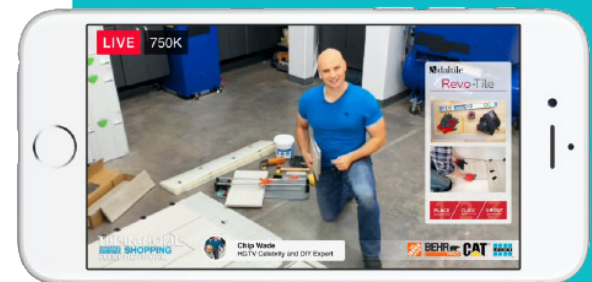
Types of segments



PRODUCT SALES & PITCH PRESENTATIONS



PANEL DISCUSSIONS



HOW-TO OR HOW IT'S MADE BRANDED PRODUCT DEMONSTRATIONS



Scan to view example episode

TISE TV offers you the flexibility to present your product, service, and/or company in your own way... all to a LIVE and re-watchable audience, replicating the tradeshow exhibition experience. View the TISE Tv Guide on the TISE Tv website for current programming.

- Sell product, communicate product innovations, product launches and availability
- Leverage the platform to communicate industry relevant discussions and conversations
- Create a thought-leader position through product knowledge or discussions
- Communicate the ease of use for products and services
- Educate to help inform on how a product is used or installed

Benefits of the **TISE**TV experience

● **10-20 MINUTE PRODUCT PRESENTATION VIDEO EPISODE**

Replicating the ability to communicate information about product, supplies, inventory, benefits and sales rep info, the product presentation is what no other virtual platform can replace. Your episode is your opportunity to present your product, *your way*, and have it captured forever on video.

● **THE AUDIENCE, episodes have reached over 25,000 viewers!**

TISE TV will be visible to the entire historical TISE floor covering, stone, and tile industry database, the designer, sourcing and enthusiast database of the LBN, plus the additional audience through industry-targeted social promotion, online distribution and simulcasting.

● **ATTENDEE NETWORKING**

People attend trade shows and events to discover products and to network with each other. Social media comments have proven to provide a similar social engagement. You will be LIVE with attendees during your TISE TV episode when it airs to be able to interact, answer questions, and network with the audience.

● **TELEVISION-STYLE MARKETING OPPORTUNITIES**

TISE TV offers the opportunity for video commercials, panel sponsors, voice over sponsors, and lower third branding opportunities to add exposure beyond your episode. Want a guest host to produce your spot on your behalf? Visit the talent page for information at www.intlsurfaceevent.com/en/tise-tv

● **EXPANDED TRADE ONLY MARKETING BENEFITS**

In addition to the exposure from the episode airing, some TISE TV advertisers have the additional opportunity to provide a trade-only product offer or discount that will be included in a "TISE TV Exclusive Specials" email after the episode airs, distributed to the trade-only registered and full historical audience.

● **TISE TV EPISODES AIR ON TV SCREENS AT TISE IN LAS VEGAS**

TISE TV episodes get played on a loop on TISE TV video screens all across the show floor and lobbies. Not only do you get the exposure of your product launch through the TISE TV network but you also receive this additional touchpoint with the TISE attendee in Las Vegas.

● **SIMPLE, FULLY REMOTE VIDEOGRAPHY**

With remote videography, you are able to present your products and services from the comfort of your facility, showroom, or home! This saves you time and expenses by reducing the overhead to participate. TISE TV will take your remote-filmed video segments and any provided product images, video or elements and produce your segment. Simply complete the video form, submit your information and elements, we do the rest.

TISE TV

Special Tv Series

While you can book and air any of the TISE Tv opportunities throughout the year, TISE Tv does produce several themed, targeted TV Series throughout the year. Consider having advertising and/or feature episodes inside these special series.

TISE TV GOES BEHIND THE SCENES AT THE SURFACES SHOWHOME: CALIBU VINEYARD

New TISE Tv Mini Series Coming This Winter

Stay Tuned For Updates



TISE Tv Product Celebration Series - Spring

Each spring, TISE Tv prepares a line-up of new products launched for the new year and feature them inside the TISE Tv Product Celebration Series. Each episode calls attention to the newest product launches and innovations across the flooring, stone, and tile industries.



TISE Tv Festival of Installation Series - Fall

The TISE Tv Broadcast Network from The International Surface Event announces the 2nd season release of the Festival of Installation Series. In partnership with the leading installation resources in the industry, TISE Tv will premiere a new 8-episode TV series this fall, each episode featuring installation demonstrations that cover a multitude of categories including wood flooring, resilient, carpet, tile,



Exclusive Upcoming Series: Calibu Vineyard - Winter 2022

TISE Tv had been following the 18 month construction progress of the SURFACES Showhome: Calibu Vineyard and will be releasing an exclusive new series this fall featuring behind the scenes construction, interviews, design insights, and more as each episodes unfolds the project and the amaing products and project partners.

MOST ECONOMICAL

PITCH SEGMENT

Like you might pitch in a booth

\$2,000



Pitch Segments replicate the tradeshow booth experience. Giving brands the ability to present new products and unique selling features.

INCLUDES:

Pre Recorded Episodes: Segment Length - 10-15 minutes

Remote Videography - All episodes are filmed remote and include up to 1/2 hour of remote filming

Video Editing - Minimum video editing and transitions

5 Product Feature - Allows you to feature up to 5 items and up to 4 color options

Product Graphic - Allows your company to display information to support the 5 Products featured in the episode

Contact Banner Displays a scrolling banner of contact information (website, phone or email)

Logo Display - Displays a scrolling banner of contact information (website, phone or email)

Event Post:

Branded Event Post - A custom graphic posted to Facebook Events and shared to Instagram and LinkedIn

\$50.00 Boosted Event Post - Boosted Event Post ensures that the maximum audience notified of your upcoming broadcast.

LIVE Broadcast/Distribution:

Live Stream - Up to a 1/2 Hour episode, Live Streamed on Facebook at a pre scheduled time slot

\$50.00 Boosted Post - Allows your video to be seen by a larger number of viewers through paid advertising over a 7-day period following the live broadcast.

Episode Marketing

Each episode is promoted via email prior to airing which is distributed to up to 60,000 trade professionals.

MOST POPULAR

BRANDED SEGMENT

A higher level of video production

\$3,500



Branded Segments are great for brands who value a higher level of recognition and product awareness. Great for celebrity and brand ambassador presentations.

INCLUDES:

Branded segment includes all pitch segment inclusions.

PLUS...

Pre Recorded Episode Segment **Length is now 15-20 minutes**

Remote Videography - All episodes are filmed remote and **now include up to 45 minutes** of remote filming

Video Editing - **Video editing, transitions and branded video clips (intros, outros and stock video)**

Photo Overlay(s) - **Allows your company to display full screen images to support the on screen narrative**

LIVE Broadcast/Distribution:

Boosted Post is now \$100.00

Episode Marketing

Each episode is promoted via email prior to airing which is distributed to up to 60,000 trade professionals.

SPONSORSHIPS

LOWER 3RDS

Entry-Level Sponsor



\$2,250

Lower 3rds sponsorship is perfect for brands seeking to build brand recognition and awareness. Through logo placement, brands benefit from the cross marketing viewership.

INCLUDES:

Brand Logos - Company logos must be supplied in png file format suitable for light and dark background applications.

2-Submissions Per Block - You can submit up to 2 Logos, to be included in the 10-episode block.

Event Post:

Event Post URL - Your company URL will be included in Event Posts as a clickable link.

Event Post Tag - Your company will be tagged in Event Posts

\$50.00 Boosted Event Post - Boosted Event Post ensures that the maximum audience notified of your upcoming broadcast.

LIVE Broadcast/Distribution:

Live Stream - Your commercial will air in 10 TISE TV episodes, Live Streamed on Facebook at a pre-scheduled time slot

Post Tag - Your company will be tagged in Live Streamed episodes, within your 10-segment block

\$75.00 Boosted Post - Allows your video to be seen by a larger number of viewers through paid advertising over a 7-day period following the Live broadcast

Episode Marketing

Each episode is promoted via email prior to airing which is distributed to up to 60,000 trade professionals.

VOICE OVER

Mid-Level Sponsor



\$2,500

Voice Over sponsorship is a great way to deliver your brand messaging and establish leadership within your market segment. Viewers are able to both hear and see your messaging.

INCLUDES:

Voice Over with Brand Logo:

Voice Over Scripts – Scripts must meet Facebook content and other FCC guidelines. Ads are subject to approval.

Logo – Company logos must be supplied in png file format suitable for light and dark background applications.

4-Submissions Per Block - You can submit up to 4 Voice Over Scripts, to be included in the 10-Episode Block

Event Post:

Event Post URL - Your company URL will be included in Event Posts as a clickable link.

Event Post Tag - Your company will be tagged in Event Posts.

\$50.00 Boosted Event Post - Boosted Event Post ensures that the maximum audience notified of your upcoming broadcast.

LIVE Broadcast/Distribution:

Live Stream - Your commercial will air in 10 TISE TV episodes, Live Streamed on Facebook at a pre-scheduled time slot.

Post Tag - Your company will be tagged in Live Streamed episodes, within your 10-segment block

\$50.00 Boosted Post - Allows your video to be seen by a larger number of viewers through paid advertising over a 7-day period following the Live broadcast

Episode Marketing

Each episode is promoted via email prior to airing which is distributed to up to 60,000 trade professionals.

30-SEC VIDEO AD

High Level Sponsor



\$3,000

30-Second Video Ad Commercials are the best way to deliver your brands message and story directly to your audience base. Ad placement in front of a captive audience is golden.

INCLUDES:

Video Ads:

30-Sec Commercial - You can run an approved 30-second video ad embedded in up to ten show segments. Video ads must meet Facebook content and other FCC guidelines. Ads are subject to review

4-Submissions Per Block - You can submit up to 4 Video Ads, to be included in the 10-Episode Block.

Event Post:

Event Post URL - Your company URL will be included in Event Posts as a clickable link.

Event Post Tag - Your company will be tagged in Event Posts.

\$75.00 Boosted Event Post - Boosted Event Post ensures that the maximum audience notified of your upcoming broadcast.

LIVE Broadcast/Distribution:

Live Stream - Your commercial will air in 10 TISE TV episodes, Live Streamed on Facebook at a pre-scheduled time slot.

Post Tag - Your company will be tagged in Live Streamed episodes, within your 10-segment block

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Episode Marketing

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And the best part, the price!

PRICES ARE AFFORDABLE FOR ALMOST ANY BUDGET.

The rates include remote filming, video editing, digital marketing, and more! TISE TV is offering discounted pilot launch pricing for this new program introduction. Buy blocks of episodes now for the best deals!

PACKAGE OPTIONS	Single Segment	Bundle 3+
Pitch Video Segment	\$2,000 / ea	\$2,000 / ea
Branded Video Segment	\$3,500 / ea	\$3,250 / ea
Lower 3rds	\$2,250	NA
Voice Over Sponsor	\$2,500	NA
Panel Sponsor	\$5,000	\$4,000
Video Commercials	\$3,000	NA
TISE Tv Product Interview (TISE exhibitors only, filmed on-site in booth)	\$950 / \$1,150 / \$1,350	NA
*** Watch for TISE Live opportunities that are filmed on-site and aired on TISE Tv after the event.		
*** TISE Tv produces special themes Tv series throughout the year. Look to advertise or have episodes in these special focused opportunities.		

MOST EXCLUSIVE

HOST A PANEL

Call For More Info

\$5,000

Panel Discussions, Done Better

Remote Panelists

Unlike other video conferencing programs, TISE-TV offers completely customizable layouts, for more interesting and visually appealing panel discussions.

Video Cutaways/Overlays

Video Cutaways and Overlays provides better content and branding opportunities for better product/segment story telling.



Event Branding

Provides you as a sponsor with a valuable return on your investment.

Animated Lower 3rds

Animated Lower Thirds provides an elevated presentation in order to create multiple levels of personal value.

NOT ANOTHER ZOOM PANEL

Want a celebrity to film or guest host your TISE TV episode?

If you have your own brand representative, product trainer, or star on your team to host and film your episode, that's great! if not, TISE TV has negotiated special rates for some incredible television and industry celebrity talent interested in introducing or doing a demo for your products and services! You can add your talent selection to your order in the TISE TV online contract process, it's that simple! Check the TISE TV talent page for ongoing talent updates.

www.TISEtv.com

Host a single panel discussion or create a thought-leader series that continues your story over time.

Reach the largest
TARGETED
AUDIENCE
for the flooring
stone & tile industry
virtually through
TISE TV.



Architects | Specifiers
Consultants | Inspectors
Contractors | Builders
Designers
Design Enthusiasts (*non-trade*)
Distributors | Importers
Fabricators | Installers
Kitchen & Bath Pros
Remodelers
Restoration & Cleaning Pros
Retailers | Dealers | Reps
Quarriers



52% Women | 47% Men
80% Key Decision Makers
83% Domestic | 17% Int'l



67% of trade
audience has
business volume
over \$1,000,000



81% Viewer retention
rate means active
and engaged
viewing audience

Ready to start selling your products
year-round with episodes on **TISE TV?**

START A CONTRACT TODAY AT www.TISEtv.com
sales@tisewest.com | 800.547.3477