



Coverings 2027

## Coverings Ambassador Program

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**In order to promote trade attendance at Coverings 2027, you are invited to submit an application to participate in the 2027 Coverings Ambassador Program (“Program”). By participating, you will contribute to the success of the show, and you may qualify for incentives subject to the terms and conditions set forth below.**

### **TERMS AND CONDITIONS:**

**SPONSOR:** The Sponsor of the Program is Taffy Event Strategies LLC in its capacity as agent for International Tile Exposition, LLC t/a Coverings (“Sponsor”) 2300 Clarendon Blvd., Ste. 305, Arlington, VA 22201.

**DESCRIPTION OF THE PROGRAM:** The Sponsor wants you to promote Coverings 2027 to your social networks and industry colleagues to encourage them to register and attend the show using your unique Sponsor-provided Coverings 2027 registration promo code (“Code”). When a qualified tile & stone industry professional registers for Coverings 2027 using your Code, you will receive credit for the registration, as further described below.

**WHO CAN PARTICIPATE:** Applicants to participate in the Program (“Applicants”) must be legal residents of Canada or the United States and at least 18 or older and must have attended at least one Coverings show prior to Coverings 2027. Employees, temporary workers, freelancers and independent contractors of Sponsor, and their immediate families (spouse and parents, children, siblings, and their respective spouses, regardless of where they reside) and those persons living in their same households, whether or not related, Sponsor’s parent, affiliates, subsidiaries, and/or advertising and promotion agencies are not eligible to be Applicants. In order to participate in the Program, individual must be an approved and official Coverings 2027 Ambassador.

**HOW TO SUBMIT AN APPLICATION:** To submit an application (“Application”) to be appointed as a Program Ambassador, visit the Coverings Ambassador page on [www.Coverings.com](http://www.Coverings.com) (“Site”) and follow the directions provided to complete and submit the Application, between 9:00 a.m. ET on April 20, 2026 and 11:59 p.m. ET on March 7, 2027 (“Application Period”). Limit one (1) Application per person. All Applications become the property of Sponsor. Answers provided as part of your Application must be your own original work. Sponsor has full discretion as to the number of Applicants it selects and reserves the right to not select any Ambassadors through this Application process. All Applicant information provided in connection with the Application is subject to Sponsor’s Privacy Policy, available at: [www.coverings.com/privacy-policy](http://www.coverings.com/privacy-policy).



**AGREEMENT TO TERMS:** By submitting an Application, the Applicant agrees to be fully bound by these Terms and Conditions and represents and warrants that the Applicant satisfies all the eligibility requirements.

**ENTRY PERIOD:** Starting 9:00 a.m. ET on April 20, 2026 and 11:59 p.m. ET on March 7, 2027.

**PROGRAM INCENTIVES:** Coverings Ambassadors may be eligible to receive incentives based on their participation. There are two levels of incentives. First, Ambassadors can participate in monthly micro-challenges and are eligible to win prize incentives at the completion of each challenge. Participants who have successfully completed each challenge will be chosen at random or accordance to the challenge regulations. Second, the most engaged Ambassador will receive an invitation to the VIP Press & Influencer Reception taking place during Coverings 2027.

Engagement will be measured by their participation in the Ambassador Program throughout the campaign and by the number of qualified attendees who have registered using only their Code. A qualified attendee is defined as an individual who is not a family member/relative of the Applicant, is 18 years of age or older, and is a trade attendee (i.e., not a consumer, manufacturer, or Coverings 2027 exhibitor). Each Applicant is solely responsible for reporting and payment of any federal, state, or local taxes related to the incentive. **AS A CONDITION OF RECEIVING ANY INCENTIVE, THE APPLICANT MUST PROVIDE THE INFORMATION NECESSARY FOR COVERINGS TO REPORT THE INCENTIVE TO THE APPROPRIATE TAXING AUTHORITIES.** These incentives are nontransferable.

**INCENTIVE NOTIFICATION:** You will be notified by email in a timely manner regarding any incentive you are entitled to receive under the Program. Sponsor shall have no liability for your failure to receive notices due to spam, junk e-mail or other security settings or for your provision of incorrect or otherwise non-functioning contact information. If you cannot be contacted, are ineligible, fail to claim the incentive within three (3) days from the time award notification was sent, the incentive at the option of Sponsor, may be forfeited. Receipt by Applicant of the incentive offered in this Program is conditioned upon compliance with any and all federal, state, and local laws and regulations.

**TERMINATION OF PROGRAM:** Coverings reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Program should virus, bug, non-authorized human intervention, fraud, or other cause beyond Coverings' control corrupt or affect the administration, security, or proper conduct of the Program.



**LIMITATION OF COVERINGS LIABILITY:** In no event shall any individual member of Coverings have any personal liability arising out of the Agreement as modified by this Addendum, and recourse shall be limited solely to the assets of Coverings.

**TERMINATION OF SHOW:** In the event that Coverings 2027 does not occur for any reason, Sponsor shall have no liability to provide the incentive specified above.

**GOVERNING LAW/DISPUTE RESOLUTION:** This Program shall be governed by and the Terms and Conditions herein construed in accordance with the laws of the Commonwealth of Virginia applicable to contracts made in such jurisdictions and without application of any conflicts of laws rules. Any dispute arising under or with respect to the Program shall be resolved by arbitration in Arlington, Virginia with a single arbitrator and in accordance with the Commercial Arbitration Rules of the American Arbitration Association.

**ENTIRE AGREEMENT:** These Terms and Conditions sets forth the entire understanding of the parties with respect to the subject matter hereof.