

Coverings®
THE GLOBAL TILE & STONE EXPERIENCE

**SPONSORSHIP
OPPORTUNITIES**

April 6—9, 2027
Orlando, Florida
Orange County Convention Center





CONNECT WITH BUYERS

AT COVERINGS 2027 THROUGH UNIQUE SPONSORSHIP OFFERINGS

Coverings 2027 is the premier event in North America for the tile, stone, design and construction industries. With a range of budget-friendly options, from digital to promotional branding and large-scale activations, Coverings ensures that your company will make a lasting impression.

Our dedicated sales team is here to assist you in creating customized sponsorship packages tailored to your needs, helping you connect with the right audience at **Coverings 2027, April 6 - 9** at the **Orange County Convention Center**.

BONUS EXPOSURE!

Make the most of your sponsorship investment. Exhibitors who spend \$5,000 or more receive additional branding, recognition, and promotional opportunities. See [page 16](#) for details.

2027 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

Brand Exposure



- You Are Here Board
- Coverings T-Shirts
- Show Bags
- Digital Mobile Signs
- Lanyards
- Digital Poster Walls
- Digital Poster Signs
- Interactive Show Guide
- New Exhibitor Package
- Physical Signage

Digital Marketing



- Sponsored Blog Post
- Coverings Mobile App
- Monthly Newsletter Advertising
- Attendee Segment Email
- “Know Before You Go” Email
- Onsite Daily Emails
- Website Banner Ad
- Premier Exposure Package
- Digital Packages & Ads

Face-To-Face Connections



- Contractor Show Floor Tour Stop
- T.A.C.K.
- On-Site Event Boost
- Happy Hours and Refreshments
- Coverings Beer Garden
- Coverings Main Stage
- CID Awards Reception
- Rock Stars Program
- VIP Press & Influencers Reception
- VIP Specifier Opportunities

2027 Sponsorship Levels

Coverings is offering four all-inclusive tiers designed to maximize your brand exposure and elevate your presence. See [page 16](#) to learn more about this exciting opportunity!



BRAND EXPOSURE OPPORTUNITIES

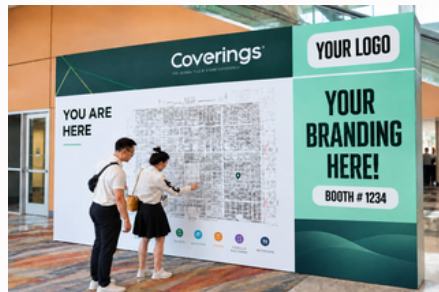


Put your name front and center before, during, and after the event.

You Are Here Board

Have your brand message alongside a You are Here Board located in the convention center lobby near the show floor entrance. Receive a full panel designed by you as well as your booth highlighted on the map.

\$4,500



Coverings T-Shirts

Sponsor the exclusive Coverings t-shirts worn by tile and stone pros during and after the show. Your logo will be featured on 500 shirts distributed from key show areas and your booth. Includes contact list of attendees receiving a t-shirt and final design approval.

\$6,500



Show Bags

Get year-round exposure—your branded tote bag will be carried by all registered attendees at the show and beyond. Sponsor provides 10,000 bags for distribution.

\$12,000 Each/ Max of two sponsors



Digital Mobile Signs

Displayed on a 6.7 ft tall digital LED posters located in the lobbies, receive a 10-second spot on a 100-second loop.

\$3,700 Max six opportunities



Lanyards

Place your company's brand around every attendee's neck as the official lanyard sponsor. Just provide the lanyards and let the attendees do your advertising for you! Sponsor to provide minimum of 10,000 lanyards for distribution, and Coverings Show Management will provide fulfillment details.

\$12,000 Each/ Max of two sponsors



New Exhibitor Package \$500

Exhibiting at North America's largest tile and stone event can be overwhelming, especially for first-time exhibitors. To help you elevate your visibility and make the most of this opportunity, Coverings has specially designed the Exhibitor Package add-on. For just \$500, new Coverings exhibitors can receive:

- A 2'x2' floor sticker at your booth.
- A special color booth designated just for new exhibitors on the printed show floor map.
- Company name and hyperlink call-out on the show floor page of Coverings.com.



BRAND EXPOSURE OPPORTUNITIES



Digital Poster Walls

Put your brand front and center with a high-impact presence on the Coverings Digital Poster Walls. These 80-inch connected LED screens will create an eye-catching display in two high-traffic locations near the escalators in the North and South Hall Lobbies.

Your 8-second video will appear at both locations throughout all four days of Coverings as part of a 2-minute rotating content loop, delivering repeated visibility as attendees move throughout the event.

\$6,000 Max 11 opportunities



Digital Poster Signs

Extend your brand presence with messaging displayed on vibrant, 49-inch digital signs located in two prime areas on the Coverings show floor. Sponsor video content will appear on both kiosks, providing visibility to attendees as they engage with event information, education schedules, and other show content.

- Size: 49" diagonal
- Resolution: 1920 x 1080 px
- Duration: 8-second placement within a 2-minute content rotation
- Upgrade for exclusive branding on the base of the kiosks.

\$3,500 Max 11 opportunities
or **\$4,500** with branded kiosk base

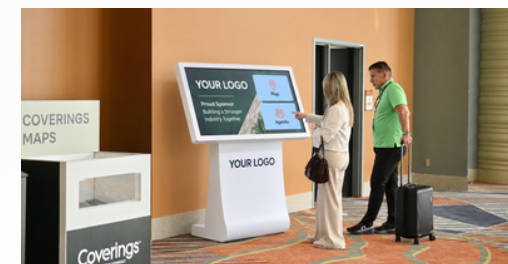


Interactive Show Guide

Guide attendees while putting your brand front and center. Two interactive touchscreen kiosks in high-traffic areas provide location-based wayfinding, integrated show floor maps, and QR codes attendees can scan for directions. Sponsorship also includes branded screen and base placement, with options for lead capture, content sharing, and gamification.

- Size: 49" diagonal
- Resolution: 1920 x 1080 px

\$7,000 Max two opportunities





BRAND EXPOSURE OPPORTUNITIES



Column Wraps

Make an impact by wrapping one or several columns in the lobby near registration. It's an outstanding way to drive traffic to your booth immediately as attendees head to the show floor.

\$7,500



Convention Center Banners

With a variety of sizes available in prime locations throughout the Orange County Convention Center, your brand will be top of mind with Coverings attendees.

\$8,000+



Escalator Runners

Attendees won't be able to miss your company with eye-catching escalator runner graphics. Span your branding along the South or North Hall entrance escalators that lead attendees onto the show floor.

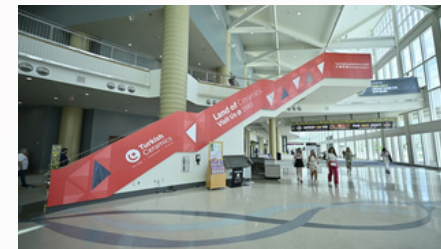
\$14,000



Stair Railing Graphics

Elevate your presence at Coverings 2027 by featuring your brand on the prominent staircase in the South Hall lobby, right by the entrance to the show floor. With 11 large panels, you can highlight your company and key messages in a high-visibility area, drawing more attendees to your booth.

\$10,000



Door Graphics

Get ultimate exposure by showcasing your brand on 28 glass doorways across the South Hall or North Hall convention center entrances. These graphics are double-sided, have a maximum size of 11"x17", and are a surefire way to drive increased brand awareness and attendees to your booth.

\$12,000 Each/ Max of two sponsors



Window Clings

Maximize your brand's impact at Coverings 2027! Secure high-profile window clings positioned strategically beside the main entrances of the Orange County Convention Center. This opportunity includes three 78"x90" graphic panels, ensuring your brand stands out to top tile and stone industry professionals.

\$5,000 Each/ Max of four sponsors





DIGITAL MARKETING OPPORTUNITIES



Stay top of mind with targeted exposure across all digital touchpoints.

Sponsored Blog Post

Position your company as a subject matter expert and a resource to the industry by contributing to the popular Coverings blog. The blog is frequented by registered and prospective attendees as a key source of show and industry information.

Your Post Includes:

- Up to 500 words
- Headline
- One-Five images
- Up to four links

Your Post will be promoted on:

- Coverings' social channels
- Homepage of Coverings.com
- Coverings Connected e-Newsletter



\$750

Content must be approved by Show Management

Coverings Mobile App

Each year, attendees rely on the Coverings mobile app as their go-to show guide. As the exclusive source for schedules, maps, and exhibitor info, the app offers prime brand exposure for the sponsor—both in-app and across all promotional channels.

\$12,000



Monthly Newsletter Advertising

Expand your reach and advertise in Coverings' popular monthly e-newsletter — [Coverings Connected](#). Distributed to 50,000+ tile & stone industry professionals each month, Coverings Connected is the perfect way to build brand awareness, drive traffic to your website, and generate new sales leads. Choose one advertising option below per month, for two consecutive months (selected at time of purchase), for only \$2,500!

Banner Ad

Grab the attention of readers with a prominent banner ad with hyperlink in Coverings Connected. Your banner ad will also be included on the [Coverings Connected newsletter page on the Coverings website](#) for one month. Specs: 650 x 100px, .jpg or .gif.

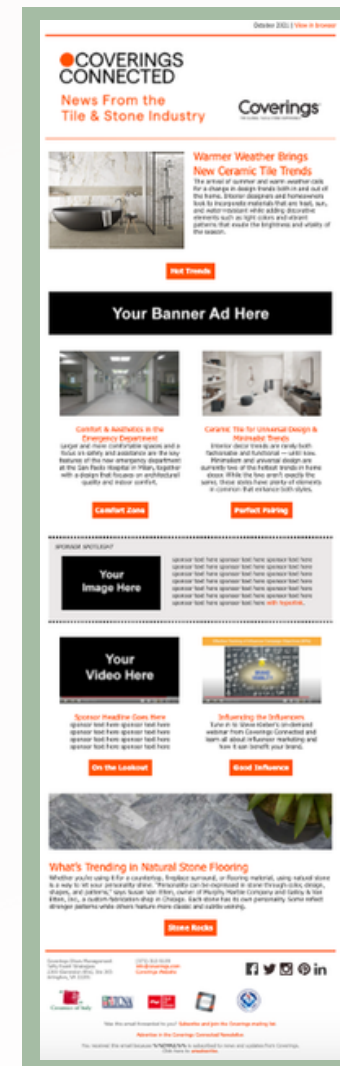
Sponsor Spotlight

Showcase your company as a subject matter expert in the Coverings Connected. Sponsor to provide up to 100 words, a headline, hyperlink, and image detailing your product or service. Approved content may also be shared on select Coverings social media channels.

Video

Bring your message to life with a 30-60 second video showcasing your company and offerings. Sponsor to provide hyperlink to hosted video, headline, and up to 40 words describing the video content. Approved content may also be shared on select Coverings social media channels.

\$2,500





DIGITAL MARKETING OPPORTUNITIES

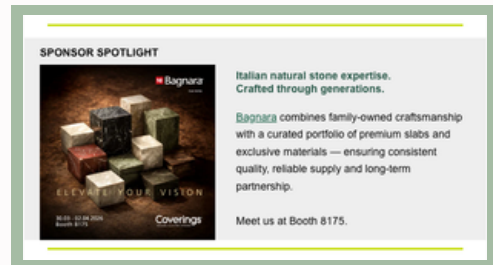


Attendee Segment Email

Shine in the inbox with a Sponsor Spotlight in an attendee email. Includes your image and text link, plus the ability to target a specific audience segment (Architect/Designer, Contractor/Installer, Distributor, Retailer, Fabricator, Builder/Remodeler).

Specs:

- 300 x 300px, .jpg or .png.
- Approx. 50 words including a headline
- 1 hyperlink



\$3,500

One opportunity per attendee segment available

“Know Before You Go” Email

Welcome attendees to Coverings 2027 by having your custom message displayed near the top of the popular “Know Before You Go” email sent to all pre-registered attendees the week before Coverings.

Specs:

- 825 x 145px, .jpg or .png. banner ad
- 1 hyperlink



\$4,500

Content must be approved by Show Management

Onsite Daily Emails

Put your brand in front of attendees each day of Coverings with a logo in the email header and a mid-email banner ad. Buy one daily email for \$2,500 or all four for \$6,000. Days assigned on a first-come, first-served basis.

Specs:

- 825 x 145px, .jpg or .png. banner ad
- 1 hyperlink

\$2,500 For one email or **\$6,000** for all four days

Important Show Hours

Registration Hours

Registration is located in the Grand Lobby

Monday, March 30: 7:00 a.m. - 5:30 p.m.

Tuesday, March 31: 7:30 a.m. - 5:30 p.m.

Wednesday, April 1: 7:30 a.m. - 5:30 p.m.

Thursday, April 2: 8:00 a.m. - 3:00 p.m.

Expo Hall Hours

Monday, March 30: 10:00 a.m. - 5:30 p.m.

Tuesday, March 31: 10:00 a.m. - 5:30 p.m.

Wednesday, April 1: 10:00 a.m. - 5:30 p.m.

Thursday, April 2: 10:00 a.m. - 3:00 p.m.

Conference Session Hours

Conference sessions will be held in rooms N246 and N250.

Monday, March 30: 8:00 a.m. - 1:30 p.m.

Tuesday, March 31: 8:00 a.m. - 1:30 p.m.

Wednesday, April 1: 8:30 a.m. - 1:30 p.m.





DIGITAL MARKETING OPPORTUNITIES



Website Banner Ad

The tile and stone industry visits Coverings.com year-round to stay on top of industry happenings and trends. Position your brand as an industry leader by purchasing a low-cost, high-ROI banner ad that will be displayed on the homepage for 3 months. Advertiser receives ad click-count.

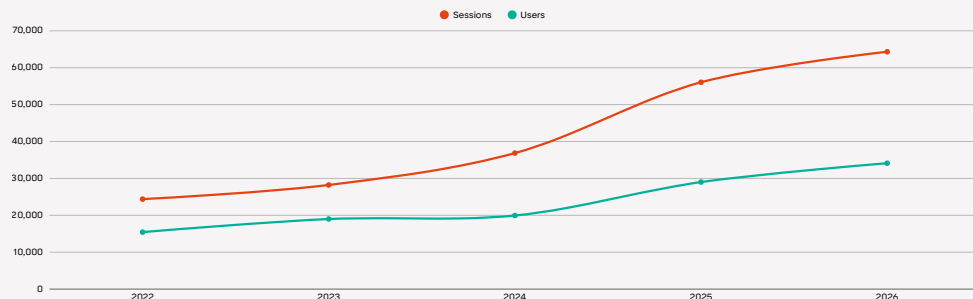
\$3,500 Max of four opportunities

File Type: JPG or PNG
Ad Size: 1170x180 px
Max File Size: 300 kB
Static Only



Coverings.com Website Traffic Statistics

Fiscal Year Averages Over the Past 5 Years



2026 Monthly Average
Sessions/Month: 64,323
Users/Month: 34,114

Monthly Average Between January 1 - April 20, 2026
Sessions/Month: 97,818
Users/Month: 51,096

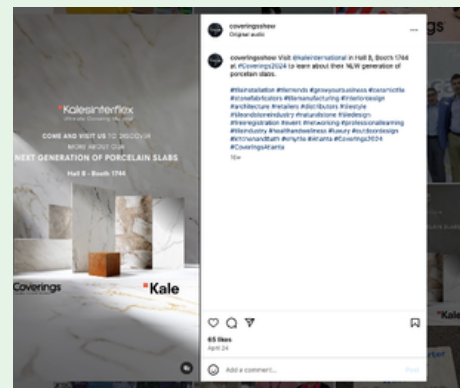
2026 New Records
February - 82,190 active users
February - 122,499 new users
March - 346,511 page views
March - 36,460 sessions from referral traffic alone

Premier Exposure Package \$8,000

Max of four opportunities

Make an impact online with this digital branding package that includes:

- Animated or static banner ad (300x250, JPG, PNG, or GIF, max 300 kB) on three high-trafficked pages of Coverings.com for January, February, and March 2027.
- Guest Blog Post on Coverings.com
- "Sponsor Spotlight" in Coverings Connected e-newsletter for one month (December, January, February, or March 2027)
- Sponsored social media post on [Coverings' Instagram account](#) (limited to 250 characters and 4 images, sized 1080x1080px)
- 8-second ad on two digital poster signs onsite
- Logo (with link, where applicable) on:
 - Coverings website
 - Coverings Connected e-Newsletter
 - Official Coverings Mobile App
 - Slides that run before and between Coverings conference sessions





DIGITAL MARKETING OPPORTUNITIES



Digital Profile Packages & Ads \$495 - \$1,495

Stand out on the online floor plan—and at Coverings—with wallet-friendly digital profile add-ons. Choose to enhance your online Coverings floor map or directory listing with the addition of a video, press release, show specials and more! [Log in to your exhibitor portal](#) to learn more, [view an example](#) of an upgraded listing, and purchase today.

Comparison Chart

UPGRADE LEVEL	Price	Top of Exhibitor List	Product Listings	Press Releases	Show Specials	Product Gallery	Product Categories	Company Logo	Videos
Basic	Included	✓	1	1	1	0	5	✓	0
Premium	\$495	✓	3	3	3	3	10	✓	2
Elite	\$795	✓	5	5	5	5	10	✓	4
Ultimate	\$1,495	✓	100	100	100	7	10	✓	6

Marketplace Page Ad

Stand out on key locations of the Coverings Exhibitor Hub, including:

- Products Page
- New Product Gallery
- Press Releases
- Show Specials
- Videos
- PLUS the main aggregate page which shows short lists of all 5 pages above!

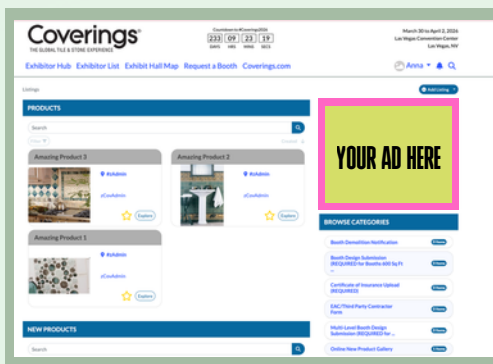
\$2,000 Max of six advertisers

(Discounted to \$1,000 with the purchase of the Premier Exposure Package)

File Type: JPG or PNG

Ad Size: 450x350px

Static Only



Static Banner Ad

Showcase your brand and drive traffic to your booth with this rotating banner display.

\$695 Max of six advertisers

File Type: JPG or PNG

Ad Size: 728x90px

Static Only



Show Floor Map Booth Logo

Allow everyone to find you easily on the show floor by adding your logo to your booth location on the digital show floor map.

\$495





FACE-TO-FACE CONNECTIONS OPPORTUNITIES



Put your brand directly in front of attendees throughout the event.

Contractor Show Floor Tour Stop

Be a featured stop on the Coverings Contractor Tour and get five minutes to present to up to 30 installers. Includes attendee list for follow-up.

Contractor Tours will take place Tuesday -Thursday at 11:00 AM. Choose to join one or all three tours for \$500/each. This is an ideal opportunity for tools and installation materials companies.

[Sign up now!](#)

\$500



TACK (Targeted Act of Conference Kindness)

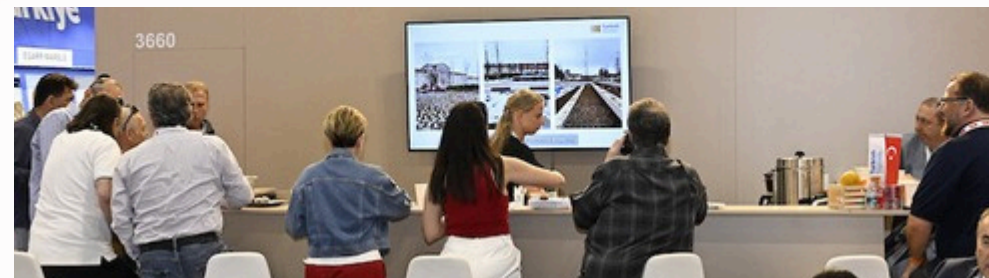
Increase traffic to your booth and connect with the audience that matters most by becoming a TACK sponsor at Coverings 2027. Choose the attendee segment you want to target—such as architects and designers (A+D), distributors, retailers, or contractors. Gift vouchers will be distributed at registration to 200 attendees within your selected audience and can only be redeemed at your booth for a \$5 gift card or similar prize. Sponsor is responsible for purchasing and providing the giveaways.

\$3,500 Max of two sponsors

On-Site Event Boost

Hosting an event at your booth during exhibit hall hours? Let us help you spread the word with email, app, website, and social media promotion—whether you're targeting all attendees or a specific group.

\$1,500





FACE-TO-FACE CONNECTIONS OPPORTUNITIES



Happy Hour – American Premium Draft Beer Sponsor

Invite attendees to your booth for a refreshing draft beer during happy hour. Featuring American premium favorites, this sponsorship creates a relaxed atmosphere for networking and meaningful conversations.

- Approximately 150 servings
- Choice of Budweiser, Bud Light, or Miller Lite
- Professional bartender included

\$3,000

Happy Hour – Imported Draft Beer Sponsor

Elevate your booth happy hour with imported draft beer that encourages attendees to stop, stay, and connect with your team.

- Approximately 150 servings
- Choice of Corona or Heineken
- Professional bartender included

\$3,500

Happy Hour – Signature Cocktail Sponsor

Serve one of the Orange County Convention Center's signature cocktails and make your booth a must-visit destination during happy hour.

- Approximately 150 servings
- Choice of OCCC Signature, Margarita, Mango Margarita, Tropical Sunset, Citrus Fizz, or Whiskey Lemonade
- Professional bartender included

\$4,000



Specialty Coffee Bar Sponsor

Become the go-to stop on the show floor with handcrafted cappuccinos, lattes, and espresso drinks prepared fresh by a professional barista.

- Minimum 500 specialty coffee drinks
- Includes barista, equipment, milk, cups, and condiments

\$7,500

Warm Fresh-Baked Cookies Sponsor

The smell of freshly baked cookies is impossible to resist. Fresh from the oven throughout the day, this sponsorship naturally attracts attendees to your booth.

- Approximately 213 cookies
- Includes oven, serving supplies, and booth attendant

\$3,000

Lil' Orbits® Mini Donuts Sponsor

Fresh mini donuts are made on-site throughout the day, creating an irresistible aroma that draws attendees straight to your booth.

- Minimum 250 bags (6 donuts per bag)
- Choice of powdered sugar, cinnamon, or plain
- Includes personnel, cart, bags, and napkins

\$6,500





FACE-TO-FACE CONNECTIONS OPPORTUNITIES



Frozen Yogurt Sponsor

Offer attendees a refreshing frozen treat while they explore the show floor.

- Minimum 250 servings
- Choice of two frozen yogurt flavors
- Includes personnel, cups, and spoons

\$6,000

Häagen-Dazs® Ice Cream Sponsor

Cool down attendees with premium hand-scooped Häagen-Dazs® ice cream served from your booth.

- Approximately 150 servings
- Multiple flavor options available
- Includes personnel, freezer, cups, and spoons

\$3,800



Frozen Smoothie Sponsor

Blend up excitement with refreshing frozen smoothies in a variety of fruit flavors that keep attendees coming back.

- Minimum 250 servings
- Choice of two smoothie flavors
- Includes personnel, machine, cups, and napkins

\$6,000

Fresh-Squeezed Lemonade Sponsor

Nothing beats fresh-squeezed lemonade after a day on the show floor. Give attendees a refreshing reason to stop by your booth.

- Minimum 250 servings
- Includes personnel and cups

\$4,500

Fresh-Squeezed Orange Juice Sponsor

Bring a taste of Florida to your booth with fresh-squeezed orange juice served throughout the day.

- Minimum 250 servings
- Includes personnel and cups

\$4,500

Gourmet Pretzel Sponsor

Warm, soft gourmet pretzels are a satisfying snack that helps draw attendees to your booth and keeps them there a little longer.

- Minimum 250 pretzels
- Includes personnel, pretzel machine, and napkins

\$5,500



FACE-TO-FACE CONNECTIONS OPPORTUNITIES



Coverings Beer Garden

Be one of two sponsors of the popular Coverings Beer Garden and drive booth traffic with 300 branded drink tickets. Includes signage on the structure, banner, charging station, and cocktail napkins—plus ongoing pre-show and on-site promotion. The Beer Garden is open daily at noon.

\$10,000 Each/ Max of two sponsors



Coverings Main Stage

Title Sponsor

Gain standout branding in promotions and on-site. Located in a busy central area on the show floor, the sponsor will receive:

- Short promotional video played twice a day and sponsor recognition shown between presentations
- Logo featured everywhere the stage is promoted, including Mobile App, social media, website, and email marketing to a database of 65k (including the popular attendee 'Know Before You Go' email)
- Three 20-minute presentations on the stage (1 presentation/day)
- Logo on signage in the space at Coverings
- Logo on Coverings.com with link back to site
- Social media promo post

\$9,000

Presentation

Showcase your product, trend, or innovation in a 20-minute session on the Coverings Main Stage at Coverings 2027. Gain exposure through pre-show and on-site promotions, and receive a scanned list of attendees from your session for easy follow-up.

[Submit your proposal by February 12!](#)

\$500 \$750 for non-exhibitors



CID Awards Reception

The Coverings Installation & Design (CID) Awards Reception is a can't-miss event at Coverings. Attracting 100+ residential and commercial architects, designers, contractors, and installers (and media, too!), this is an influential group you want to mix and mingle with.

Sponsor will receive:

- Option to help hand-out awards
- Logo on step & repeat
- Signature cocktail
- Branded cocktail napkins
- Ability to provide a two-minute welcome to attendees
- Logo recognition pre-show and on-site wherever the reception is promoted (website, email invitations, signage, etc.)
- Ability to distribute pre-approved giveaway and showcase a pop-up banner at the reception

\$6,000



Rock Stars Program

Become the exclusive sponsor of the Coverings Rock Stars — An Emerging Leaders Program! This esteemed program has recognized the most promising young talent in the tile and stone industry over its ten-year history. As the sponsor, you will enjoy extensive benefits both during the call for nominations and on-site at the Awards Ceremony, including:

- Signature cocktail
- Branded cocktail napkins
- Logo on step & repeat
- Prominent branding opportunities pre-show and on-site. Act promptly as the call for nominees opens in October. The earlier you commit, the more visibility you will achieve.
- Ability to provide a two-minute welcome to attendees at onsite ceremony
- Option to hand-out awards and pose for photos
- Ability to distribute pre-approved giveaway and showcase a pop-up banner at the ceremony

\$7,500





FACE-TO-FACE CONNECTIONS OPPORTUNITIES



VIP Press & Influencers Reception

Tuesday, April 6

Sponsor and attend one of the most coveted events at Coverings. This reception includes more than 40 key industry publications with editors, writers, and bloggers. Plus, Coverings board members, influencers, and specifiers from leading agencies will be in attendance. This is an exceptional opportunity to network with influential media contacts in an intimate setting. The exclusive sponsor will receive:

- Two (2) tickets to event
- Introduction at the event with speaking opportunity
- Signage at the event
- Logo on the invitation
- Opportunity to distribute a gift to attendees
- Branded signature cocktail
- Sponsor listing in mobile app
- Logo on Coverings.com with link back to site

\$8,000

Bonus Exposure

The reception sponsor will also sponsor the coffee service in the Coverings Press Room and can provide a gift in the VIP Press & Influencer bags.



VIP Specifier Opportunities

Coverings is excited to bring back the hosted buyer experience for 2027, welcoming 20 top-tier architects, interior designers, and facility managers on Wednesday and Thursday. This influential cohort will be carefully selected, with each participant actively sourcing and preparing to make major tile and stone purchases for upcoming projects. Choose from a variety of opportunities designed to put your brand directly in front of this key audience.



Thursday Lunch

Host the VIP Specifiers for lunch on Thursday, April 8, 12:00 - 1:00 p.m., either in your booth (if space is available) or in a meeting room off the show floor. This is an outstanding opportunity to connect one-on-one with this elite group. Your logo will be included on the VIP Specifier Program itinerary and your company will be suggested for their one-to-one appointments on Thursday.

\$2,500 (sponsor provides lunch) or **\$5,000** (Coverings provides lunch)

Thursday Dinner

Receive two invitations to the VIP Specifier Dinner on Thursday, April 8 at a local Orlando restaurant. Sponsorship includes an introduction and brief speaking opportunity, logo on the program itinerary and dinner menu, and your company will be suggested for their one-to-one appointments on Friday.

\$6,000

Swag Bag Giveaway

The VIP Specifiers will receive a high-end bag as part of their participation. Provide an upscale giveaway and pieces of literature to entice the specifiers to learn more about your brand and products or choose to become the exclusive bag sponsor and receive your logo on the bag and be the only Coverings exhibitor able to include swag. Your company will also be suggested for the one-to-one appointments on Friday.

\$1,000 Max of five sponsors, or be the exclusive sponsor for \$5,000



COVERINGS 2027

Select Your Visibility Level

Maximize your brand exposure with four comprehensive sponsorship levels designed to elevate your presence at Coverings 2027.

Choose from **Club**, **Cornerstone**, **Crystal**, or **Crown** —each strategically crafted to position your brand in front of tile and stone industry professionals. These all-inclusive tiers combine high-visibility logo placements, digital marketing enhancements, exclusive event access, and premium spotlight opportunities to ensure maximum impact. Your investment works before, during, and after the event, creating lasting connections and driving meaningful engagement with attendees throughout Coverings 2027.

CROWN \$30K

CRYSTAL \$20K

CORNERSTONE \$10K

CLUB \$5K

*The higher your level, the larger your logo! Crown Level sponsors also receive 300-word description on Coverings.com

**Content must be approved by and scheduled with Coverings Show Management

	SPONSORSHIP LEVEL			
	Crown \$30K	Crystal \$20K	Cornerstone \$10K	Club \$5K
Additional Priority Points	8	6	4	2
Sponsor ribbons for booth staff	✓	✓	✓	✓
Sign in booth identifying sponsor level	✓	✓	✓	✓
Logo on Coverings.com*	✓	✓	✓	✓
Logo at the bottom of Coverings emails to registered attendees and Coverings Connected newsletters	✓	✓	✓	✓
Logo added to sponsor slide during educational sessions*	✓	✓	✓	✓
Sponsor designation on “You Are Here Board”	✓	✓	✓	✓
Company logo on Digital Floor Plan	✓	✓	✓	✓
20 show floor happy hour drink tickets	✓	✓	✓	✓
8-second ad on two Digital Poster Signs	✓	✓	✓	✓
Sponsored Blog Post on Coverings.com**	✓	✓	✓	✓
Elite Upgrade to Digital Profile	✓	✓	✓	✓
Sponsor Spotlight in one Coverings Connected Newsletter**	✓	✓	✓	✓
One Beer or Wine Happy Hour in your booth	✓	✓	✓	✓
8-second ad on two Digital Poster Walls	✓	✓	✓	✓
Banner Ad on Coverings.com for 3 months	✓	✓	✓	✓
Sponsored post on one of Coverings’ social media channels**	✓	✓	✓	✓
Two Push Notifications on Mobile App**	✓	✓	✓	✓
Presenting sponsor of one of the following (Subject to availability): CID Awards Reception, Rock Stars Program, VIP Specifier Dinner, or VIP Press & Influencers Reception	✓	✓	✓	✓

READY TO PROMOTE YOUR BRAND?

Whether you're seeking customized marketing solutions or need more information about the sponsorship options in this brochure, the Coverings Show Management team is here to help. Connect with Annmarie to make the most of your presence at North America's leading tile and stone event!

Annmarie Kennick
akennick@taffyevents.com
+1 716-200-9000



Coverings®
THE GLOBAL TILE & STONE EXPERIENCE

SPONSORSHIP OPPORTUNITIES

April 6—9, 2027
Orlando, Florida

Orange County Convention Center