

Coverings®

THE GLOBAL TILE & STONE EXPERIENCE

EXHIBITOR PROSPECTUS

Exhibit at North America's Premier
Tile & Stone Showcase

COVERINGS 2024

APRIL 22-25

ATLANTA, GEORGIA USA

[COVERINGS.COM/EXHIBIT](https://coverings.com/exhibit)



Stone Distributors
Retailers Builders Remodelers Architects Designers
Manufacturers Tile & Stone Fabricators Retailers
Wholesalers Builders Remodelers Architects Designers
Manufacturers Tile & Stone Fabricators Distributors Retailers
Wholesalers Builders Remodelers Architects Designers



“

Participating in Coverings was an outstanding experience for our company. The event allowed us to showcase our products to a diverse audience and connect with potential customers. The staff at Coverings was incredibly helpful and supportive throughout the entire process, making our experience as exhibitors seamless and enjoyable. We look forward to participating in future events and continuing to build relationships within the industry. Thank you, Coverings!

Enis Huzeyfe Tunc, Kuzey Glass Tile

”

SHOWCASE YOUR COMPANY

For more than 30 years, Coverings has been the number one marketplace for tile, stone, and machinery. Quality buyers from every market segment attend Coverings, looking for your products.

Only at Coverings are you able to reach new prospects and introduce new products, services, or equipment to key buyers from around the world. With 25,000 attendees, you gain access to a diverse target audience in one place.



#1

Marketplace for
tile, stone and
machinery.

75%

of Coverings
attendees have
purchasing power.

25K+

industry
attendees.



EXHIBIT ALONGSIDE COMPANIES LIKE THESE



ANTHOLOGY™

AZTECA

BESTILE

cercan tile

cevica
decorative tiles

CERAMICHE
SUPERGRES

CORTAG
REVOLUTION TOOLS

EMILGROUP

floridatile

GRUPPO
BARDELLI

iris®
U.S.



LEA
CERAMICHE

LA
FABBRICA
AVA
EXTRAORDINARY TILES

md PRO

MIKE stone

Schluter®
Systems

Tagina
ITALY'S BEST SURFACES

undefasa
always ceramics

USG

VIDREPUR

WOW

WONDER
PORCELAIN



This is only a tiny snapshot of our robust list of exhibitors.

In 2023, there were over **1,000 global exhibitors** on our show floor!

MEET DECISION MAKERS

Exhibitors receive ample time to meet with attendees in the exhibit hall as well as the chance to connect during networking events and education sessions.

Top 3 Reasons Attendees Come to Coverings

- 1** Discover New Products
- 2** Networking Opportunities
- 3** Explore the Latest Trends

2024 Show Floor Hours

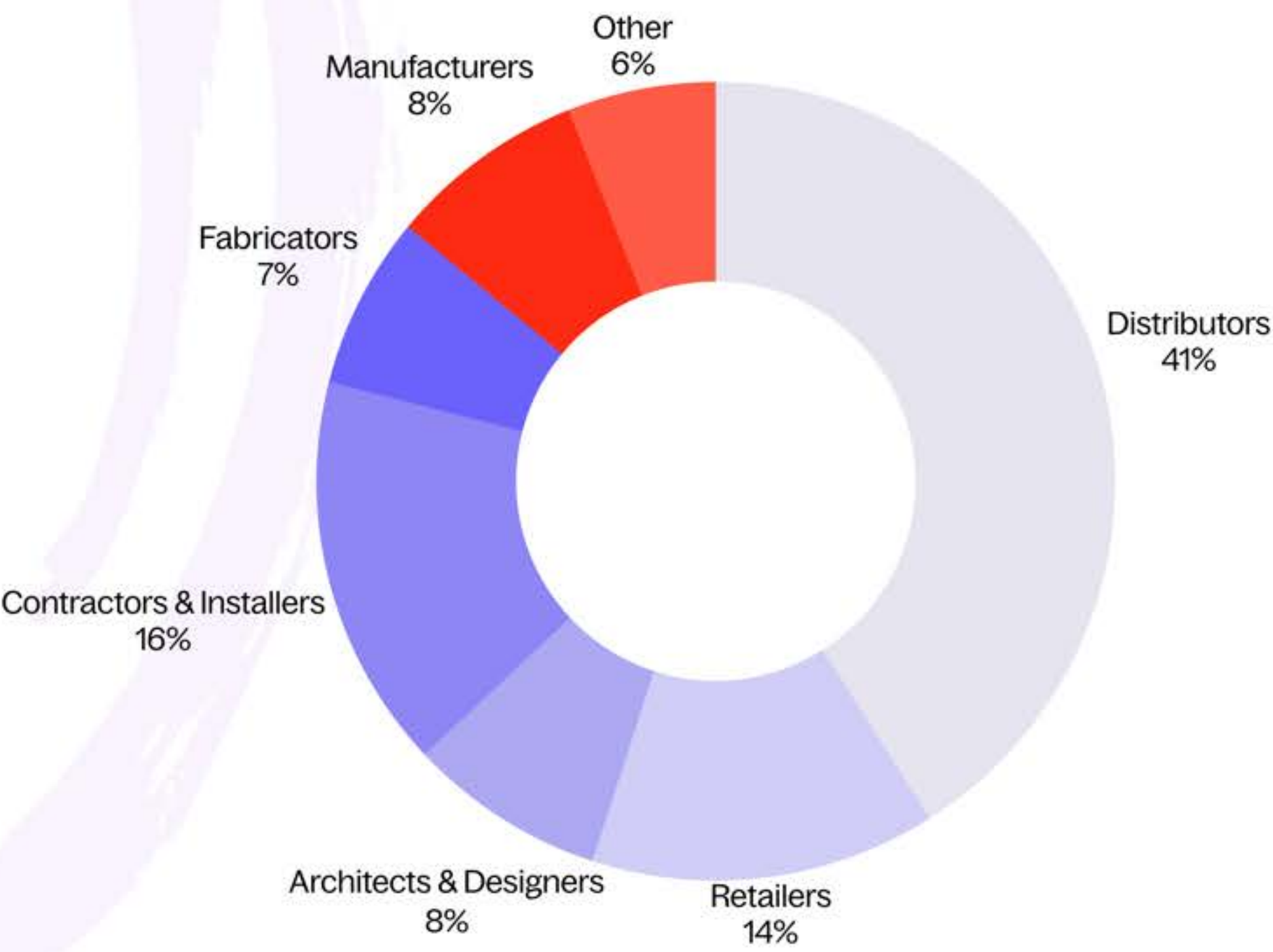
Monday, April 22 - Wednesday, April 24
Thursday, April 25

10:00 a.m. - 5:30 p.m.
10:00 a.m. - 3:00 p.m.

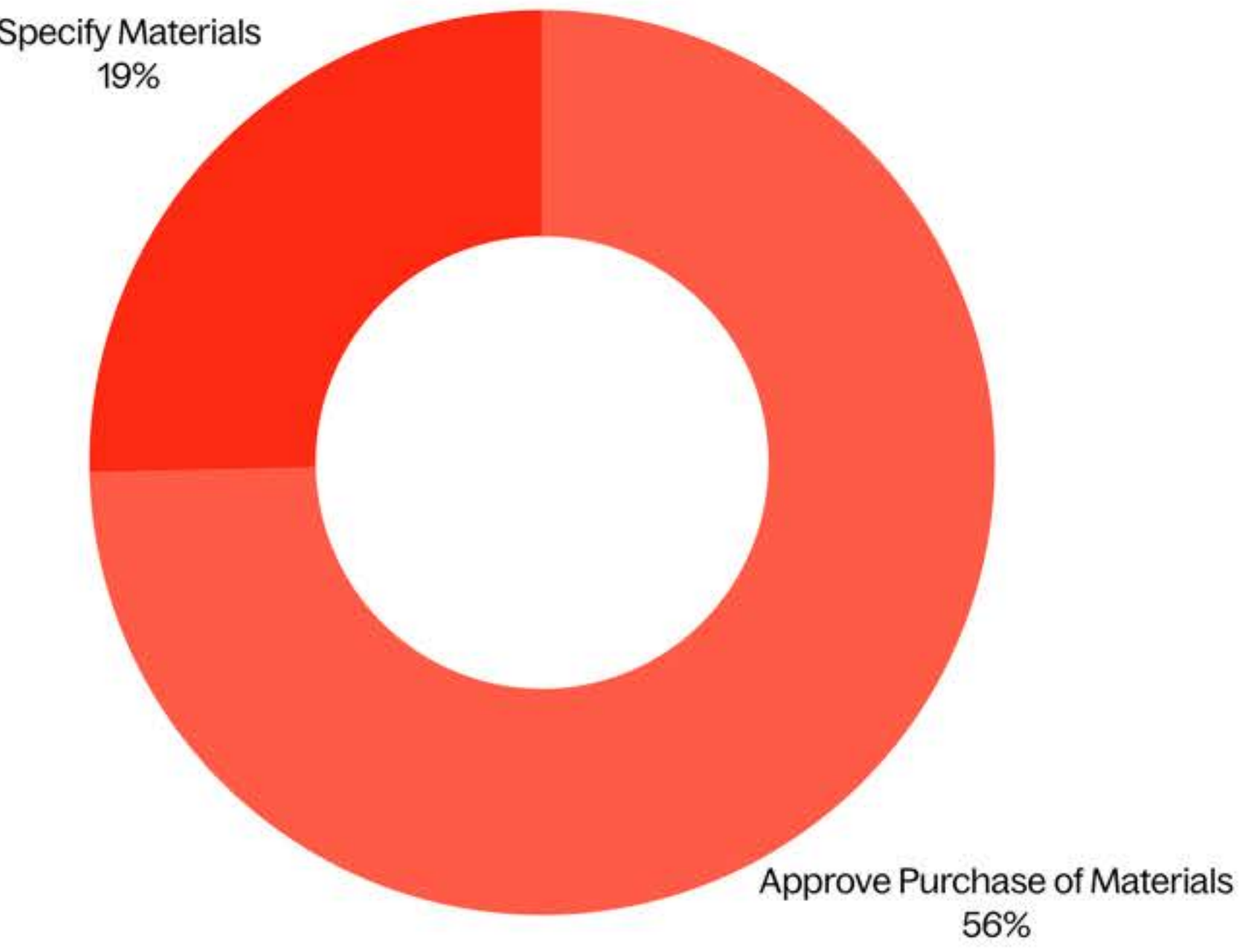


ATTENDEE SNAPSHOT

Attendee Primary Business Activity



Attendees Have the Power to Buy



INDUSTRY CONNECTION

Coverings attracts 25,000+ attendees from across the tile & stone industry, including distributors, retailers, architects & designers, builders & remodelers, fabricators, installers & contractors, and media & influencers.

Connect with attendees from companies like:

Architects & Designers

Huitt-Zollars, TVS Design, S&W Kitchens, and Walt Disney Imagineering

Builders & Remodelers

Celtic Home Gallery, KBF Design Gallery, and Riken Construction & Design

Distributors

AramSCO, D&B Tile Distributors, Louisville Tile, and Stone Basyx

Fabricators

American Countertop, Inc., Interior Logic Group, and Stone Palace Corp.

Installers & Contractors

BathMasters, Certified Finishes, and Total Floors

Retailers

Ceramic Matrix, Elite Surface Pros, Renovation Flooring, and Wayfair



HEAR FROM OUR ATTENDEES

“ I come to Coverings every year to see the latest designs and tile trends. A lot of our business is about relationships, and that includes relationships with our vendors and manufacturers. It's great when we get to meet people we talk to all the time in our virtual world and be able to give them a hug and say 'thank you'...it's a really valuable experience.

Jen Grant, Confluence Kitchen & Bath

“ If you're interested in having your mind blown and being able to see the displays here – they [exhibitors] go all out, it's spectacular! Come and enjoy yourself.

Matthew Filor, 123Floors



YOUR INVESTMENT

Your Coverings investment is more than a booth.
All Coverings exhibitors receive at no cost:

- Booth profile in the exhibitor directory and exhibit floor map on Coverings.com and the mobile app
- Listing in the onsite printed show floor map
- Access to marketing resources, including an easy-to-use exhibitor invitation system and publicity planner
- Ability to submit entries to the coveted Coverings Installation & Design Awards and Rock Star Program
- Up to five new product submissions to the Coverings online New Product Gallery
- Five exhibitor badges per 100 NSF of exhibit space for your company's staff
- Access to Coverings' robust conference program
- Meeting room space (while supplies last)
- Discounted hotel rates



COVERINGS 2024 LOCATION

Coverings 2024 is taking over Halls B and Hall C of the Georgia World Congress Center. Each hall will have distinct areas, stages, and pavilions for attendees to explore.

Hall B

Tile of Spain, Ceramics of Italy, Coverings Stone Zone, Beer Garden, Distributor Lounge, and the Trends & Solutions Stage

Hall C

Tile Council of North America, Machinery & Allied Products, Fabricator Stage, Installation Innovation Stage, Art Tile Village & Stage, and the Coverings Outdoor Oasis



View the Live Coverings 2024 Floorplan

[Hall B](#) and [Hall C](#)

FABRICATOR FOCUSED SHOW FLOOR

Coverings is investing thousands of marketing dollars to attract more fabricators to our show floor. Here are some of the efforts we are implementing to drive qualified traffic to the Machinery & Allied Products area.

BACK BY POPULAR DEMAND

Fabricator Challenge

Book a 20 x 20 booth or larger and join the Fabricator Challenge! This show floor scavenger hunt drives attendees to your booth and puts them in the running to win a \$2,500 prize. As a proven traffic driver, this challenge connects you with attendees who are looking for your products.

RETURNING IN 2024!

Fabricator Stage

This stage attracts qualified professionals who are seeking innovative solutions to challenges they are currently facing. Programming will be provided in conjunction with our partners, International Surface Fabricators Association and Rockheads Group.



42% of Coverings attendees are interested in **stone, machinery, or tools/allied products.**



EXTEND YOUR REACH

Take your branding beyond your booth with Coverings' sponsorship opportunities. Becoming a sponsor puts your company in front of thousands of attendees. From education and events to hospitality amenities, there are many ways ways to extend your brand reach and meet buyers at Coverings.

Brand Exposure

Digital Signage, Column Wraps, Door Graphics, Show Bags and more!

Digital Marketing

Sponsored Blog Post, Website Banner Ads, Coverings Mobile App, and more!

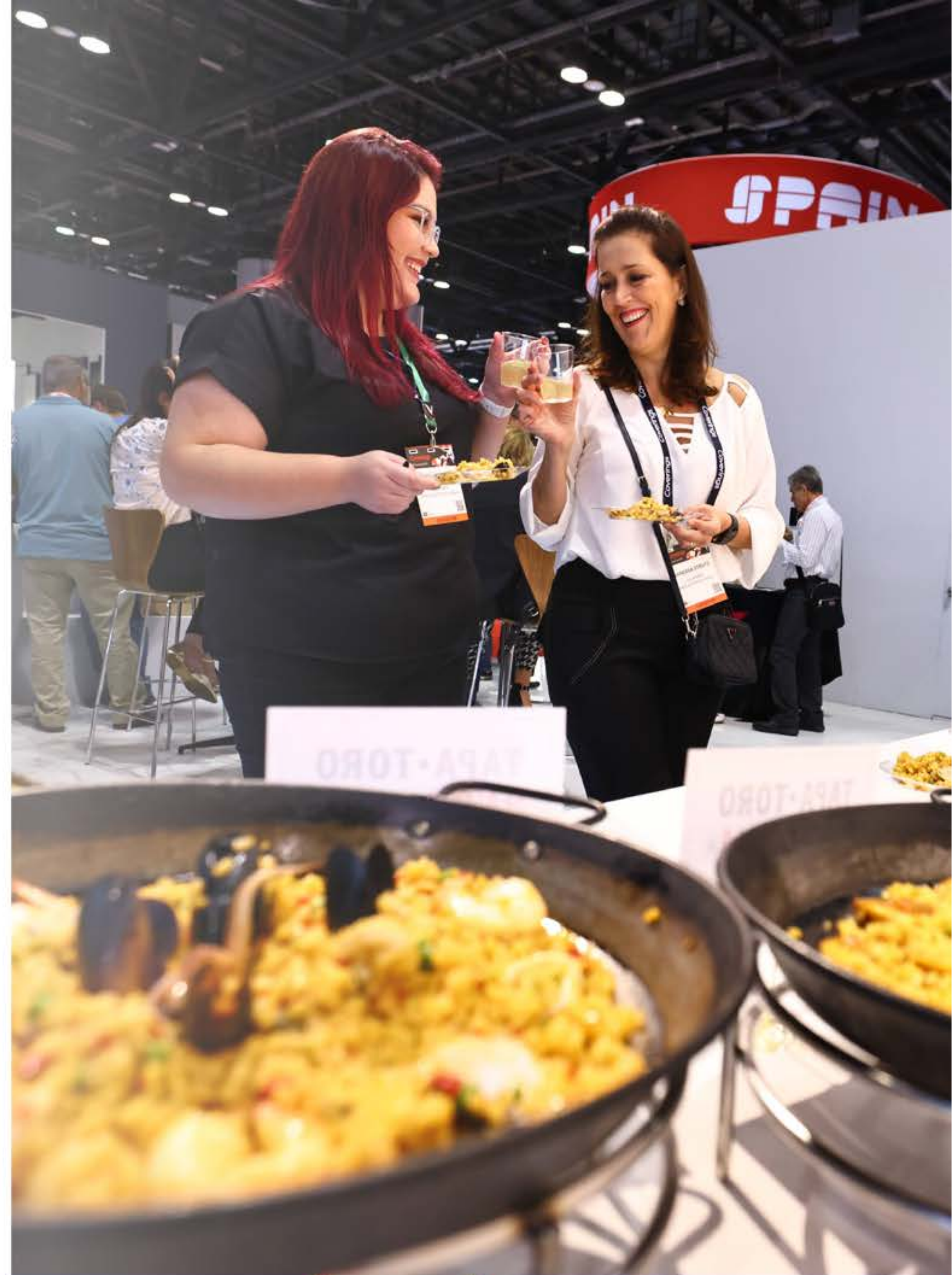
Face-to-Face Connections

Coverings Beer Garden, VIP Press & Influencers Reception, and more!



Additional Sponsorship Opportunities are Available!

[View the Coverings 2024 Sponsorship Brochure](#)





Coverings Show Management

Taffy Event Strategies
2300 Clarendon Blvd., Ste 305
Arlington, VA 22201

(571) 313-5791
sales@coverings.com
[Coverings.com](https://coverings.com)



Reserve Your Booth Today!

To purchase your exhibit space for Coverings 2024, contact Tim Fearney at 571-313-5791 or sales@coverings.com.

For more information, visit [Coverings.com/exhibit](https://coverings.com/exhibit).

#Coverings2024