



Coverings[®]
THE GLOBAL TILE & STONE EXPERIENCE

SPONSORSHIP OPPORTUNITIES

STAND OUT FROM YOUR COMPETITION

INCREASE BRAND AWARENESS

DRIVE QUALITY TRAFFIC TO YOUR BOOTH

**APRIL 22-25, 2024
ATLANTA, GEORGIA
[COVERINGS.COM](https://coverings.com)**

CONNECT WITH BUYERS AT COVERINGS 2024 THROUGH A VARIETY OF UNIQUE SPONSORSHIP OFFERINGS



Coverings is North America's leading event for tile & stone distributors, retailers, contractors, installers, specifiers, and fabricators. Coverings provides opportunities to meet budgets of all sizes ranging from digital to promotional branding to large-scale activations. Our sales team is also happy to work with you to create turnkey sponsorship packages in order to meet your needs and connect with the right audience at **Coverings 2024**, April 22-25 at the Georgia World Congress Center in Atlanta, Georgia.

BONUS EXPOSURE! Exhibitors that purchase sponsorships totaling \$5,000+ OR digital signage (listed on page 5) will receive their logo with hyperlink on [Coverings.com](https://coverings.com).

SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

BRAND EXPOSURE

Digital Signage
Column Wraps
Convention Center Banners
Escalator/Stair Runners
Door Graphics
Ultimate Promotional Package
Coverings T-Shirts
Shuttle Bus Water
~~Lanyards~~ **SOLD**
Show Bags
Booth Locator Floor Map

DIGITAL MARKETING

Sponsored Blog Post
Website Banner Ads
Monthly Newsletter Advertising
~~Coverings Mobile App~~ **SOLD**
Digital Packages & Ads

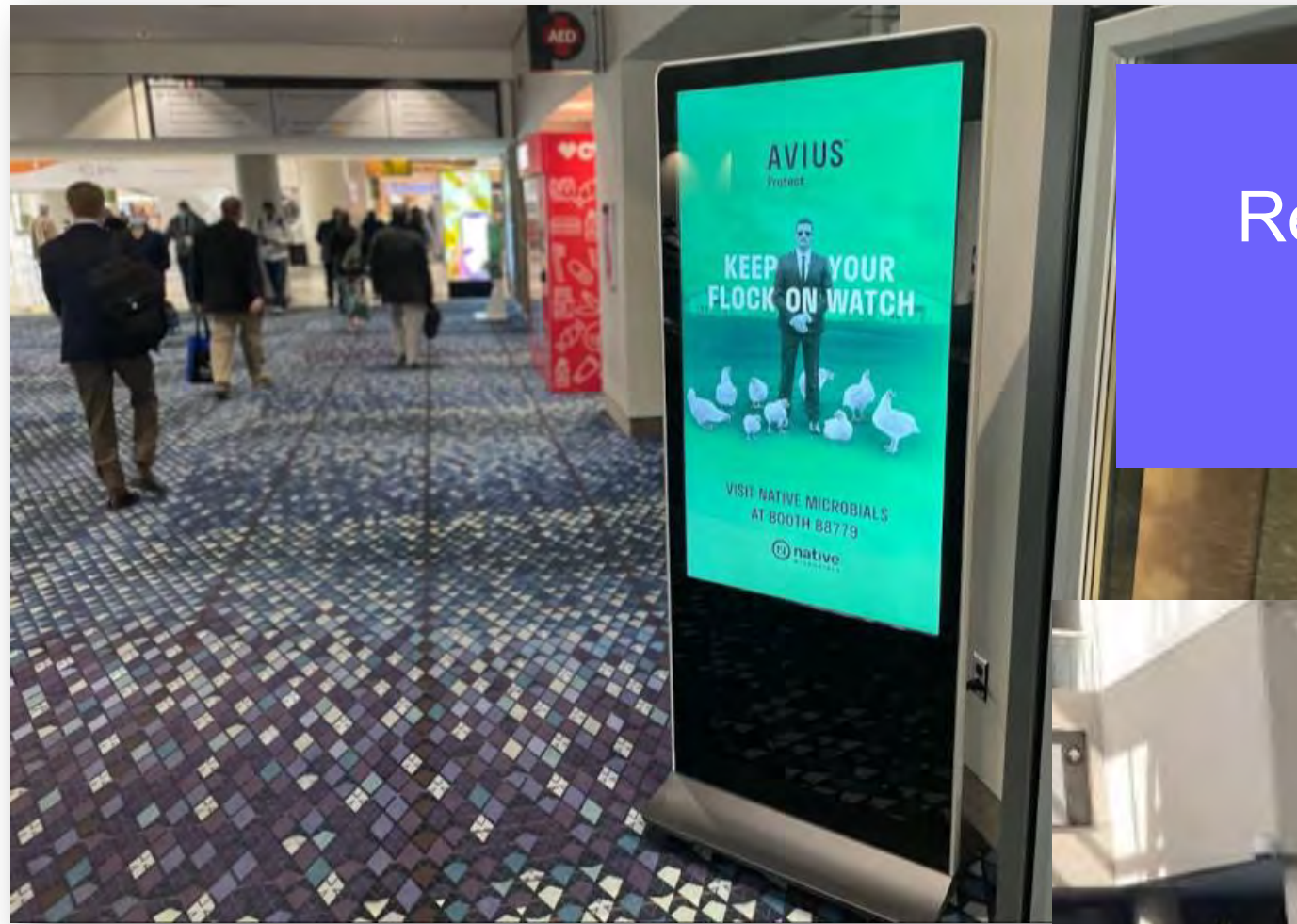
FACE-TO-FACE CONNECTIONS

~~Contractor Show Floor Tour Stop~~ **SOLD OUT**
Hospitality Offerings
VIP Press & Influencers Reception
~~Trends & Solutions Stage Sponsorship~~ **SOLD**
Trends & Solutions Stage Presentation
Coverings Beer Garden

BRAND EXPOSURE OPPORTUNITIES

- Digital Signage
- Column Wraps
- Convention Center Banners
- Escalator and/or Stair Runners
- Door Graphics
- Ultimate Promotional Package
- Coverings T-Shirts
- Shuttle Bus Water
- ~~Lanyards~~ **SOLD**
- Show Bags
- Booth Locator Floor Map

BRAND EXPOSURE OPPORTUNITIES



Mobile Signs

Resolution: 1080 W x 1920 H

Size: 55", 96 DPI

File Types: JPG or MP4



Indoor LED Screens

Resolution: 1920 W x 1080 H

Size: 11.5' W x 6.5' H, 96 DPI

File Types: JPG or MP4



Outdoor LED Screens

Resolution: 1920 W x 1080 H

Size: 10' W x 6.6' H, 96 DPI

File Types: JPG or MP4

Digital Signage – *Three Options*

Stand out at Coverings 2024 with high-impact digital signage. Choose from:

Mobile Signs – \$2,500

Displayed on four 55" tall digital monitors located in lobbies B and C (two in each lobby), receive an 8-second spot on a 100-second video loop.

Indoor LED Screens – \$3,000

Displayed on two massive 11.5' wide screens in the A/B lobby, receive a 10-second spot on a 160-second video loop.

Outdoor LED Screens – \$4,000

Shown on three 10' wide screens located outside of the Hall B entrance where the shuttle buses drop off attendees, receive a 10-second spot on a 60-second video loop.

Reservation Deadline: March 18

Artwork Deadline: April 1

BRAND EXPOSURE OPPORTUNITIES



Column Wraps – \$5,000

Make an impact by wrapping one or 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. [View available options.](#)



Convention Center Banners – \$5,500+

With a variety of sizes available in prime locations throughout the Georgia World Congress Center, your brand will be top of mind with Coverings attendees. [View available options.](#)

BRAND EXPOSURE OPPORTUNITIES



Escalator Runners – \$9,000+

Various Options Available

Attendees won't be able to miss your company with eye-catching escalator runner graphics. With a variety of sizes available in prime locations at the convention center, your branding won't be missed.

[View available options.](#)



Door Graphics – \$6,000+

Various Options Available

Get maximum exposure by showcasing your brand on convention center doorways. These graphics are a surefire way to drive increased brand awareness and attendees to your booth. [View available options.](#)

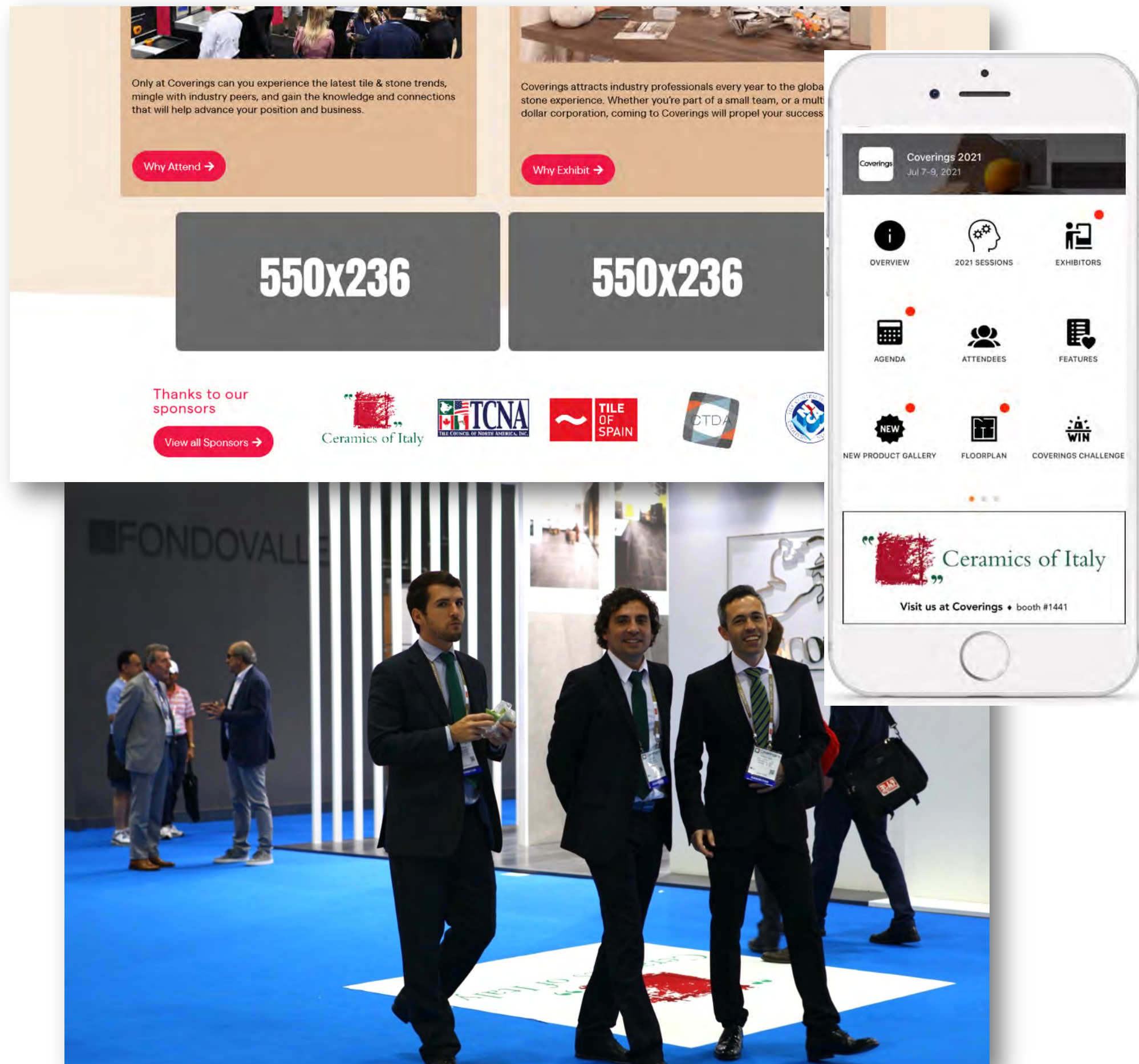


BRAND EXPOSURE OPPORTUNITIES

Ultimate Promotional Package – \$5,500

Make an impact online and in-person with this ultimate branding package that includes:

- Banner Ad (400x300) on Coverings Website for Two Months
- Logo With Hyperlink on Coverings Website, Mobile App, Coverings Connected Newsletter, and Break Plenaries Show Before/Between Sessions
- Coverings Guest Blog Post
- 4' x 4' Floor Decal on the Show Floor
- Sponsored Social Media Post on Coverings' Facebook and Instagram Accounts



BRAND EXPOSURE OPPORTUNITIES



Coverings T-Shirts – \$5,000

Become the exclusive sponsor of the popular Coverings t-shirts and have your brand worn by tile & stone industry pros during and after Coverings. Your logo will be printed on 500 t-shirts that will be distributed from key show areas (or from the sponsor's booth if that's preferred!). Show management will produce the t-shirts and sponsor can proof design prior to production.

Shuttle Bus Water – \$6,000

Attendees will be thrilled when they receive a refreshing 12 oz bottle of spring water as they ride the shuttle bus to and from Coverings each day. The exclusive sponsor's full-color branding will be wrapped on each bottle of water.

Looking for additional shuttle bus opportunities? Contact akennick@taffyevents.com!

BRAND EXPOSURE OPPORTUNITIES



Lanyards – \$12,000 each

Two Available

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.

Show Bags – \$12,000 each

~~Two Available~~ Just One Remaining!

Every registered attendee receives a tote bag to conveniently carry show materials and information collected in the exhibit hall. This is a walking advertisement for your company all year long! Sponsor provides a minimum of 10,000 tote bags for distribution.

SPECIAL OFFER FROM BNP MEDIA



Booth Locator Floor Map – \$2,150 - \$6,100

Attendees will have no problem locating your booth when you advertise in the official Coverings Booth Locator Map, produced by BNP Media. Your booth will be highlighted on the map with an arrow pointing to your advertisement.

Includes:

- Your ad strategically placed next to the floor plan with arrow directing attendees to your booth
- Your booth highlighted on the map so attendees can find you
- Your company name and booth highlighted on the list

Contact Janelle Minghine at minghinej@bnpmedia.com or 734-564-0880 by March 6 to reserve your space.

[Click here for complete details](#) and to learn about the Must Visit Exclusive and Multi-Sponsored eBlast opportunities!

DIGITAL MARKETING OPPORTUNITIES

- Sponsored Blog Post
- Website Banner Ads
- Monthly Newsletter Advertising
- ~~Coverings Mobile App~~ ***SOLD***
- Digital Packages & Ads

DIGITAL MARKETING OPPORTUNITIES

Blog



Tune In: Floor Daily Podcast

The new Podcast Studio at Coverings 2022 featured a robust lineup of tile & stone industry podcasters who recorded new episodes right on the show

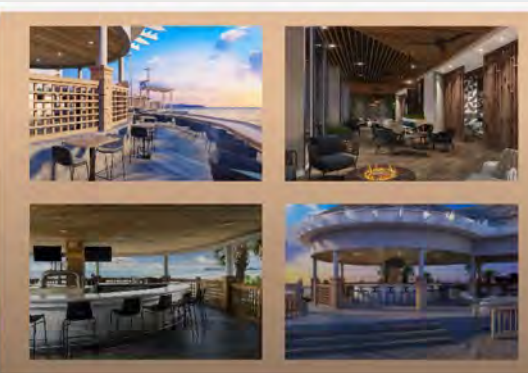
[READ MORE »](#)



Tune In: Floor Academy Podcast

Floor Academy PodcastManufacturer Warranties vs. Self WarrantiesHost: Kyle HedinGuests: Erin Albrecht, Ken Ballin, Trask Bergerson, and Joseph Mattice Live from Coverings, Ken Ballin, Erin Albrecht,

[READ MORE »](#)



Congratulations to the 2022 CID Award Winners!

We're excited to share the 15 breathtaking projects that won a coveted 2022 Coverings Installation & Design (CID) Award. The CID Awards provides an opportunity

[READ MORE »](#)



The Best Booths at Coverings 2022

Thousands of tile & stone industry professionals gathered last week in Las Vegas for Coverings 2022. Showgoers were dazzled by magnificent, creative, and impressive installations

[READ MORE »](#)



The Easiest Way to Hygiene in Bathrooms

Sponsored Guest Blog Post By: Seranit Founded in Turkey 30 years ago as Turkey's first porcelain tile factory, Seranit is a pioneer brand that manufactures

[READ MORE »](#)



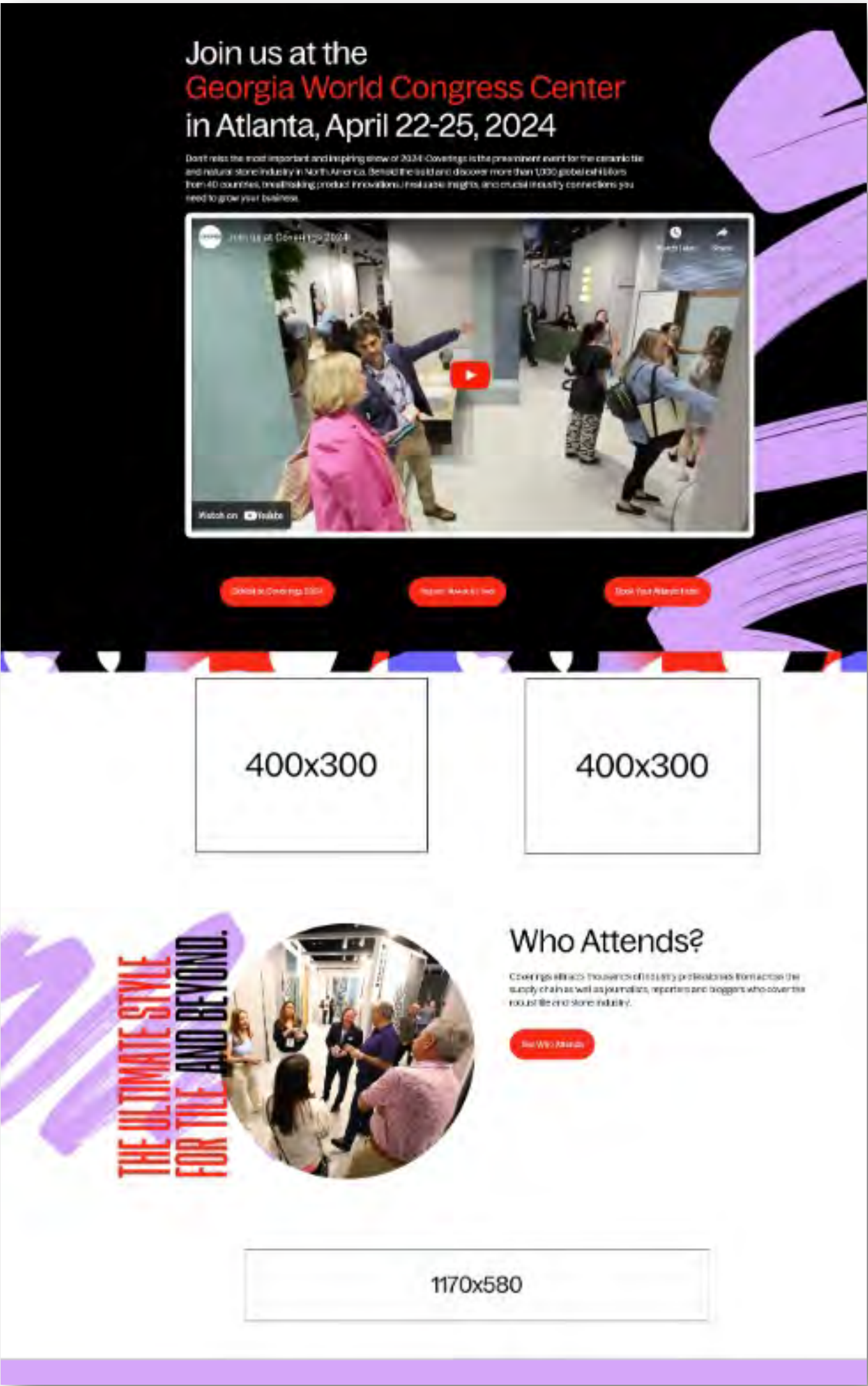
Save the Children TILE\$4UKR Tile Industry Initiative

[READ MORE »](#)

Sponsored Blog Post – \$500

Position your company as a subject matter expert and a resource to tile & stone industry pros 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 will be promoted on Coverings' social channels and can be a maximum of 500 words, include one to five images, and must be preapproved by Coverings Show Management.

DIGITAL MARKETING OPPORTUNITIES



Website Banner Ads – **ONE REMAINING!** \$500 - \$750/month

The tile & 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. Two sizes are available – 1170x180 for \$750/month or 400x300 for \$500/month – and the advertiser receives monthly ad click-count.

Coverings.com Web Traffic Statistics	
Busy Show Months Average:	Yearly Average:
Sessions/month: 40K	Sessions/month: 22K
Users/month: 22K	Users/month: 12K

DIGITAL MARKETING OPPORTUNITIES

Monthly Newsletter Advertising – \$2,500

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

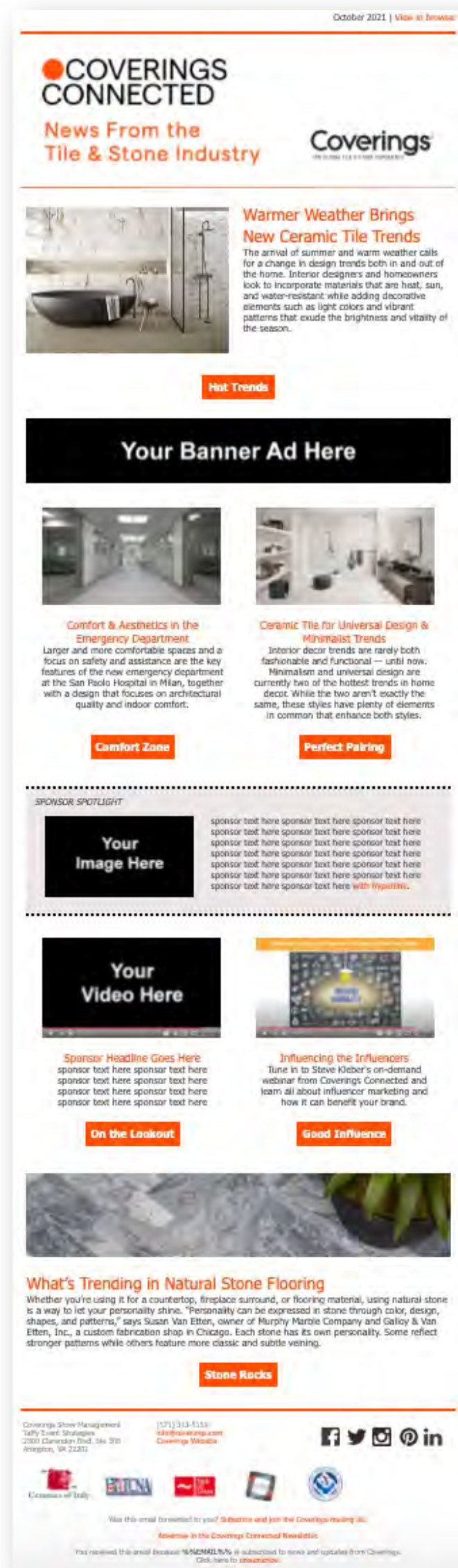
Grab the attention of readers with a prominent banner ad with hyperlink in Coverings Connected. Your banner ad will also be included on the [Coverings Connected newsletter page on the Coverings website](#) for one month. Specs: 650 x 100px, .jpg or .gif.

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.



DIGITAL MARKETING OPPORTUNITIES

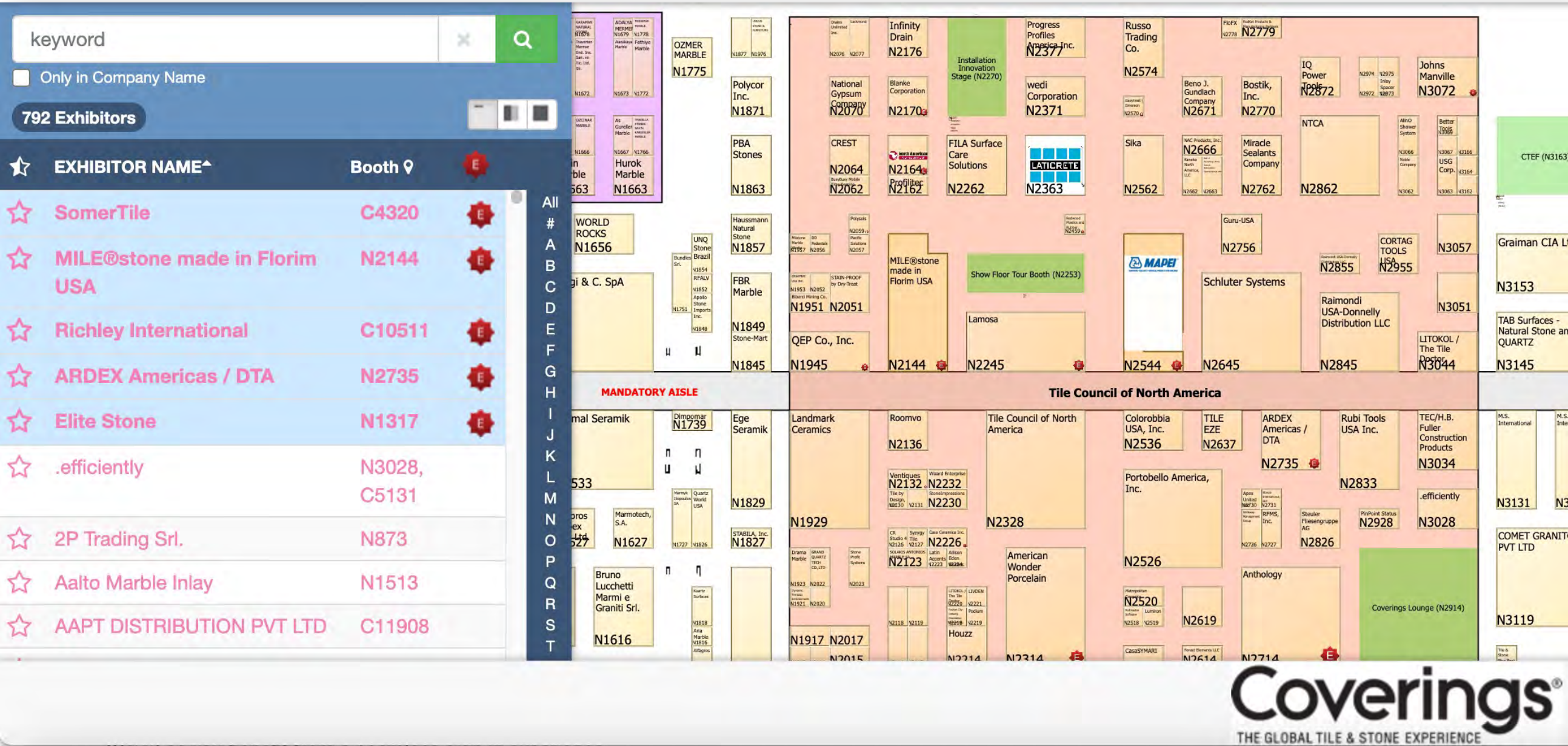


Coverings Mobile App – \$12,000

Each year, Coverings attendees rely on the official Coverings mobile app to guide them through the show. With no printed show directory, the mobile app is the top source of information, including powerful tools like an interactive floor plan, exhibitor and product search, a fully searchable master schedule of events, and more.

The sponsor will receive incredible brand exposure both within the app as well as everywhere the mobile app is promoted, both pre-show and onsite.

DIGITAL MARKETING OPPORTUNITIES



Digital Packages & Ads – \$395 - \$1,495

Stand out online—and at Coverings—with wallet-friendly digital packages and ads. 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 and purchase today.

FACE-TO-FACE CONNECTION OPPORTUNITIES

- ~~Contractor Show Floor
Tour Stop~~ **SOLD OUT**
- Hospitality Offerings
- VIP Press & Influencers
Reception
- ~~Trends & Solutions Stage
Sponsorship~~ **SOLD**
- Trends & Solutions Stage
Presentation
- Coverings Beer Garden

FACE-TO-FACE CONNECTION OPPORTUNITIES



Contractor Show Floor Tour Stop – \$500

Have your booth be a stop on the popular Coverings Contractor Tour. Seize this opportunity to showcase your offerings in front of a captive group of up to 30 tile & stone installers/contractors for five-minutes. Plus receive a scanned list of tour attendees for easy post-show follow up.

Contractor Tours will take place Monday - Wednesday 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!

[Click here to sign up to participate!](#)

FACE-TO-FACE CONNECTION OPPORTUNITIES

Hospitality Offerings

With 9 miles of tile to explore, Coverings attendees are always seeking out exhibitors offering food and beverage service in their booth. Coverings has compiled an extensive list of in-booth hospitality offerings that will be sure to drive qualified attendees directly to exhibitor booths. The sponsorships are for 90-minutes (or while supplies last) on Monday, Tuesday, or Wednesday (sponsor chooses day) and will be widely promoted to attendees via the mobile app and the emails sent daily during the show to registered attendees.

Mix & match the various levels to create a custom package that meets your needs!



FACE-TO-FACE CONNECTION OPPORTUNITIES

Happy Hour

Level H1	\$2,500	Domestic Beer Keg
Level H2	\$3,000	Imported Beer Keg
Level H3	\$3,500	Non-Alcoholic Bar (Iced Tea, Lemonade OR Flavored Water)
Level H4	\$5,000	Beer & Wine Bar
Level H5	\$7,000	Specialty Bar (Beer/Wine/Spirits Bar, Bloody Mary Bar, Bubbly Bar, Martini Bar, or Specialty Cocktail Bar)

Add Snacks!

Level S1	\$2,000	Light Snacks (Chips/Dip or Brownies/Cookies)
Level S2	\$5,000	Up Your Snack Game (Soft Pretzels or Crudite or Pita Chip Bar)
Level S3	\$6,500	Putting on the Ritz (500 Hors d'Oeuvres or Dessert Display)

Includes bartender service.

Max of 250 drinks; Snacks for 250.

No refreshes available onsite.

Start Time: 1:30 PM or 3:30 PM

Limited to 6 per day/per hall

FACE-TO-FACE CONNECTION OPPORTUNITIES

Morning Pick-Me-Ups

Level M1 \$2,500 Assorted Juices

Level M2 \$3,750 Coffee & Tea

Level M3 \$6,000 Coffee, Tea, & Juice

Add Breakfast Goodies!

Level B1 \$2,500 Donut Holes or Muffins

Level B2 \$8,500 Continental Breakfast

Level B3 \$12,000 Enhanced Continental
(Add Quiche or Frittata)

Quantity: 250
Start Time: 10:00 AM
Limited to 6 per day/per hall.
No refreshes available onsite.



FACE-TO-FACE CONNECTION OPPORTUNITIES

Specialty Items

- \$4,000 Espresso Cart**
Includes Barista, 300 Cups, Condiments
- \$4,000 Smoothie/Milkshake Cart**
Includes Attendant, 250 Cups, 2 Flavors
- \$2,000 Ice Cream Cart**
Includes Attendant and 120 Ice Creams

Start time: 10:00 AM or 1:30 PM

Limited to 6 per day/per hall.

No refreshes available onsite.

Electrical included.



FACE-TO-FACE CONNECTION OPPORTUNITIES



VIP Press & Influencers Reception – \$5,000

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
- Branded signature cocktail
- Sponsor listing in mobile app
- Logo on Coverings.com with link back to site

FACE-TO-FACE CONNECTION OPPORTUNITIES



Trends & Solutions Stage Sponsorship – \$7,500

Choose to become the exclusive sponsor of the Trends & Solutions Stage and have your branding featured everywhere the stage is promoted as well as prominently showcased onsite. Located in the front of Hall B next to the popular Coverings Beer Garden, the Stage will feature new product and trends presentations and is a can't-miss show floor destination.

Sponsor will receive:

- Video opportunity before and/or after presentations (max 3x/day)
- Logo featured everywhere the stage is promoted, including Mobile App, social media, website, and email marketing to a database of 65k
- 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



FACE-TO-FACE CONNECTION OPPORTUNITIES



Trends & Solutions Stage Presentation – \$500 (\$750 for non-exhibitors)

**Selling Quickly –
Limited Space
Remaining!**

Showcase your new product, trend, or innovation in a 20-minute presentation in the Trends & Solutions Stage at Coverings 2024. This is your unique opportunity to reach tile & stone industry professionals and demonstrate how your company's product or solution showcases current trends or features innovative practices. Your session will be promoted alongside all the content programming in preshow and onsite campaigns. Plus, you will receive the scanned list of attendees who attend your presentation.

FACE-TO-FACE CONNECTION OPPORTUNITIES



Coverings Beer Garden – \$10,000 each

Two Opportunities Available

Be one of two sponsors of the popular Coverings Beer Garden! Your branding will be splashed on the structure walls and overhead banner. While the Beer Garden will feature a cash bar, attendees must visit your booth to receive a free drink ticket – driving traffic directly to your booth. Sponsorship includes 300 drink tickets and branded cocktail napkins.

New this year, the Coverings Beer Garden is located in the front of Hall B in the Coverings Courtyard alongside the Distributor Lounge and Trends & Solutions Stage, guaranteeing a high volume of attendee traffic.

The Beer Garden is widely promoted pre-show and on-site and will always include the sponsors' branding.

READY TO PROMOTE YOUR BRAND?

Whether you're looking for something unique customized for your marketing needs or want more details on any of the sponsorship opportunities listed in this brochure, the Coverings 2024 sales team is happy to assist.



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