

Coverings®
THE GLOBAL TILE & STONE EXPERIENCE

SPONSORSHIP OPPORTUNITIES

APRIL 29-MAY 2, 2025
ORLANDO, FLORIDA
COVERINGS.COM



→ Stand Out From Your Competition

→ Increase Brand Awareness

→ Drive Traffic to Your Booth

CONNECT WITH BUYERS AT COVERINGS 2025 THROUGH A VARIETY OF UNIQUE SPONSORSHIP OFFERINGS



Coverings is the premier event in North America for tile and stone distributors, retailers, contractors, installers, specifiers, and fabricators. 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 2025**, April 29 – May 2 at the Orange County Convention Center in Orlando.

BONUS EXPOSURE! Exhibitors that purchase sponsorships totaling \$5,000+ OR digital signage (listed on page 6) will receive their logo with hyperlink on Coverings.com.

SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

BRAND EXPOSURE

Column Wraps
Convention Center Banners
You Are Here Board
Digital Signage
Escalator Runners
~~Stair Railing Graphics~~ *SOLD*
Door Graphics
Window Clings
Coverings T-Shirts
New Exhibitor Package
~~Lanyards~~ *SOLD*
Show Bags
Mosaic Wall/Headshot Station
Show Floor Map & eBlast (BNP)

DIGITAL MARKETING

Sponsored Blog Post
Know Before You Go Email
Website Banner Ads
Monthly Newsletter Advertising
Ultimate Digital Promo Package
Coverings Mobile App
Digital Packages & Ads

FACE-TO-FACE CONNECTIONS

Contractor Show Floor Tour Stop
Event Boost
Beer or Wine Happy Hour
RACK
VIP Press & Influencers Reception
Trends & Solutions Stage Sponsorship
Trends & Solutions Stage Presentation
Coverings Beer Garden
Galvanize Women's Lounge
CID Awards Reception & Ceremony
Rock Stars Program

BRAND EXPOSURE OPPORTUNITIES

- Column Wraps
- Convention Center Banners
- You Are Here Board
- Digital Signage
- Escalator Runners
- ~~Stair Railing Graphics~~ *SOLD*
- Door Graphics
- Window Clings
- Coverings T-Shirts
- New Exhibitor Package
- Lanyards
- Show Bags
- Mosaic Wall/Headshot Station
- Show Floor Map & eBlast (BNP)

BRAND EXPOSURE OPPORTUNITIES

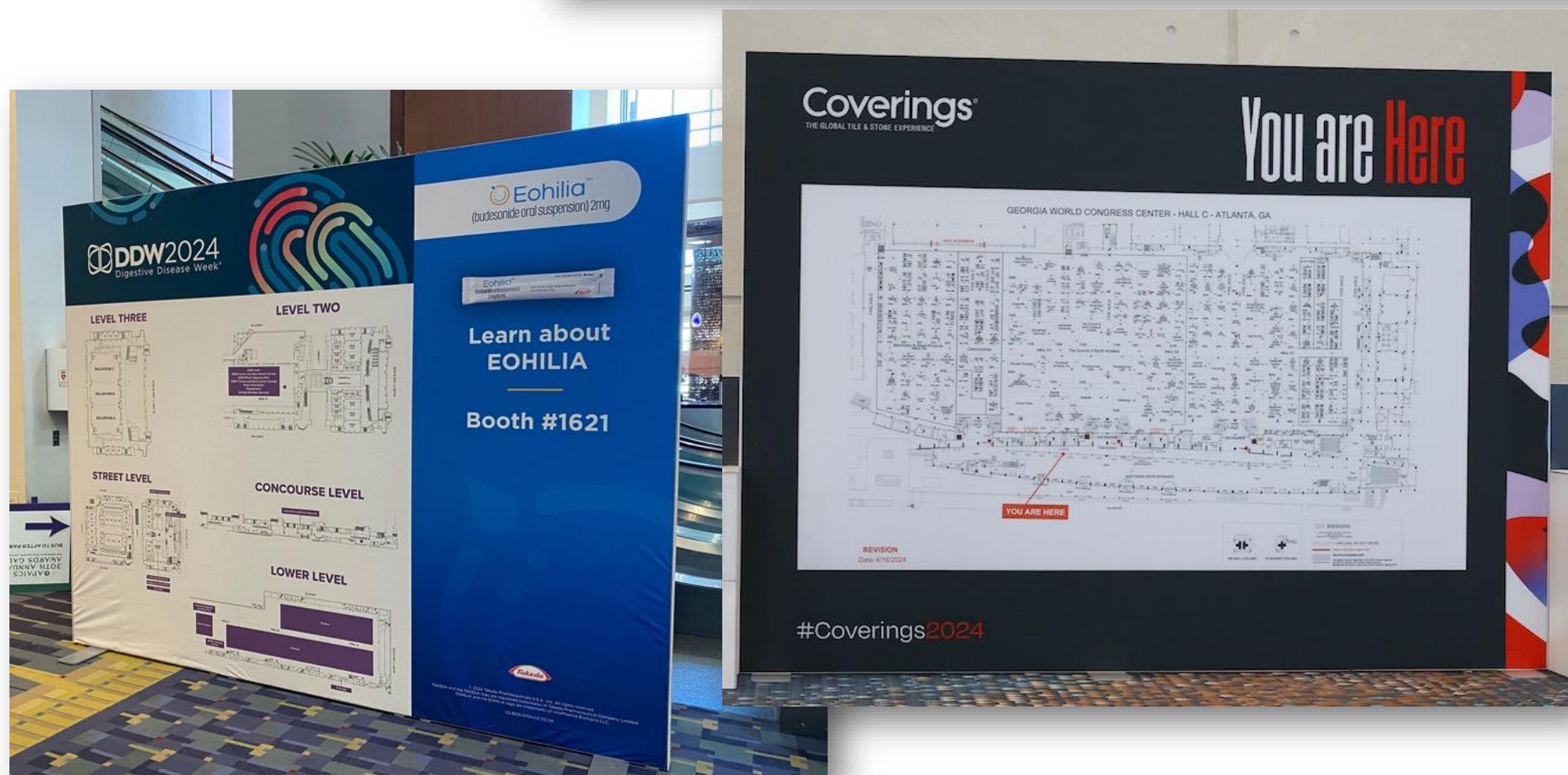


Column Wraps – \$7,500

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. [View available opportunities.](#)

Convention Center Banners – \$8,000+

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. [View available opportunities.](#)



You Are Here Board – \$6,000 *NEW!*

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.

BRAND EXPOSURE OPPORTUNITIES



Digital Signage – *Three Options*

Stand out at Coverings 2025 with high-impact digital signage. Choose from:

Mobile Signs – \$4,700

Displayed on three, 6.5 ft tall digital LED posters located in the lobbies, receive a 10-second spot on a 100-second loop.

LED Poster Wall – \$3,750 **NEW!**

Make a statement by flashing your message on a 7.5w x 6.5 h ft LED wall in the South Hall Lobby. Receive a 10-second spot on a 60-second loop.

Overhead Video Walls – \$3,500

Shown on three screens in the South Hall lobby, receive a 10-second spot on a 2-minute loop.

Reservation Deadline: March 28

Artwork Deadline: April 7

BRAND EXPOSURE OPPORTUNITIES

Escalator Runners – \$14,000

Three Available

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. [View available opportunities.](#)



Stair Railing Graphics – \$10,000 *NEW!*

Two Available

Elevate your presence at Coverings 2025 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.

[View available opportunities.](#)



BRAND EXPOSURE OPPORTUNITIES

Door Graphics – \$12,000

Just Two Available!

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. [View available opportunities.](#)

Window Clings – \$5,000 *NEW!*

Four Available

Maximize your brand's impact at Coverings 2025! 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. [View available opportunities.](#)



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 and will receive the **contact information** of every attendee who receives a t-shirt.

BRAND EXPOSURE OPPORTUNITIES

New Exhibitor Package – \$400 *NEW!*

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 New Exhibitor Package add-on. For just \$400, 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



Lanyards – \$12,000 each

Two Available

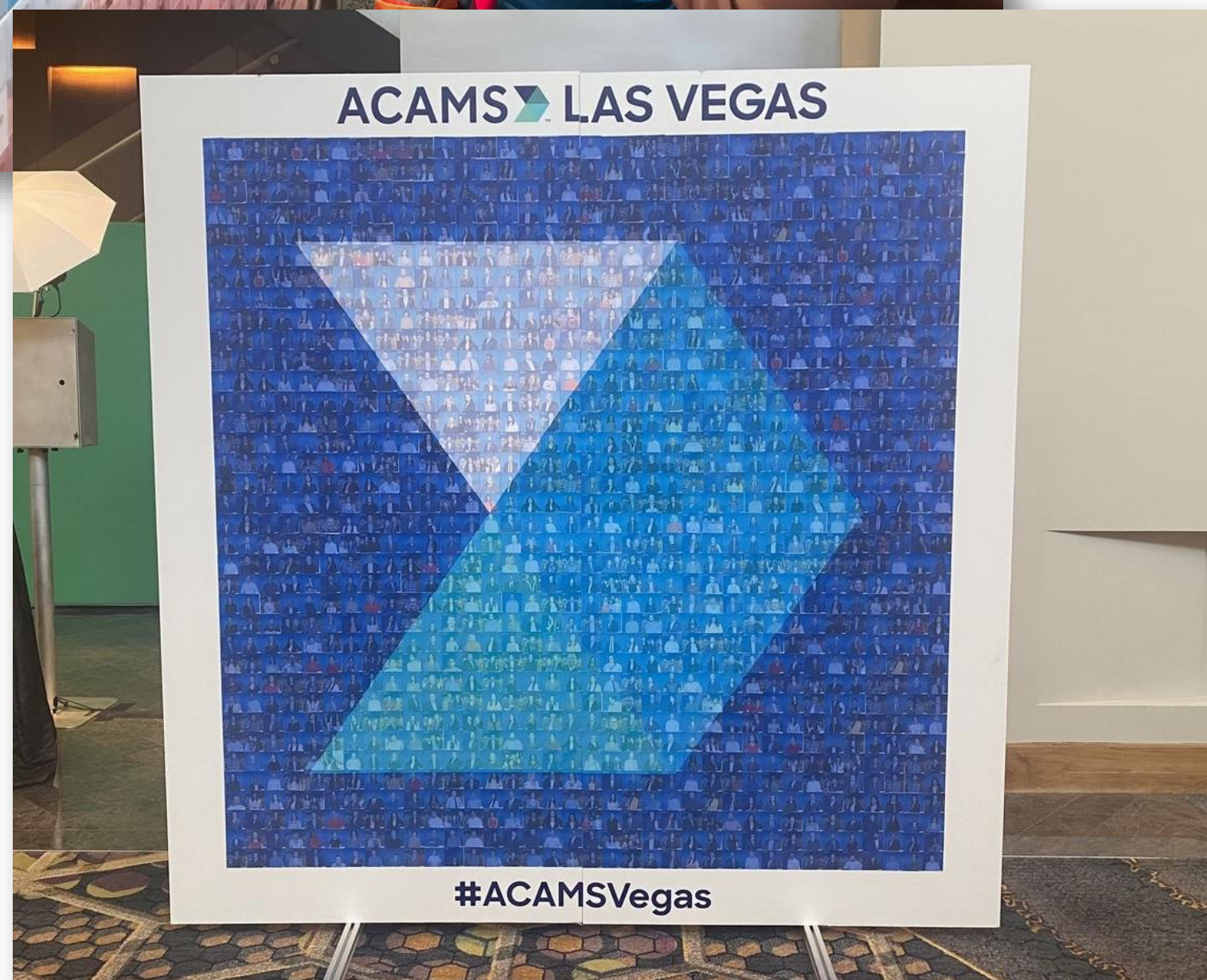
Place your company's brand around every attendee's neck as the official lanyard sponsor. Just provide the lanyards and let the attendees do your advertising for you! Sponsor to provide minimum of 10,000 lanyards for distribution, and Coverings Show Management will provide fulfillment details.

Show Bags – \$12,000 each

Two Available

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.

BRAND EXPOSURE OPPORTUNITIES



Mosaic Wall/Headshot Station – \$12,000

Exclusive & New!

Align your brand with this fun, interactive area located in the Coverings Lounge! Attendees will get their professional headshot taken then place their square picture on a grid to create one larger image. Your branding will be prominently featured on the mosaic wall frame and around the area. Located in The Coverings Lounge, a hub for various engaging activities including afternoon happy hours and the Trends & Solutions Stage, your brand and the mosaic wall will receive thousands of impressions. Additional sponsorship benefits include:

- Custom message in the email sent to attendees with their headshot
- Contact information of the attendees who opt-in and enter their details to receive their photo
- Ability to have photo booth staff wear sponsor apparel

Be part of the social buzz and sponsor this unique opportunity!

SPECIAL OFFER FROM BNP MEDIA



Show Floor Map Advertising – \$2,195 - \$6,300

eBlast Opportunities – \$2,150 - \$3,250

Attendees will have no problem locating your booth when you advertise in the official Coverings Show Floor 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 +1 734-564-0880 by March 11 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
- Know Before You Go Email
- Website Banner Ads
- Monthly Newsletter Advertising
- Ultimate Digital Promo Package
- ~~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 Podcast Manufacturer Warranties vs. Self Warranties Host: Kyle Hedin
Guests: 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 – \$750

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
- 1-5 images
- Up to 4 links

Your post will be promoted on:

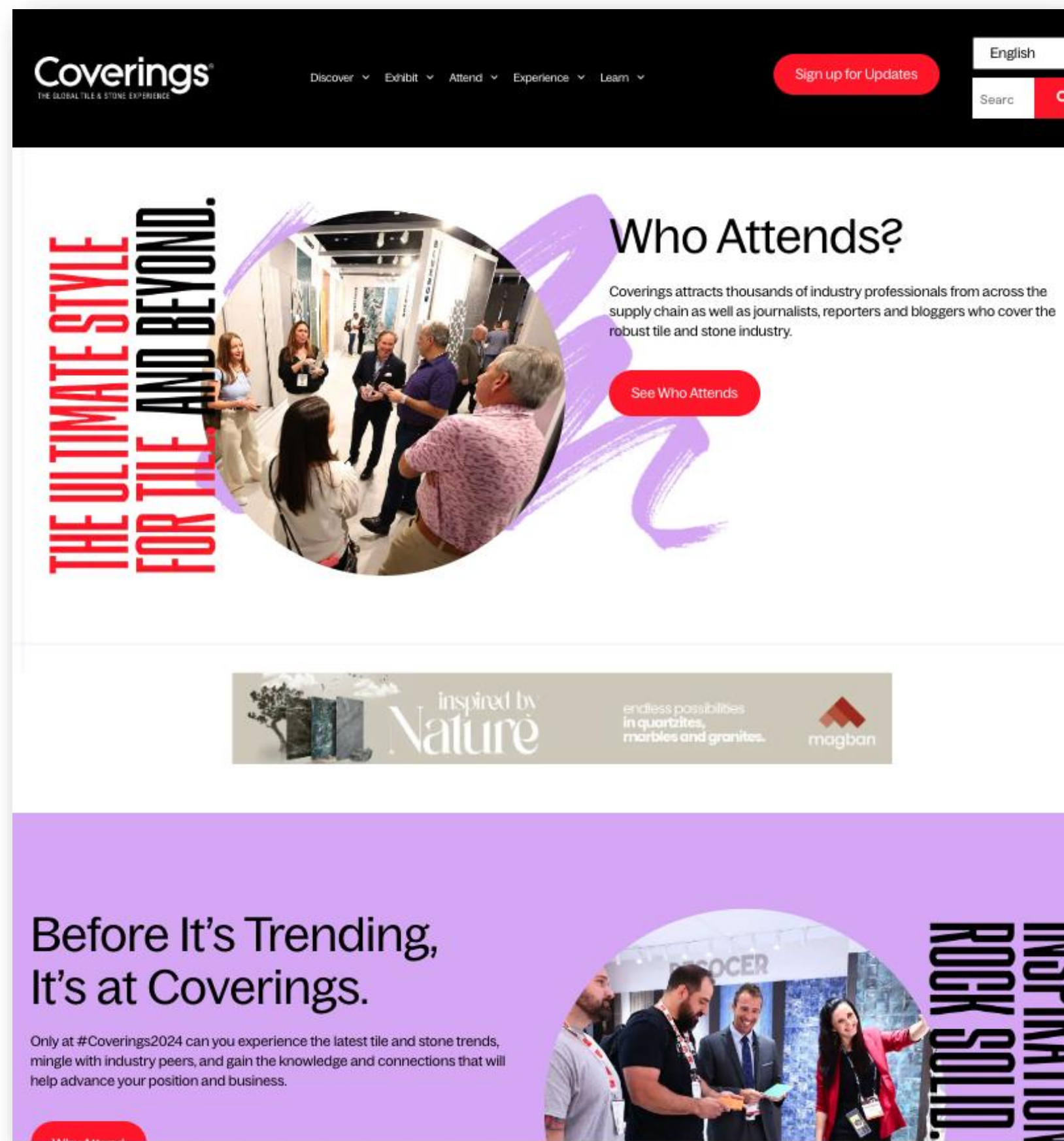
- Coverings' social channels
- Homepage of Coverings.com
- Coverings Connected e-Newsletter

“Know Before You Go” Email – \$5,000

New & Exclusive!

Welcome attendees to Coverings 2025 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. Sponsorship includes headline, image, two hyperlinks, and up to 50 words of text.

DIGITAL MARKETING OPPORTUNITIES



Website Banner Ads:

October – January: \$2,000 (max of 4 advertisers)

February – May: \$5,000 (max of 4 advertisers)

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 that will be displayed on the homepage for four months. Advertiser receives ad click-count.

File Type: JPG, GIF or PNG

Ad Size: 1170x180 px

Max File Size: 300 kB

Static Only

Coverings.com Web Traffic Statistics

Busy Show Months Average:

Sessions/month: 40K

Users/month: 22K

Yearly Average:

Sessions/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

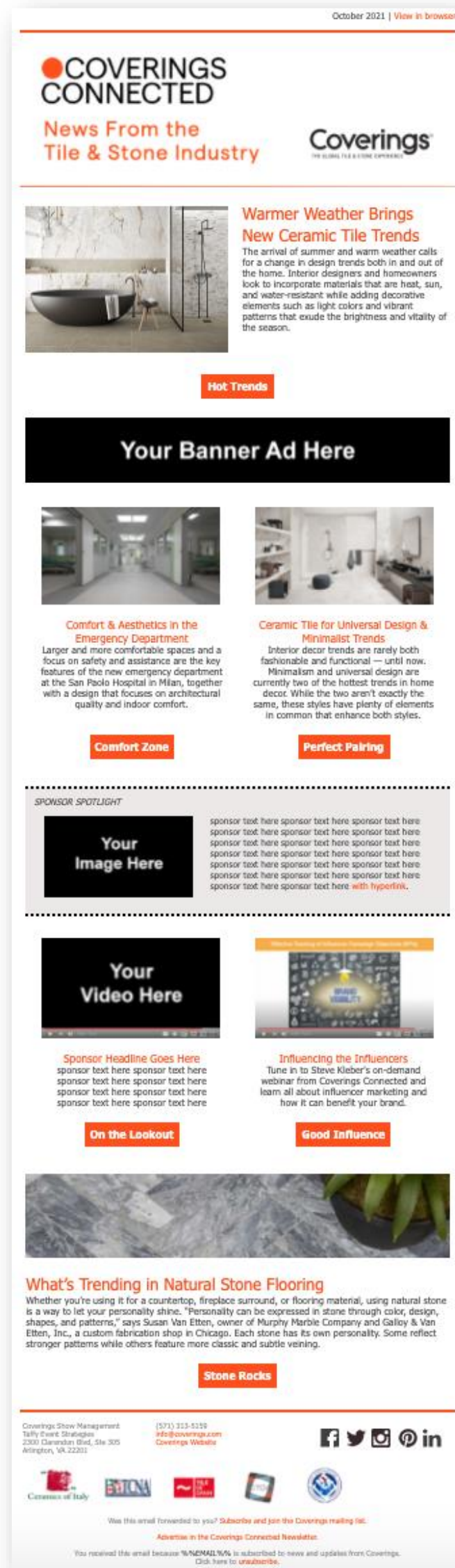
Grab the attention of readers with a prominent banner ad with hyperlink in Coverings Connected. Your banner ad will also be included on the [Coverings Connected newsletter page on the Coverings website](#) for one month. Specs: 650 x 100px, .jpg or .gif.

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.



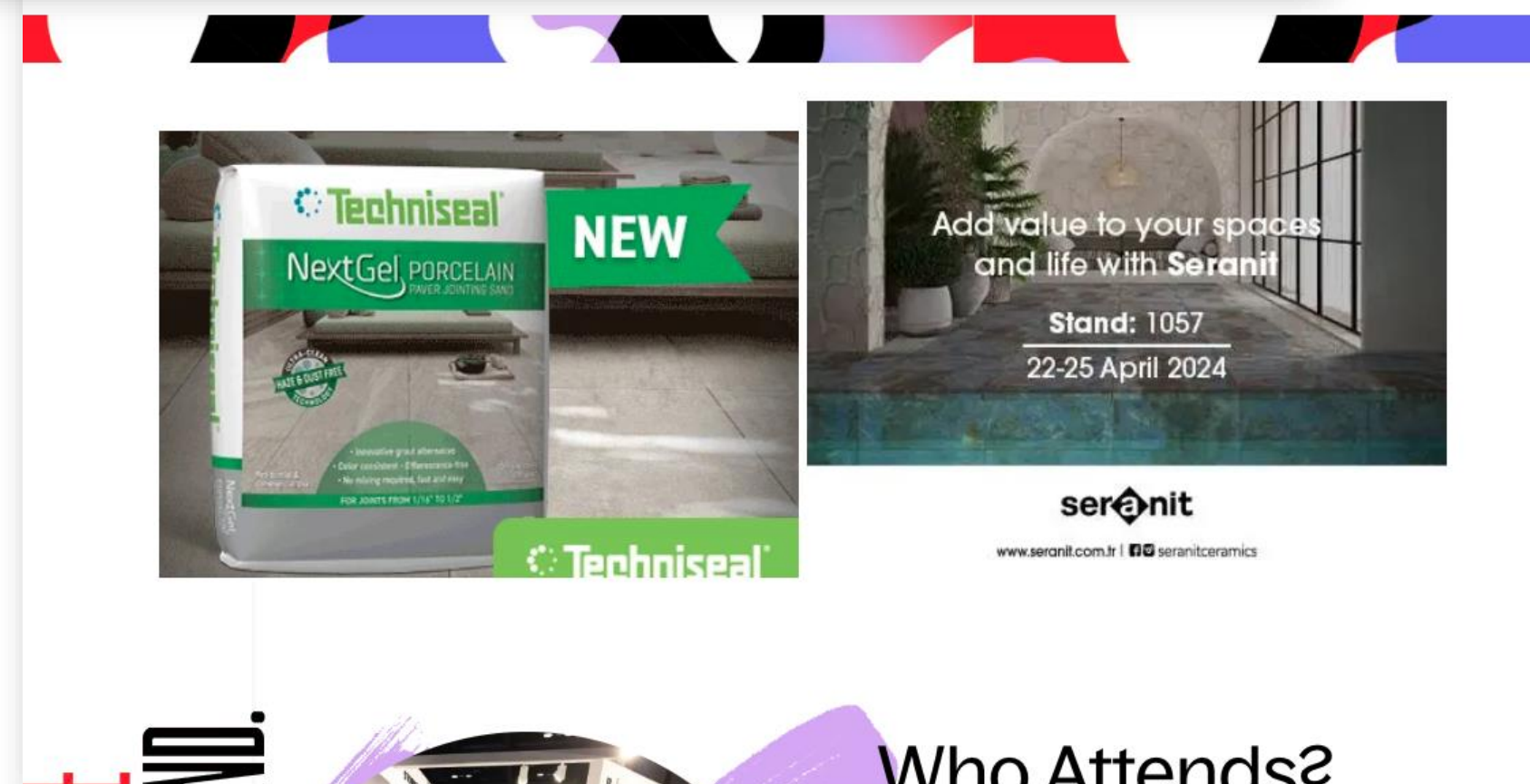
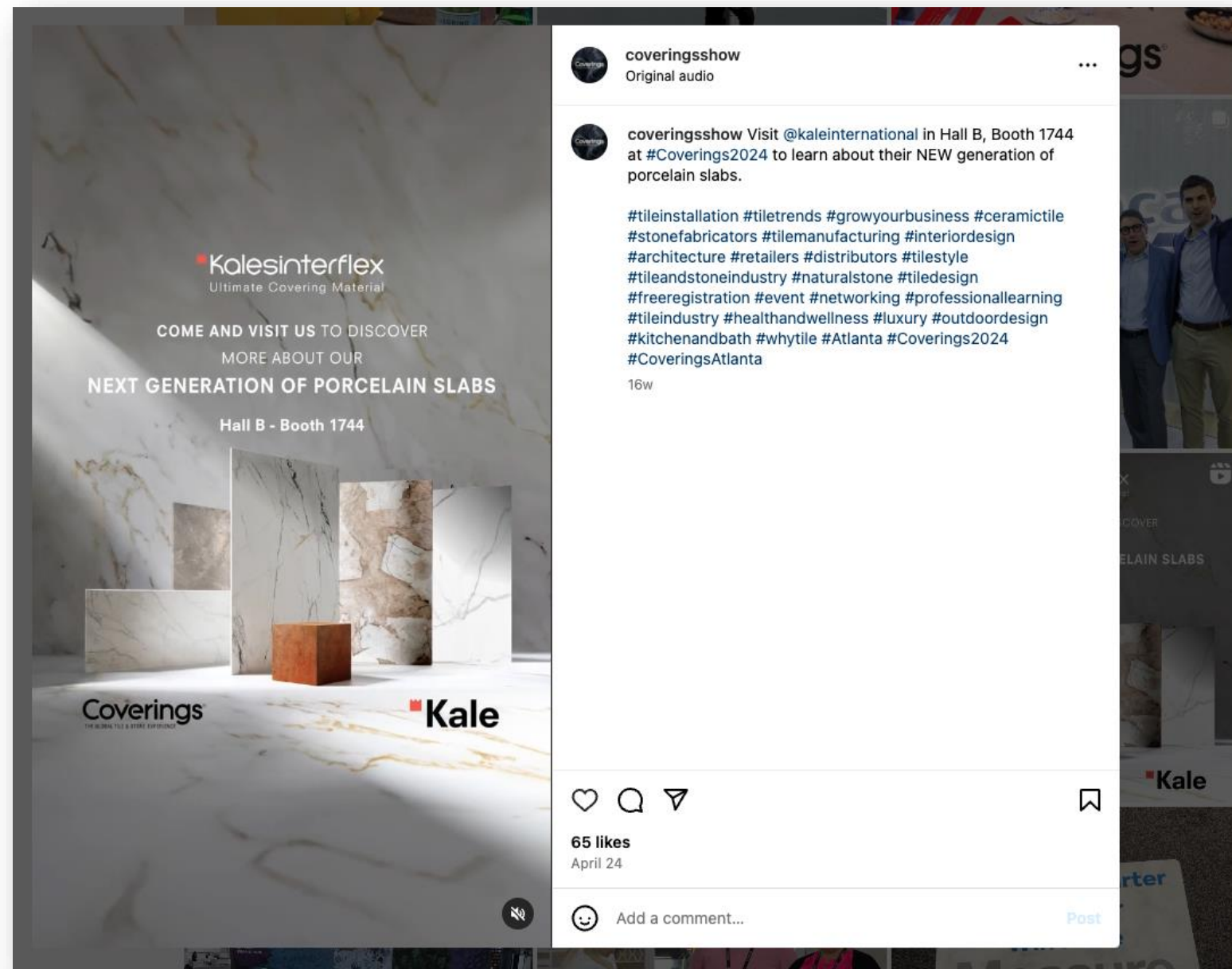
DIGITAL MARKETING OPPORTUNITIES

Ultimate Digital Promotional Package – \$8,000

Only 2 Left!

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

- Static banner ad (400x300) on Coverings.com for March, April & May 2025
- Guest Blog Post on Coverings.com
- “Sponsor Spotlight” in Coverings Connected e-newsletter for one month (February, March, April *OR* May 2025)
- Sponsored social media post on [Coverings’ Instagram account](#) (limited to 250 characters and 4 images)
- 10-second ad on three digital mobile signs (LED posters) onsite
- Logo (with link, where applicable) on:
 - o Coverings website
 - o Coverings Connected e-Newsletter
 - o Official Coverings Mobile App
 - o Slides that run before and between Coverings conference sessions



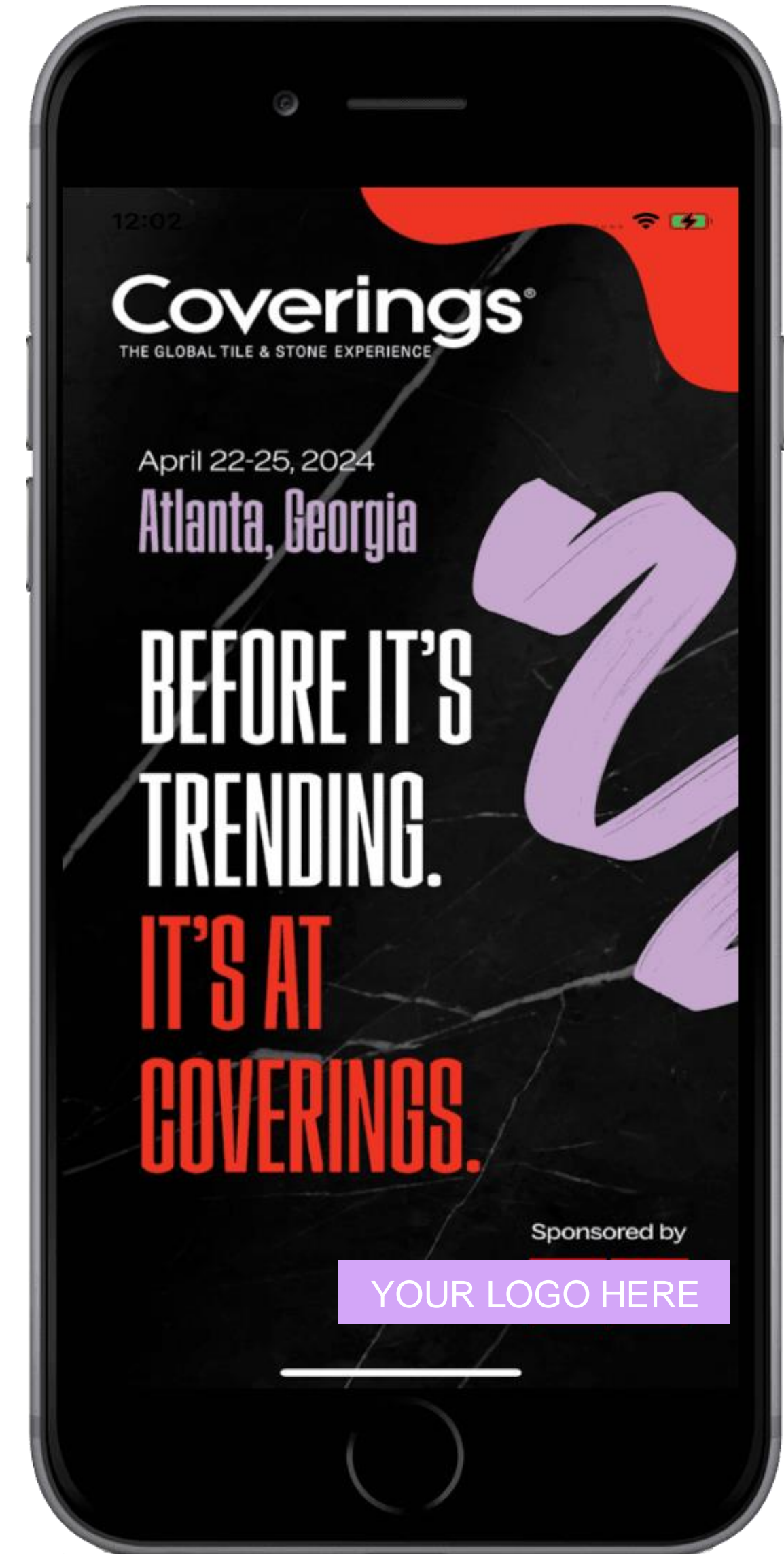
Reserve By: February 7, 2025
Artwork Due: February 21, 2025

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

EXHIBITOR NAME*	Booth #
SomerTile	C4320
MILE@stone made in Florim USA	N2144
Richley International	C10511
ARDEX Americas / DTA	N2735
Elite Stone	N1317
.efficiently	N3028, C5131
2P Trading Srl.	N873
Aalto Marble Inlay	N1513
AAPT DISTRIBUTION PVT LTD	C11908

Digital Packages & Ads – \$495 - \$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 CONNECTIONS OPPORTUNITIES

- Contractor Show Floor
Tour Stop
- Event Boost
- Beer or Wine Happy Hour
- RACK
- VIP Press & Influencers
Reception
- Trends & Solutions Stage
- Trends & Solutions Stage
Presentation
- Coverings Beer Garden
- *Galvanize* Women's Lounge
- CID Awards Ceremony &
Reception
- Rock Stars Program

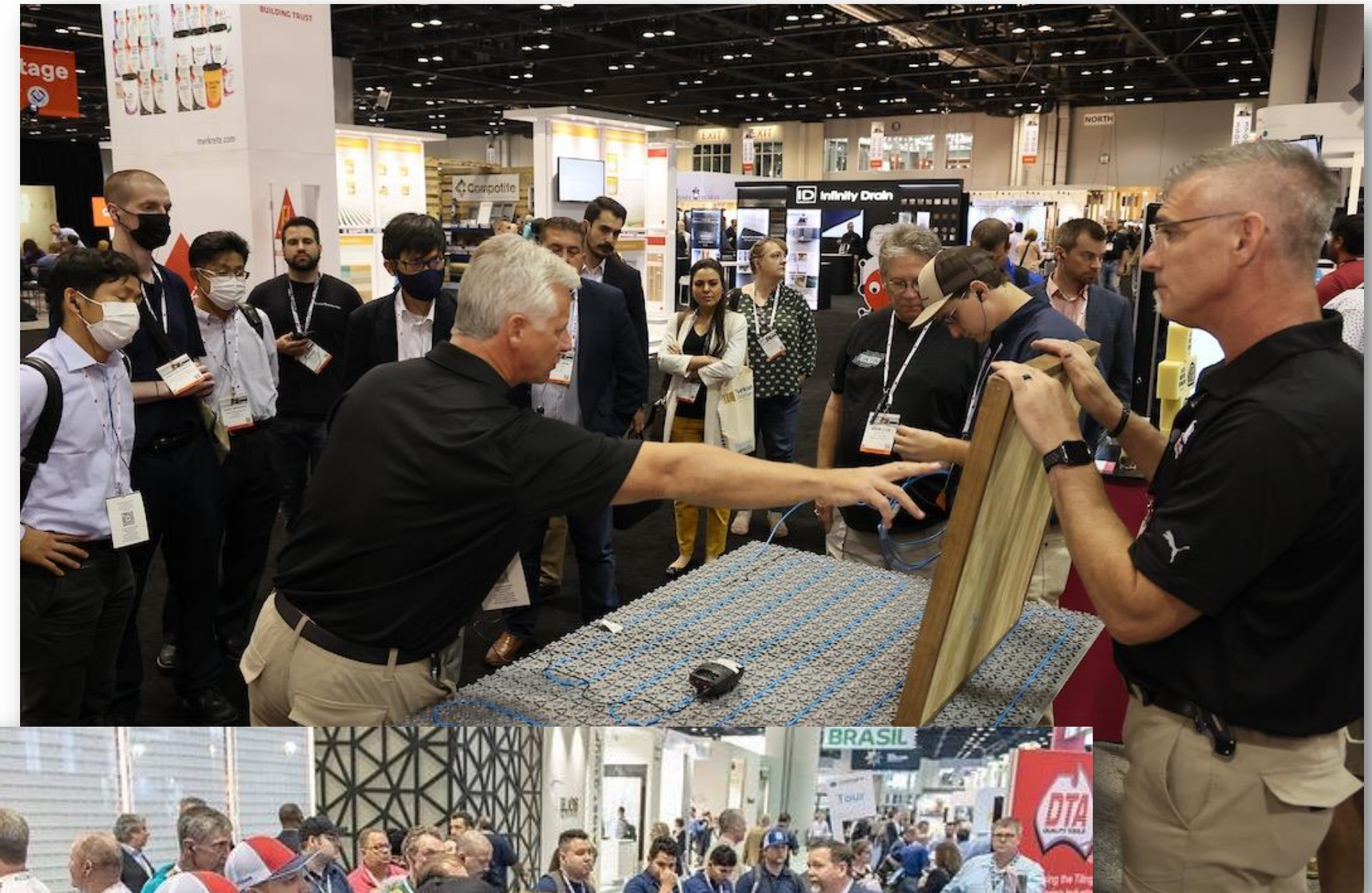
FACE-TO-FACE CONNECTION OPPORTUNITIES

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 the scanned list of tour attendees for easy post-show 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!

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



FACE-TO-FACE CONNECTION OPPORTUNITIES



Event Boost – \$1,500 *NEW!*

Throwing an off-site party during Coverings and need help getting the word out? Whether you're aiming to invite all attendees or just a specific audience (distributors, retailers, installers, architects, etc.), the Coverings marketing team is here to help! Promotional support can include features in emails to registered attendees, inclusion in schedule of events on the Coverings website and mobile app, and a social media post. Let's collaborate and make your party the talk of the show!

FACE-TO-FACE CONNECTION OPPORTUNITIES

Beer or Wine Happy Hour – \$2,500

With 9 miles of tile to explore, Coverings attendees are always seeking out exhibitors offering beverage service in their booth. Sponsorship is for one afternoon, 3:30 - 5:30 p.m. (or while supplies last), on Tuesday, Wednesday, or Thursday (sponsor chooses day) and includes one keg of beer **OR** 100 glasses of wine, bartender service, signage in your booth, and promotion in the Coverings mobile app and the emails sent daily during the show to registered attendees.



FACE-TO-FACE CONNECTION OPPORTUNITIES



RACK (Random Act of Conference Kindness) – \$5,000

NEW! Max of Two Sponsors

Increase traffic to your booth and build goodwill with attendees by becoming a RACK sponsor at Coverings 2025. Staff will distribute gift vouchers to 500 attendees at registration, which can only be redeemed at your booth for a \$5 gift card or similar prize. Sponsor is responsible for purchasing and providing the giveaways.

FACE-TO-FACE CONNECTION OPPORTUNITIES

VIP Press & Influencers Reception – \$8,000

Tuesday, April 29 at 7:00 PM in Orlando

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



BONUS EXPOSURE

New for 2025, 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.

FACE-TO-FACE CONNECTION OPPORTUNITIES



Trends & Solutions Stage Sponsorship – \$9,000

Become the exclusive sponsor of the Trends & Solutions Stage at Coverings 2025 and have your branding featured everywhere the stage is promoted as well as prominently showcased onsite. The stage will feature new product and trends presentations and is a can't-miss show floor destination. New for 2025, the Trends & Solutions Stage will be in the Coverings Lounge, driving additional traffic and exposure for the area.

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



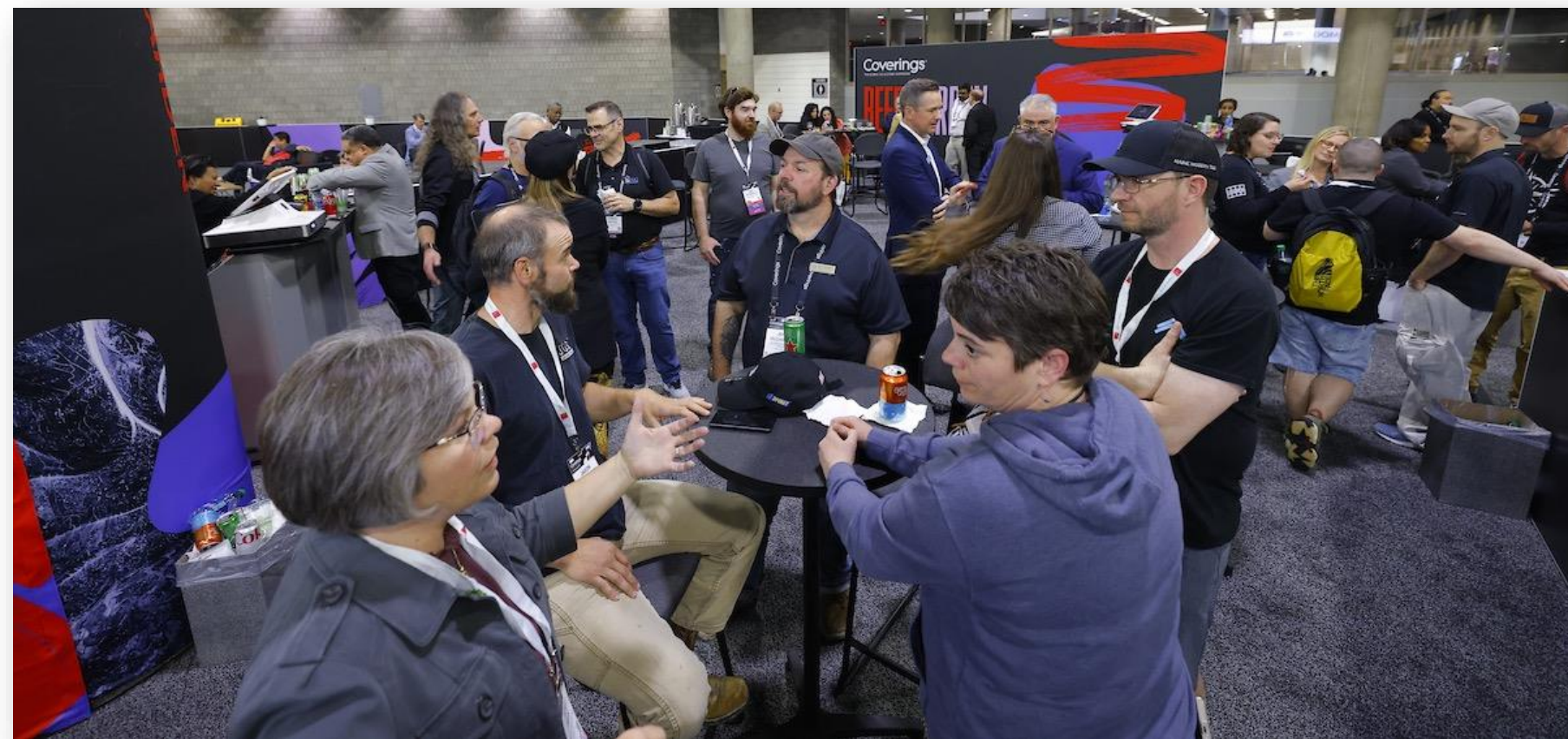
FACE-TO-FACE CONNECTION OPPORTUNITIES



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

Showcase your new product, trend, or innovation in a 20-minute presentation in the Trends & Solutions Stage at Coverings 2025. 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, overhead banner and the always-popular charging station. 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.

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

FACE-TO-FACE CONNECTION OPPORTUNITIES



Galvanize Women's Lounge Title Sponsor – \$10,000 *NEW!*

Given the successful launch of the *Galvanize Women's Lounge* at Coverings 2024, we're bringing it back with even more enhancements in 2025. As the main sponsor, you will align your brand with an important space that fosters inclusivity, encourages community-building, and uplifts women and their respective crafts. Sponsor will receive:

- Branding in the Lounge, including (but not limited to) logo on signage, table centerpieces, and balloons
- Sponsor of the coffee each morning
- Signature cocktail at afternoon happy hours
- Branded cocktail napkins
- Ability to distribute a gift in the Lounge
- Half-meterboard in sponsor's booth promoting Lounge involvement

Note: The Women's Lounge is "Empowered by" various industry women organizations who will also have branding in the area.

FACE-TO-FACE CONNECTION OPPORTUNITIES

Galvanize Women's Lounge – Activation Sponsors!

Opportunities starting at \$1,500

Elevate and celebrate this powerful group of industry leaders! Multiple sponsorship and branding opportunities exist within the Galvanize Women's Lounge, including:

- Charging Stations
- Leave-A-Book/Take-A-Book Library
- Massage Station
- Custom Opportunities – *Call to Discuss!*

Note: The Women's Lounge is "Empowered by" various industry women organizations and a potential Title Sponsor, all who will also have branding in the area.



FACE-TO-FACE CONNECTION OPPORTUNITIES



CID Awards Ceremony & Reception – \$6,500 *NEW!*

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:

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

Rock Star Program – \$7,500 *NEW!*

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:

- 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
- Logo on step & repeat
- Option to hand-out awards and pose for photos
- Signature cocktail
- Branded cocktail napkins
- Ability to distribute pre-approved giveaway and showcase a pop-up banner at the ceremony



READY TO PROMOTE YOUR BRAND?



Whether you're looking for tailored solutions to meet your marketing objectives or want additional details on any of the sponsorship opportunities listed in this brochure, Coverings Show Management is happy and ready to assist. Contact Annmarie to maximize your experience at North America's premier tile & stone event!



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