## Coverings® THE GLOBAL TILE & STONE EXPERIENCE

SPONSORSHIP OPPORTUNITIES

March 30 - April 2, 2026 Las Vegas, Nevada Las Vegas Convention Center



## **CONNECT WITH BUYERS**

### AT COVERINGS 2026 THROUGH 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 2026**, **March 30-April 2** at the **Las Vegas Convention Center**.

**BONUS EXPOSURE!** Exhibitors that purchase sponsorships totaling \$5,000 or more will receive Club Level benefits. See <u>page 14</u> for details.



## 2026 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

#### **Brand Exposure**



- You Are Here Board
- Coverings T-Shirts
- Show Bags
- Digital Mobile Signs
- Digital Poster Walls
- New Exhibitor Package
- Innovation Wall
- WiFi
- Lanyards
- · Where in the World Map
- Coverings Central

#### **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
- Event Boost
- Beer or Wine Happy Hour
- R.A.C.K.
- Galvanize Women's Lounge
- Coverings Beer Garden
- Trends & Solutions Stage
- CID Awards Reception
- Rock Stars Program
- VIP Press & Influencers Reception
- VIP Specifier Opportunities



#### 2026 Sponsorship Levels

**NEW** for 2026, Coverings is offering four all-inclusive tiers designed to maximize your brand exposure and elevate your presence. See <u>page 14</u> 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



Sponsor the exclusive Coverings tshirts worn by tile & 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

#### Digital Poster Walls \$7,000

Make a powerful statement by showcasing your brand on three prominent digital displays in the main Coverings lobby. Your dynamic 8-second message will rotate across all three massive signs on a 3-minute loop, ensuring maximum visibility throughout the event. This premium exposure opportunity will drive traffic to your booth while reinforcing your position as a major player in the tile and stone industry.

#### Grand Lobby - North

- Size: 37'9" w x 21' 3" h
- Resolution: 2880x1620 px



#### **Grand Lobby - Central**

- Size: 75 7" w x 42' 6" h Resolution: 5760x3105 px

#### **Grand Lobby - South**

- Size: 31' 6" w x 17' 8" h
- Resolution: 2400 x 1350 px



#### 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

#### Innovation Wall

Be a part of the Innovation Wall prominently displayed in high traffic area near registration. Sponsor logo will also be placed on the website. This eye-catching area is comprised of 20-30 panels to include:

- · Company logo
- Innovation name and description
- · Booth number
- · Optional QR code
- Custom artwork designed by sponsor

\$1,000







#### WiFi

Secure the most essential touchpoint at Coverings as the exclusive WiFi sponsor. This premium sponsorship delivers unparalleled brand exposure through the show's most requested service. The sponsor will receive branding recognition on the WiFi splash page, their company name or custom brand message as the WiFi password, strategic and extensive signage placement onsite promoting the WiFi, promotions both pre-show and onsite via attendee emails and social media. and so much more.

Exclusive opportunity.
Essential utility. Exceptional ROI.

\$25,000





## \*\* BRAND EXPOSURE 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

#### Where in the World Map (Exclusive)

Coverings attracts attendees from all 50 U.S. states and 120+ countries! Attendees can pin where they are from on the "Where in the World?" map located in the LVCC Grand Lobby. Sponsorship includes highlighting your headquarters (and branch locations, if applicable) on the map as well as your logo on the map wall. A fun way to engage attendees!



\$3,000

#### Coverings Central \$30,000

Coverings Central is the go-to destination for connection, creativity, and community. Centrally located in the LVCC Grand Lobby, this lively lounge space features interactive experiences, including:

- · Comfortable Seating
- · Covering Logo Coloring Activity
- Live DJ
- Mosaic Wall
- Headshot Station
- "Where in the World?" Map
- T-Shirts
- · Charging Station
- · Coffee Cart

With prominent sponsor branding throughout, Coverings Central offers a dynamic setting to engage attendees and leave a lasting impression. As the sponsor, your brand will be associated with one of the most popular and talked-about areas at the show.

Do you have an idea that would enhance Coverings Central? Let's talk about it!



## 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. .ipg 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).

\$3.500

One opportunity per attendee segment available

#### "Know Before You Go" Email

Welcome attendees to Coverings 2026 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.

\$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.

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









#### 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, GIF or PNG Ad Size: 1170x180 px Max File Size: 300 kB

Static Only



#### **Coverings.com Website Traffic Statistics** Fiscal Year Averages Over the Past 4 Years Sessions Users 40000 50000 40000 30000 20000 10000 2022 2023 2024 2025 2025 Monthly Average April 2025 Alone Recorded Monthly Average Between Sessions/Month: 56.058 January 1 - April 30, 2025 Sessions: 161.535 Users/Month: 29.013 Sessions/Month: 85.313 Users: 80.523 Users/Month: 43.475

#### 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 2026.
- · Guest Blog Post on Coverings.com
- "Sponsor Spotlight" in Coverings Connected e-newsletter for one month (January, February, March OR April 2026)
- Sponsored social media post on <u>Coverings' Instagram account</u> (limited to 250 characters and 4 images, sized 1080x1080px)
- 10-second ad on three digital mobile signs (LED posters) 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! <u>Log in to your</u> <u>exhibitor portal</u> to learn more, <u>view an example</u> of an upgraded listing, and purchase today.

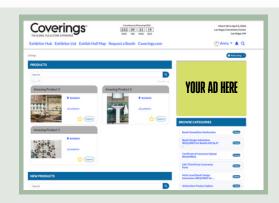
#### **Comparison Chart**

UPGRADE LEVEL	Price	Top of Exhibitor List	Product Listings	Press Releases	Show Specials	Product Gallery	Product Categories	Company Logo	Videos
Basic	Included	<b>~</b>	1	1	1	0	5	<b>~</b>	0
Premium	\$495	~	3	3	3	3	10	<b>~</b>	2
Elite	\$795	~	5	5	5	5	10	<b>~</b>	4
Ultimate	\$1,495	<b>~</b>	100	100	100	7	10	<b>~</b>	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 (Discounted to \$1,000 with the purchase of the Premier Exposure Package)

File Type: JPG, GIF 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, GIF 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.

Tours run Monday—Wednesday at 11 AM; join one or all three for \$500 each—perfect for Centra Hall exhibitors showcasing tools and installation products!

\$500



Hosting an off-site event during Coverings? 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

#### **Beer or Wine Happy Hour**

Draw crowds with in-booth beverage service! Choose one afternoon (Monday—Wednesday, 3:30—5:30 PM) to serve a keg of beer or 100 glasses of wine with bartender, booth signage, and promotion in the app and attendee emails. You'll also receive drinks tickets to distribute directly from your booth!

\$2,500









#### RACK (Random Act of Conference Kindness)

Increase traffic to your booth and build goodwill with attendees by becoming a RACK sponsor at Coverings 2026. Staff will distribute gift vouchers to 200 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.

\$3.500 Max of two sponsors



#### Galvanize Women's Lounge

#### Title Sponsor

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 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

\$7,500

#### **Activation Sponsors!**

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!

\$1.500+









## 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

#### **Trends & Solutions Stage**

#### **Title Sponsor**

Gain standout branding in promotions and onsite. The stage is now located in the busy Coverings Lounge for even greater exposure. 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 (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 Trends & Solutions Stage at Coverings 2026. 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 20!

\$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.



- · 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

\$6,500

#### **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**

#### Monday, March 30

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**

#### Wednesday Lunch

Host the VIP Specifiers for lunch on Wednesday, April 1, 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-onone 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)

#### Wednesday Dinner

Receive two invitations to the VIP Specifier Dinner on Wednesday, April 1 at a local Vegas 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 Thursday.

\$6.000





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 Thursday.



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



## **COVERINGS 2026**Select Your Visibility Level

Maximize your brand exposure with four comprehensive sponsorship levels designed to elevate your presence at Coverings 2026.

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 2026.

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 Crystal Cornerstone Club \$30K \$20K \$10K \$5K Additional Priority Points 8 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 10-second spot on Digital Mobile Sign Sponsored Blog Post on Coverings.com\*\* Elite Upgrade to Digital Profile Company location added to the "Where in the World Map" Sponsor Spotlight in one Coverings Connected Newsletter\*\* One Beer or Wine Happy Hour in your booth 8-second spot on 3 Digital Poster Walls Innovation Wall Banner Ad on Coverings.com for 3 months Two Push Notifications on Mobile App\*\* Sponsored post on one of Coverings' social media channels\*\* Presenting sponsor of one of the following (Subject to availability): CID Awards Reception, Rock Stars Program, Galvanize Lounge, 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**

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## SPONSORSHIP OPPORTUNITIES

March 30 - April 2, 2026 Las Vegas, Nevada Las Vegas Convention Center