

The background of the entire image is a blurred photograph of a large crowd of people walking through an exhibition hall. In the upper left, there are red banners with the word "quartz" in white. In the upper right, there is a wooden slat wall. In the middle right, a sign reads "TILE WE TRI". In the lower right, a sign says "LIFE DEMO DAILY!".

**Coverings®**  
THE GLOBAL TILE & STONE EXPERIENCE

**SPONSORSHIP  
OPPORTUNITIES**

**STAND OUT FROM YOUR COMPETITION**

**INCREASE BRAND AWARENESS**

**DRIVE QUALITY TRAFFIC TO YOUR BOOTH**

**APRIL 18–21, 2023  
ORLANDO  
COVERINGS.COM**



# CONNECT WITH BUYERS AT COVERINGS 2023 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 2023**, April 18-21 at the Orange County Convention Center in Orlando, Florida.

***BONUS EXPOSURE!*** Exhibitors that purchase sponsorships totaling \$5,000+ OR digital signage (listed on page 8) will receive their logo with hyperlink on Coverings.com.

# SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

## **BRAND EXPOSURE**

Two-Sided Meter Panels  
Column Wraps  
Convention Center Banners  
Digital Signage (*Selling Fast!*)  
~~Escalator Runners~~  
~~Door Graphics~~  
Ultimate Promotional Package  
Coverings T-Shirts  
Shuttle Bus Water  
Hand Sanitizer Stations  
Hand Sanitizer Bottles  
~~Lanyards~~  
Show Bags  
Booth Locator Floor Map

## **DIGITAL MARKETING**

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

## **FACE-TO-FACE CONNECTIONS**

~~Contractor Show Floor Tour Stop~~  
Beer in the Exhibit Hall  
Happy Hour in The Coverings Lounge  
Trends & Solutions Stage Sponsorship  
Trends & Solutions Stage Presentation  
~~VIP Press Reception~~  
Coverings Beer Garden

# BRAND EXPOSURE OPPORTUNITIES

- Two-Sided Meter Panels
- Column Wraps
- Convention Center Banners
- Digital Signage
- ~~Escalator Runners~~ **SOLD**
- ~~Door Graphics~~ **SOLD**
- Ultimate Promotional Package
- Coverings T-Shirts
- Shuttle Bus Water
- Hand Sanitizer Stations
- Hand Sanitizer Bottles
- ~~Lanyards~~ **SOLD**
- Show Bags
- Booth Locator Floor Map



# BRAND EXPOSURE OPPORTUNITIES



## Two-Sided Meter Panels – \$2,500

The standalone meter panel will be placed in a high-traffic area and is a great way to increase brand awareness while driving customers to your booth.

## Column Wraps – \$3,000

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 at the convention center, your brand will be top of mind with Coverings attendees. [View available options.](#)



# BRAND EXPOSURE OPPORTUNITIES



## Projection Wall

Resolution: 1920 x 1080

Ratio: 16:9

File Types: JPG, PNG, MP4

## Digital Signage – *Two Options*

Stand out at Coverings 2023 with high-impact digital signage. Choose from:

### Projection Wall – \$3,000

Shown above the South Hall main escalator that leads attendees to the show floor, receive a 15-second spot on a 2-minute video loop.

### Video Walls – \$2,500

Shown on 3 screens in the South Hall lobby, receive a 10-second spot on a 2-minute video loop.

Artwork Deadline: March 28, 2023



## Video Walls

Resolution: 4096 x 288

Ratio: 128:9

File Types: JPG, PNG, MOV, MP4



# BRAND EXPOSURE OPPORTUNITIES



## Escalator Runners – \$8,500

### *Two Available*

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

[View available options.](#)

## Door Graphics – \$8,500

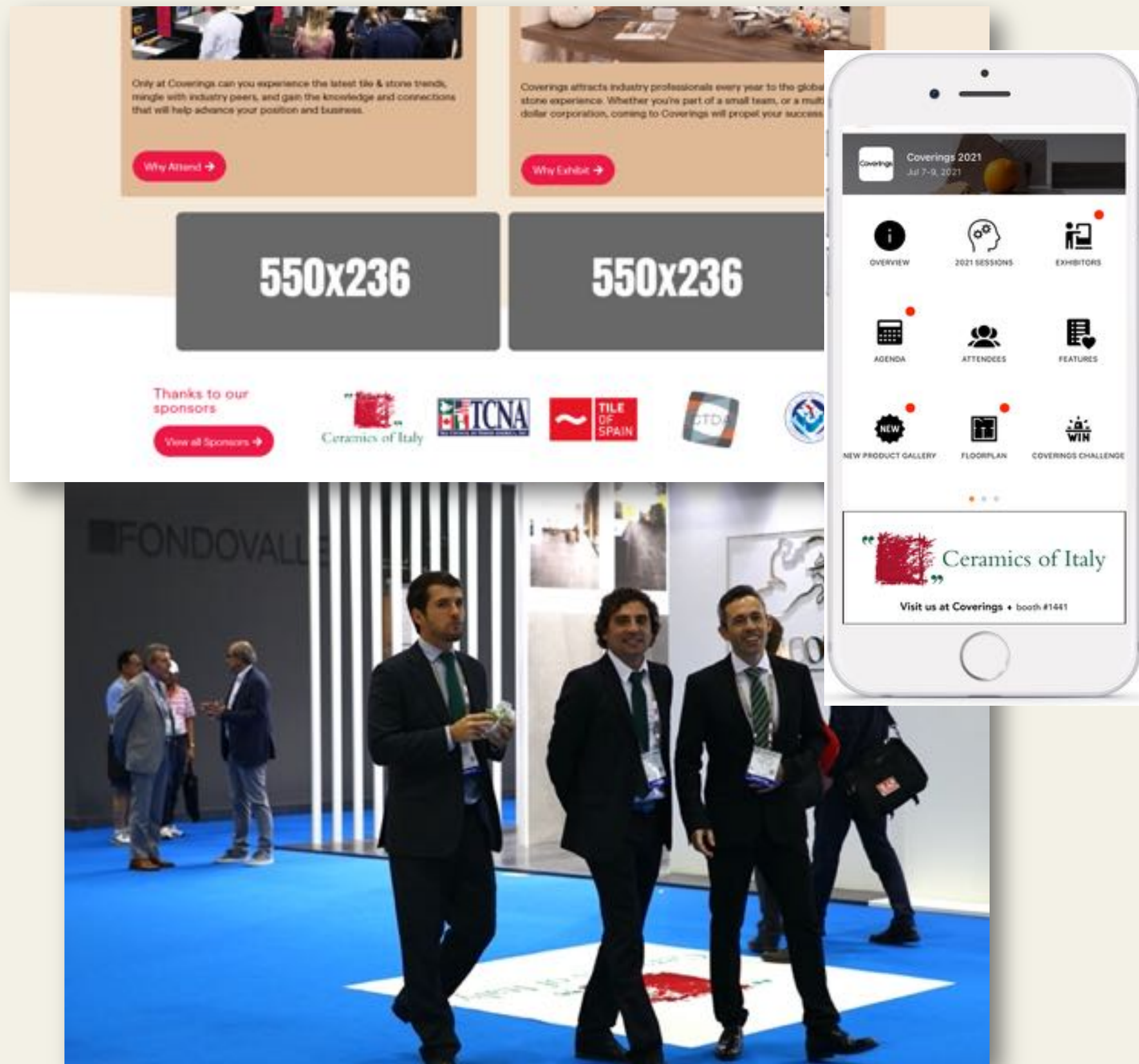
### *One Available*

Get maximum exposure by showcasing your brand on 20 glass doorways throughout the South Hall convention center entrances. These graphics are a surefire way to drive increased brand awareness and attendees to your booth.





# BRAND EXPOSURE OPPORTUNITIES



## Ultimate Promotional Package – \$5,500

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

- Banner Ad (550x236) on Coverings Website for Two Months
- Logo With Hyperlink on Coverings Website
- Mobile App Ad
- Banner Ad in Coverings Connected Newsletter
- Coverings Guest Blog Post
- Double-Sided Metal Panel
- 4' x 4' Floor Decal on the Show Floor
- Sponsored Social Media Post on Coverings' Facebook and Instagram Accounts
- Slide Inclusion in Break Slides Shown Before & Between Sessions



# 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 is preferred!). Show management will produce the t-shirts and sponsor can provide design prior to production.

## Shuttle Bus Water – \$5,000

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.



# BRAND EXPOSURE OPPORTUNITIES



## Hand Sanitizer Stations – \$6,000

Showcase your company's branding on eight hand sanitizer stations located throughout the convention center lobby and the show floor. Stand out with a flashy custom design created by the sponsor to drive traffic to your booth.

## Hand Sanitizer Bottles – \$40,000

*Two Available*

Stand out at Coverings by making your full-color branding on 5,000 personal hand sanitizer bottles that will be distributed to attendees in the convention center lobby. The bottles feature a carabiner so attendees can clip the bottle to their bag, purse, or badge – spreading your company's brand even further!



# 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.

**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. Bags must be in Orlando by April 4. 11



# 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 advertisement 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](mailto:minghinej@bnpmedia.com) or 734-564-0880 by March 9 to reserve your space.

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

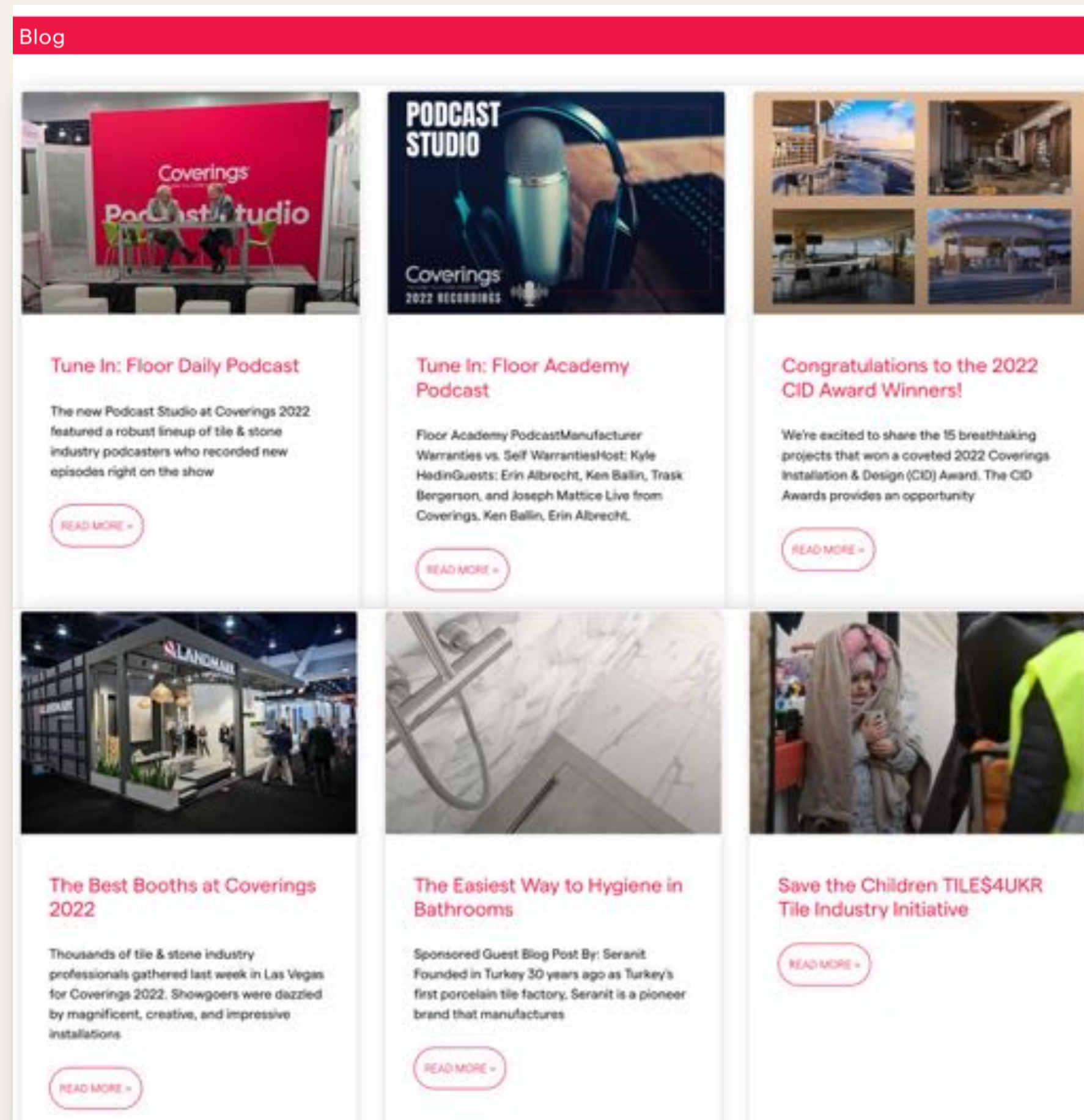


# DIGITAL MARKETING OPPORTUNITIES

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



# DIGITAL MARKETING OPPORTUNITIES



## 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.

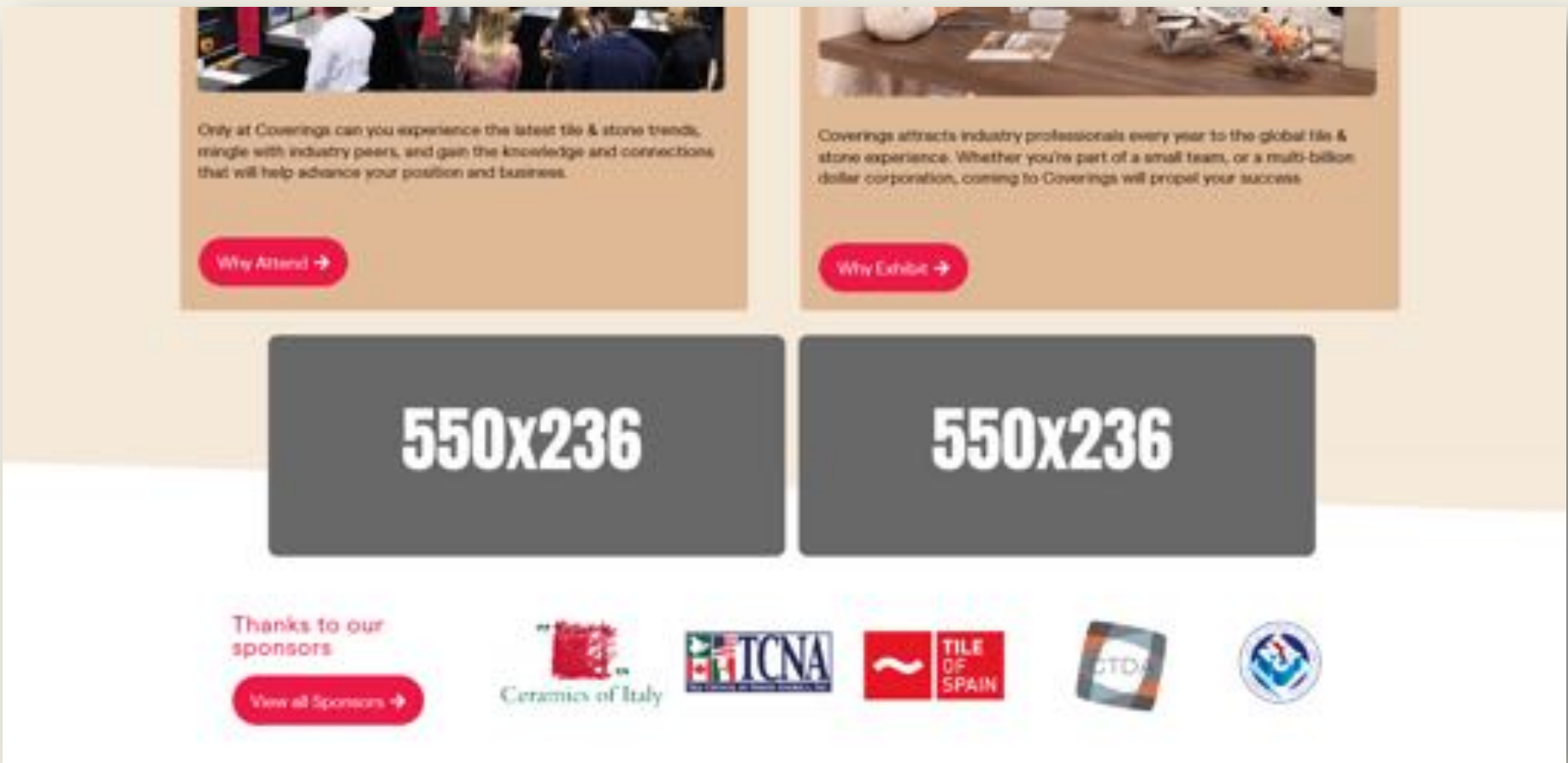


# DIGITAL MARKETING OPPORTUNITIES



## Website Banner Ads – \$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 550x236 for \$500/month – and the advertiser receives monthly ad click-count.



## Coverings.com Web Traffic Statistics

### Busy Show Months Average:

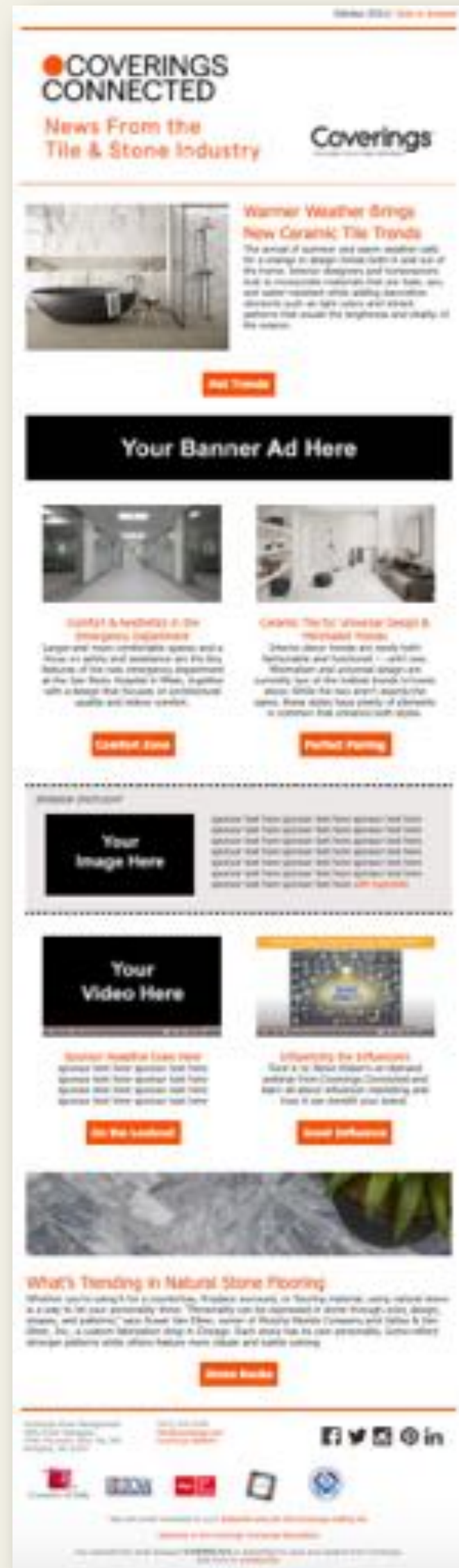
Sessions/month: 40K  
Users/month: 22K

### 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 **60,000+ 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, 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.

**ONLY POST-SHOW OPPORTUNITIES CURRENTLY AVAILABLE.**



# DIGITAL MARKETING OPPORTUNITIES

## Coverings ChatBot – \$5,000

Become the exclusive sponsor of Tiler – Coverings’ popular (and adorable!) ChatBot, and receive incredible brand exposure. The sponsor will have their branding displayed everywhere the ChatBot is promoted (online, onsite, email, etc.) and will also be included in the initial greeting text to all attendees as well as a customized sponsored text during the event to all engaged users. These texts have a 90% open rate!

Tiler is available from August 2022 – April 2023 so the sponsor will receive NINE months of exposure.



“Hi! I’m Tiler, the Coverings AI ChatBot brought to you by *Sponsor Name*. Quick reminder that I’m here to help you have a great event experience. To get started, text: *Sponsor Name*”



# 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~~  
Step **SOLD OUT**
- Beer in the Exhibit Hall
- Happy Hour in The Coverings Lounge
- Trends & Solutions Stage Sponsorship
- Trends & Solutions Stage Presentation
- ~~VIP Press Reception~~ **SOLD**
- Coverings Beer Garden



# FACE-TO-FACE CONNECTION OPPORTUNITIES



## Contractor Show Floor Tour Stop – \$250

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 \$250/each. This is an ideal opportunity for tools and installation materials companies!

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



# FACE-TO-FACE CONNECTION OPPORTUNITIES



## Beer in the Exhibit Hall – \$2,500

Be a hit with attendees by offering beer in your booth! Sponsorship is for one afternoon, 3:30 - 5:30 p.m., on Tuesday, Wednesday or Thursday (sponsor chooses day) and includes one keg of beer, bartender service, signage in your booth, and promotion in the Coverings mobile app and the email sent daily during the show to registered attendees.



# FACE-TO-FACE CONNECTION OPPORTUNITIES

## Happy Hour in The Coverings Lounge – \$5,000

The popular Coverings Lounge will once again be a can't-miss destination on the show floor. For three days, April 18-20, be the afternoon happy hour sponsor (4:00 - 5:30 p.m.) and receive:

- Brand recognition where the Lounge is promoted pre-show and on-site
- Ten (10) drink tickets
- Signage in the Coverings Lounge including tabletop signs in the serving area
- Logo on screen in the Lounge
- Ability to have staff in the Lounge to network with attendees
- Sponsor may provide branded cocktail napkins and cups





# FACE-TO-FACE CONNECTION OPPORTUNITIES



## Trends & Solutions Stage Sponsorship – \$6,000

Choose to become the exclusive sponsor of the Trends & Solutions Stage on the Coverings 2023 show floor and have your branding featured everywhere the stage is promoted as well as prominently placed in front of engaged attendees onsite. 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
- One 20-minute presentation on the stage
- 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 2023. 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



## VIP Press Reception – \$7,500

Sponsor and attend one of the most coveted events at Coverings. This dinner 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.

**SOLD**



### The exclusive sponsor will receive:

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



# FACE-TO-FACE CONNECTION OPPORTUNITIES



## Coverings Beer Garden – \$20,000

Given the popularity of the Coverings Beer Garden at Coverings 2022, we're bringing it back to the 2023 show floor! The exclusive sponsor of the 20x20 Beer Garden will have their branding splashed on the structure walls and overhanging sign and will receive naming rights – “The *Sponsor* Beer Garden.” 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. The sponsor is also able to provide branded cocktail napkins and cups if they wish.

The Beer Garden – open daily at noon – is widely promoted pre-show and on-site and will always include the sponsor's branding. Don't miss this exclusive opportunity!



# 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 2023 sales team is happy to assist.

**Contact Annmarie Kennick**  
**[akennick@taffyevents.com](mailto:akennick@taffyevents.com)**  
**716-200-9000**  
**[Coverings.com](https://coverings.com)**