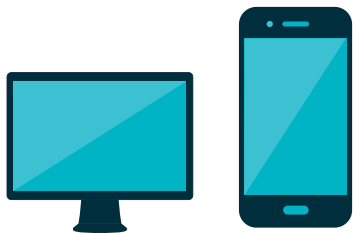




GAIN MORE
IMPRESSIONS
VIEWS + LEADS

EXHIBITOR DIRECTORIES WITH IMPACT

CHOOSE THE RIGHT UPGRADED LISTING FOR YOUR BUSINESS AND BENEFIT FROM THE IMPACT & SAVINGS IT CAN DELIVER.



ATTENDEES USE THE EXHIBITOR DIRECTORY TO PLAN THEIR VISIT TO THE TISE EVENT AND SHORT-LIST THE EXHIBITORS THEY PLAN TO SEE. BE SEEN DURING THE SHOW AS ATTENDEES DOWNLOAD AND USE THE MOBILE APP TO STAY ORGANIZED AND BROWSE SESSIONS, EXHIBITORS, AND PRODUCTS.

*YEAR IS BASED ON THE TIME OF BOOKING YOUR SPACE UNTIL 90 DAYS AFTER THE EVENT OCCURS.

BASIC \$550 MANDATORY <small>THE BASIC WILL AUTOMATICALLY BE ADDED TO YOUR INVOICE AND INCLUDES THE BELOW PACKAGE BENEFITS.</small>	ENHANCED \$1,050 <small>THE ENHANCED PACKAGE OFFERS MORE VISIBILITY OPTIONS SHOWN BELOW.</small>	MAXIMUM \$1,350 <small>THE ENHANCED PACKAGE OFFERS MORE VISIBILITY OPTIONS SHOWN BELOW.</small>
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Access to Online Leads with Email Alerts and Info All Year*	--	Yes	Yes
Booth Number	Yes	Yes	Yes
Collateral Resources	--	--	Yes
Company Address	Yes	Yes	Yes
Company Logo	Yes	Yes	Yes
Company Name	Yes	Yes	Yes
Company Phone	Yes	Yes	Yes
Company Profile	Yes	Yes	Yes
Corner Peel Online Booth Highlight	--	--	Yes
Documents / Collateral	--	Yes	Yes
Hyperlinks to Website	--	Yes	Yes
Priority Placement at Top of All Online Searches / Featured	--	--	Yes
Press Releases	--	--	Yes
Product Categories	10	20	20
Product Images & Descriptions	1	5	10
Show Specials	--	Yes	Yes
Social Media Links	Yes	Yes	Yes
Trademark Brands	Ask your representative about 2nd Listings		
Video Panels	--	--	5
Virtual Business Cards	--	Yes	Yes
TISE Mobile App	Yes	Yes	Yes

CHOOSE TO BE **VISIBLE**



CHOOSING AN UPGRADED (NON-BASIC) LISTING PROVIDES YOUR COMPANY
MORE VIEWS + MORE SEARCHES + MORE LEADS

TOP SEARCHED PRODUCT CATEGORIES

- Associations
- Carpet
- Carpet > Broadloom
- Carpet > Cushions
- Countertops > Stone
- Hardwood
- Hardwood > Bamboo
- Hardwood > Engineered
- Hardwood > General
- Hardwood > Handcrafted
- Hardwood > Hardwood Flooring
- Hardwood > Solid
- Laminates
- Laminates > General
- Resilient
- Resilient > General
- Resilient > Vinyl
- Stone
- Tile
- Tile > Ceramic
- Tools & Equipment

142%
More Listing Views

3015%
More Digital Leads

226%
More Showcase Views



125,426
Product Showcase Views

53,860
Product Category Searches

130,535
Exhibitor Listing Searches

DIRECTORY OF TERMS

GLOSSARY

CORNER PEEL HIGHLIGHT

The corner peel highlight appears on your booth in the online and mobile floorplans. Adding this bright red corner peel to your booth will make it easy for visitors to find you at the show.

EXHIBITOR LISTING / PROFILE

The online and mobile listing or profile is provided to each exhibitor when a booth is booked at the event. The basic listing is mandatory with your booth. For minimal costs, listings can be upgraded to harness year-round visibility, lead generation, and maximum exposure.

LEAD RETRIEVAL / SCANNERS

Lead retrieval scanners are used by exhibitors while on-site at the event to scan attendee badges. When scanned, your company receives the basic attendee contact information for your database. Additional functions are available with the lead retrieval vendor such as surveys.

ONLINE LEADS

The TISE marketing team drives prospect and historical industry professionals to the TISE website all year. Visitors who land on the exhibitor directory via exhibitor and product searches may request information directly from online exhibitor listings. Exhibitors with online lead generation in their listing package may set a contact to receive lead alert emails directly from the event.

ONLINE FLOORPLAN

The online floor plan is the layout of the exhibit hall in a searchable digital format for attendees to use to discover booths and map their plans for the event. This digital floorplan also appears in the TISE mobile app for locational services once on-site.

PRIORITY PLACEMENT

Like Google Ads, when users search for your company's keywords or product categories, your company can show up at the top of search results within the TISE exhibitor directory as a Featured Exhibitor.

PRODUCT CATEGORIES

Product categories are the pre-determined product groupings the event has set for attendees to search and discover products online. Selecting your company's pertinent product categories is critical in ensuring your products appear when attendees are seeking products online, in the mobile app, and also in the printed online floor plan guide on-site.

PRODUCT IMAGES / DESCRIPTIONS

Make the best first impression and gain more visibility by featuring your products, product images, and descriptions within your online listing with the event. Product imagery has proven to increase attendee leads.

PRODUCT SHOWCASE

The product showcase is another name for your online listing. Your product showcase comes with options, that once complete, your showcase can be shared directly from your exhibitor dashboard to your customers.



Results for Keyword: "floors"

FEATURED EXHIBITORS [See Results on Floor Plan](#)

ACE Floor / XL Flooring

1067



Barlinek

631

Barlinek is one of the world's leading engineered flooring, with a production of over 10 million sq. ft per year from our

Republic Floor

2747



Rocky Floors

669

2 Results for Products

Search Products



LI-ID14 HOMEWOOD WALTZ ROOM SCENE

Added - May 10, 2023

Luxurious interior design starts with exclusive flooring. Measuring at 6 feet x 9 inches, Lions Floor's newest Indoor



Madison NeoCore Engineered Vinyl Plank Flooring 9" x 60" x 8mm

Added - March 31, 2023

NeoCore Engineered Vinyl Plank Flooring, 8mm thickness, 28mil wear layer durable enough