

# THE INTERNATIONAL SURFACE EVENT™

**MANDALAY BAY  
CONVENTION CENTER  
LAS VEGAS**

**EXHIBITS**  
16|18 JUNE 2021

**EDUCATION**  
15|18 JUNE 2021





# The International Surface Event



Comprised of three world class tradeshows: SURFACES, StonExpo / Marmomac, and Tile Expo events, TISE is THE industry marketplace for floorcovering, stone, and tile industry professionals offering

four impressive days of the newest products, hands on demos, inspiring trends, key manufacturers + industry suppliers, along with unmatched education and networking opportunities.

## StonExpo / Marmomac

Is the leading natural stone event, offering thousands of industry professionals the opportunity to see the newest and most innovative products in every category machinery, tools, and natural and engineered stone while building long lasting business relationships with top manufacturers and suppliers and receiving first class education. The Marmomac Pavilion is located in the heart of the StonExpo area, playing a leading role in this event since 2005.



# SURFACES and TileExpo

Co-located with StonExpo / Marmomac, SURFACES and TileExpo are the main events for the North American flooring industry, featuring the most extensive display of cladding/lining surfaces, including wood flooring, resilient materials, carpets and tiles. The co location of the three shows provides a broad range of products for diversifying the retail product mix on offer and opens new doors for each exhibitor. Since the 2016 edition, Marmomac has also promoted floor covering industry and tile product exhibitors in a special area of SURFACES and TileExpo.



**800+**

## Brands

Over 800 brands present showrooms and exhibits annually at The International Surface Event.

## Products to discover at TISE

- \_ Flooring Hardgoods
- \_ Flooring Softgoods
- \_ Stone
- \_ Tile
- \_ Equipment + Tools
- \_ Technology + Software
- \_ Installation Products
- \_ Laminates + Vinyls
- \_ Cleaning/Restorations
- \_ Other industry products

## Did you know?

69% of TISE attendees work in both the residential + commercial markets

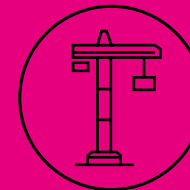
**69%**



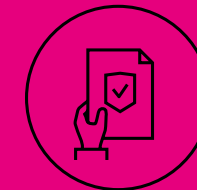
**Architects  
Designer**



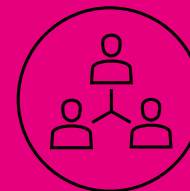
**Cleaning  
Restorations pros**



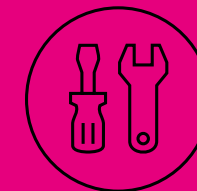
**Contractors  
Builders  
Remodelers**



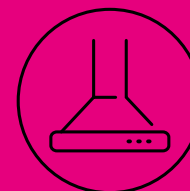
**Consultants  
Inspectors**



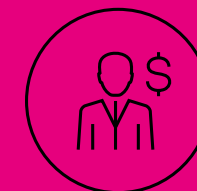
**Distributors  
Importers**



**Fabricators  
Installers**



**Kitchen  
Bath pros**



**Retailer  
Dealer  
Reps**

**1/3**

**Attendees are new each  
year to the Tise event**





## 78 Countries

Attendees come from 78 countries to TISE to globally source floor covering, stone, and tile industry products.

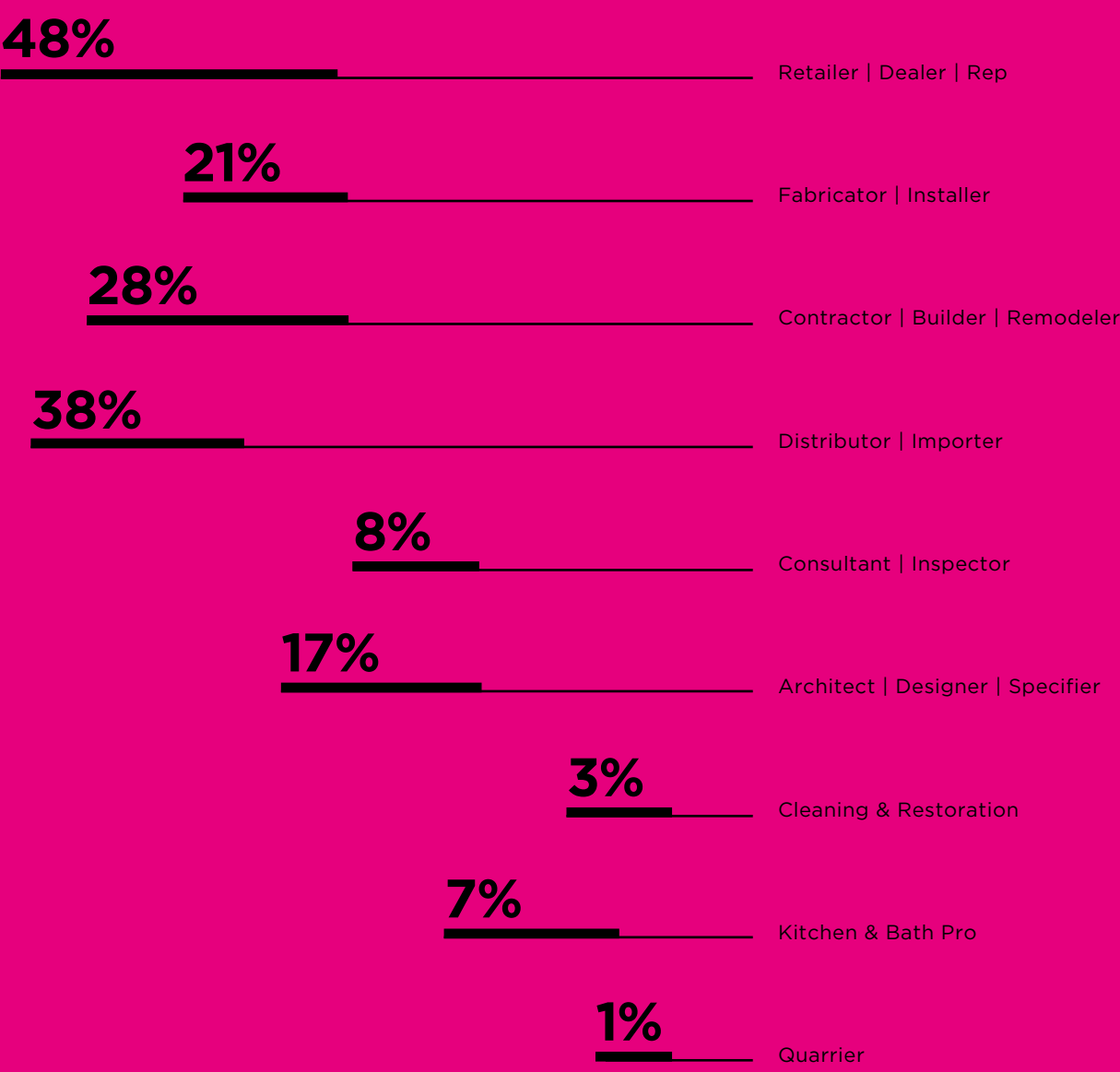
### Buy Products

TISE attendees come to discover and purchase product lines, equipment, tools, and services for their businesses each year. Plus, you'll find discounts, offers, and deals you won't find elsewhere.

### Source Products

TISE is the event that manufacturers launch new products and services at each year making it the place to source new and exciting products. Tens of thousands of attendees come to market at TISE annually seeking products, services, partnerships, training, trends, and learning. TISE attendees come from every corner of the world and are a diverse group of industry professionals.

# 2020 Attendee Demographics



## Attendees are seeking stone products

of TISE attendees have told us they are seeking stone products when attending TISE each year. With the vast size of the TISE event audience, 40% is a significant number of targeted, buying customers.



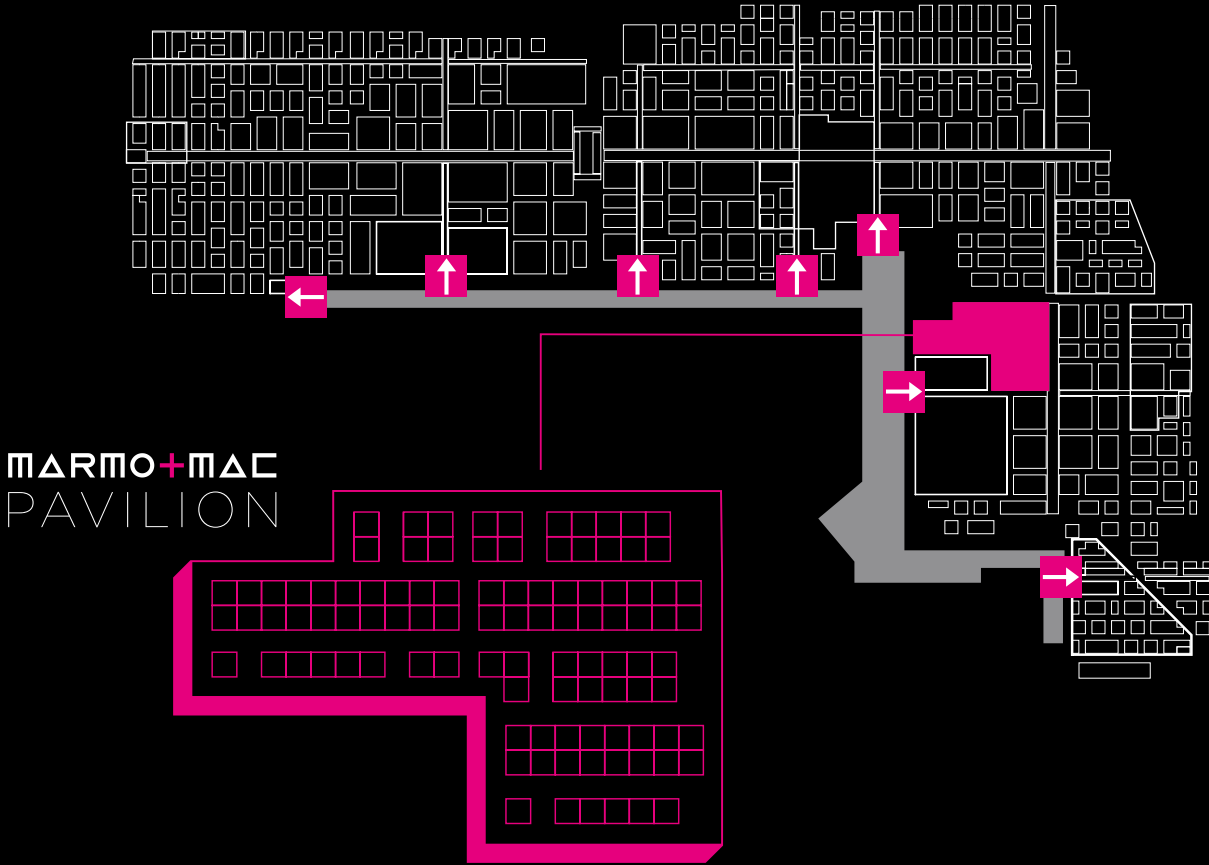


# MARMOMAC PAVILION AT TISE

Marmomac historic partner of TISE’s organizer Informa organizes and coordinates a collective exhibition area to promote excellence in the stone industry in the Americas.

The Marmomac Pavilion offers exhibitors exclusive promotional benefits, educational courses for architects and networking opportunities.

## New Location



# 2020 Marmomac Pavilion



**8 Countries**  
Italy, India, Morocco, Germany, Portugal, Bulgaria, Croatia and Turkey



**37 Companies**  
exhibiting within the Marmomac Pavilion



**40+ Architects**  
involved in the Marmomac Academy networking activity



**8600 Total sq.ft**  
Marmomac Pavilion exhibit area (about 800 mq)

# 2021 Official Rates

MEMBERS				
DIRECT EXHIBITOR REGISTRATION FEE: \$ 550.00				
CO-EXHIBITOR REGISTRATION FEE: \$ 750.00				
1 OPEN SIDE	2 OPEN SIDES	3 OPEN SIDES	4 OPEN SIDES	
36.30 \$/SQ.FT	37.80 \$/SQ.FT	38.20 \$/SQ.FT	38.60 \$/SQ.FT	
NON-MEMBERS				
DIRECT EXHIBITOR REGISTRATION FEE: \$ 550.00				
CO-EXHIBITOR REGISTRATION FEE: \$ 750.00				
1 OPEN SIDE	2 OPEN SIDES	3 OPEN SIDES	4 OPEN SIDES	
45.40 \$/SQ.FT	47.25 \$/SQ.FT	47.75 \$/SQ.FT	48.25 \$/SQ.FT	

To qualify for WFCA member rates, dues must be paid current for 2020-2021 by October 16, 2020 to the World Floor Covering Association. Visit [www.wfca.org](http://www.wfca.org) for details. To qualify for the Sponsoring Organization member rate with Natural Stone Institute or any of the other sponsoring organizations, you must be a current member in good standing by June 30, 2020.

# Services and benefits 2021



## Special drayage conditions

for Marmomac Pavilion exhibitors with an exhibit area of 200 sq. ft. or more (only companies exhibiting in the StonExpo / Marmomac area and companies that have not previously exhibited at TISE outside the Marmomac Pavilion)



## Hospitality space Common area

in the Marmomac Pavilion dedicated to educational courses for architects and designers: an opportunity for all exhibitors to meet directly with the North American design community



## Visibility

on the prestigious magazine Stone World and a free promotional newsletter to more than 15,000 selected visitors



## Planning and construction

of standard booths or custom made solutions, including technical support during the show



## New preferential position

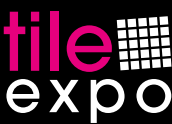
of the Marmomac collective area within the general floor plan



## Continuous assistance

prior to and during the event

# THE INTERNATIONAL SURFACE EVENT™



# BOOK SPACE



## Marmomac Academy

For nearly 20 years, Marmomac has been the only trade exhibition organizer providing targeted continuing professional development courses to architects and interior designers recognized by the most prestigious international professional associations.



Marmomac Academy has been an American Institute of Architects continuing education provider since 1998 (the AIA has more than 80,000 members in the US and worldwide). Since 2009, Marmomac Academy has been offering a full day continuing education program for architects and interior designers at Stonexpo / Marmomac at TISE. At TISE 2021, Marmomac will again offer a unique opportunity for networking, confirming its position as the leading global promoter of business and culture related to natural stone. The chance to meet, within the Marmomac Pavilion, not only the show's traditional target of visitors, but also international key specialists, qualified buyers and the North American design community, makes the event a unique platform for exhibitors to present themselves to professionals and decision makers of the stone sector, gain new contacts and generate new business leads.





## Destination Las Vegas

The International Surface Event is proud to welcome you to Las Vegas!

Las Vegas, the entertainment capital of the world, welcomes 35 million people a year and offers luxurious hotels, dazzling shows, first rate restaurants, as well as the highest ranked trade shows in the world, including TISE. A vibrant international destination recognized around the world as a center for a brilliant mix of business and fun, Las Vegas is in southern Nevada, about 50 miles east of the California border and 30 miles west of the Arizona border. The Mandalay Bay Convention Center: as the 5th largest convention facility in the US, the Mandalay Bay Convention Center is the annual location of choice for The International Surface Event.





# MARMO+MAC

THE BIGGEST **STONE** + **DESIGN** + **TECHNOLOGY** TRADE FAIR

**29** SEPT | **02** OCT **2021** Verona, Italy



Organized by

**veronafiere**

Trade shows & events since 1898

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