



INTERNATIONAL DEPARTMENT



DRIVING BUSINESS WORLDWIDE



## PARTNERSHIP

**VERONAFIERE** is an International Exhibition Center located in Verona, the main direct organizer of events in Italy and among the leaders in Europe. Veronafiere focuses on several sectors of prime importance such as Wine&Food, Agriculture, Building, Construction and Earth-Moving Machinery, Renewable Energy, Home&Furniture, Marble& Granite. One of the most important trade shows of Veronafiere in Italy is Marmomacc.

**HANLEY WOOD** LLC is the premier U.S. media, event, information and strategic marketing services company serving the residential and commercial design and construction industries. Hanley Wood Exhibitions, a division of Hanly Wood, is an organizer of 12 trade shows in the United States and in India, including **Stonexpo/Marmomacc Americas, Surfaces, Tile Expo, and World of Concrete.**

In 2008 **Veronafiere** and Hanley Wood Exhibitions launched a partnership that led to the rebranding of Stonexpo into **StonExpo/Marmomacc Americas.**

# THE INTERNATIONAL SURFACE EVENT



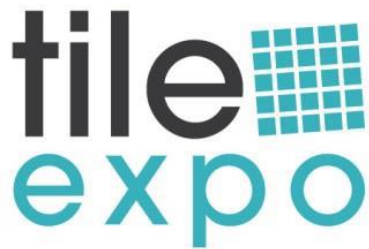
Uniting the industry in 2014, **StonExpo/Marmomacc Americas** and **SURFACES** were co-located with the brand new **TileExpo**, creating the ultimate event essential to flooring, stone and tile professionals, **The International Surface Event (TISE)**. Together, these three world-class tradeshows will feature four impressive days of the newest products, hands-on demos, inspiring trends, key manufacturers, industry suppliers, along with unmatched education and networking. Elevate your business, your profits, your future.

**TISE** is the largest **North American** event serving the floor covering, stone and tile industries. Held annually in **Las Vegas** and **Miami Beach**, TISE brings together buyers and sellers from all over the world to see the latest floor covering products, tools, services and technologies.



The largest US event serving the floor covering industry. Brings together buyers and sellers to see the latest floor covering products, tools, services and technologies and offers an unrivaled educational program and networking opportunities focused on increasing business opportunities and driving sales.

StonExpo/Marmomacc Americas is the #1 natural stone event where thousands of industry professionals have the opportunity to see the newest and most innovative products in every category: machinery, tools, natural and engineered stone, while making long-lasting business relationships with leading manufacturers and suppliers and receiving top-notch education.



At TileExpo, you will discover a worldly collection of the exotic, innovative, trend-setting, and distinctive tile products. Distributors, retailers, installers, building and design professionals will come to source and buy from key tile manufacturers and suppliers, as well as experience hands-on demos and on-floor education. Concentrated tile-specific education, led by respected field experts, will strengthen your practical knowledge and skill-set.



## COMPETITIVE ADVANTAGE

- Wide and diverse audience;
- Wide and diverse product offerings;
- Buying show;
- Las Vegas in January – 1st industry show of the year;



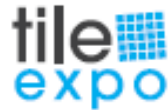
- Miami in October – ONLY show on the U.S. East Coast in 2014;
- Package pricing for 2 shows;
- Conference content developed by the industry for the industry;

## TISE BY NUMBERS

- **1 and ONLY** floorcovering, stone and tile show on the East Coast in 2014
- **Over 50** educational sessions, demonstrations, off-site tours and certifications offered over four days.
- Endorsed by **15** of the industry's leading associations
- A multi-channel marketing strategy includes direct mail, e-blasts, digital/print advertising and editorial coverage in **22** trade publications.
- **90%** of exhibitors reported that the show met or exceeded their goals.
- Delivers buyers from over **80** countries.
- Historically over **50%** of attendees placed orders.
- Company sales are influenced for **2** years after the show by contacts made at the show.



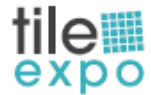
**THE**  
INTERNATIONAL  
**SURFACE**  
**EVENT**  
EAST



**MIAMI**

**20 – 22 October, 2014**

**THE**  
INTERNATIONAL  
**SURFACE**  
**EVENT**



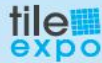
**LAS VEGAS**

**21 – 23 January, 2015**





# THE INTERNATIONAL SURFACE EVENT



NEXT UP ...

# MIAMI BEACH

Photo Courtesy of the Greater Miami Convention & Visitors Bureau



Sponsors:



American Monument Assoc. | Canadian Stone Assoc.  
Elberton Granite Assoc. | Indiana Limestone Institute  
Nat. Building Granite Quarries Assoc. | NW Granite Mfgs. Assoc.



**OCTOBER 19 – 22, 2014**  
**MIAMI BEACH CONVENTION CENTER**

Visit [TISEast.com](http://TISEast.com) to attend or exhibit.

For more info: [vfi@veronafiere.it](mailto:vfi@veronafiere.it) or [stonexpo-marmomacc@veronafiere.it](mailto:stonexpo-marmomacc@veronafiere.it)



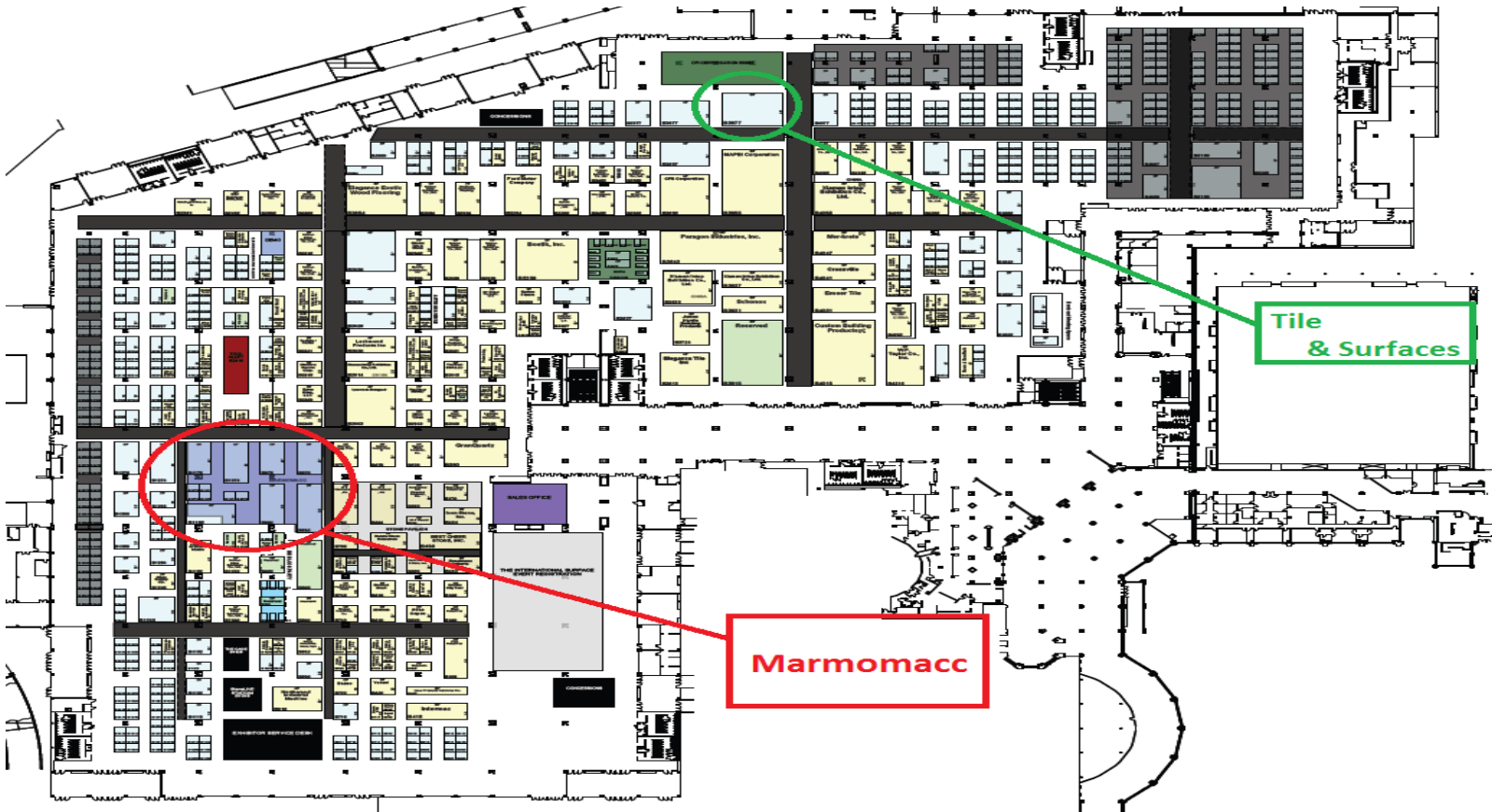
## WHY MIAMI?

- Only east coast event in 2014
- Show hours conducive to location – 1p-6p with education in the morning
- Modern adult learning environments
- “Women in Stone” Leadership Retreat
- NWFA – membership meeting / CEO Summit
- Ease of access from Europe and Latin America



## TISE East 2014

## VERONAFIERE COLLECTIVE AREAS



## TISE East 2014

- 1. Pre-fitted stand** – USD 7,300/ 100 sq.ft. + VAT 22%  
Basic module 10' x 10' ft = 100 sq.ft. includes:  
Palo Alto structure (aluminium brushed colour), walls (wooden hollow panels), carpet, 2 halogen spot light (Par 56@ 300 watts each), 3 shelves, 1 table, 3 chairs, 1 reception counter, 1 company sign, 1 locking cabinet, 1 waste basket, 1 outlet at 500 watts/120V, electrical connection, daily cleaning.
- 2. Space only** – USD 37,00/sq.ft. + VAT 22%

## COSTS OF PARTICIPATION



An example of a pre-fitted stand

### Registration fee:

- **No registration fee for Direct Exhibitors**
- Represented Company USD 250 + VAT22%



## BENEFITS OF VERONAFIERE COLLECTIVE AREAS AT TISE East 2014


- **Free drayage** for companies with exhibition area of 200 sq. ft. or more;
- Veronafiere press communication and a **free promotional e-mailing** service to more than 15,000 selected visitors;
- Strategic location of Veronafiere collective area ensures visibility;
- **Continuous assistance** from Veronafiere prior to and during the event;
- **Technical support** provided by Veronafiere for pre-fitted stands.







**THE INTERNATIONAL SURFACE EVENT**

 |  | 

# PLAN NOW FOR 2015 LAS VEGAS

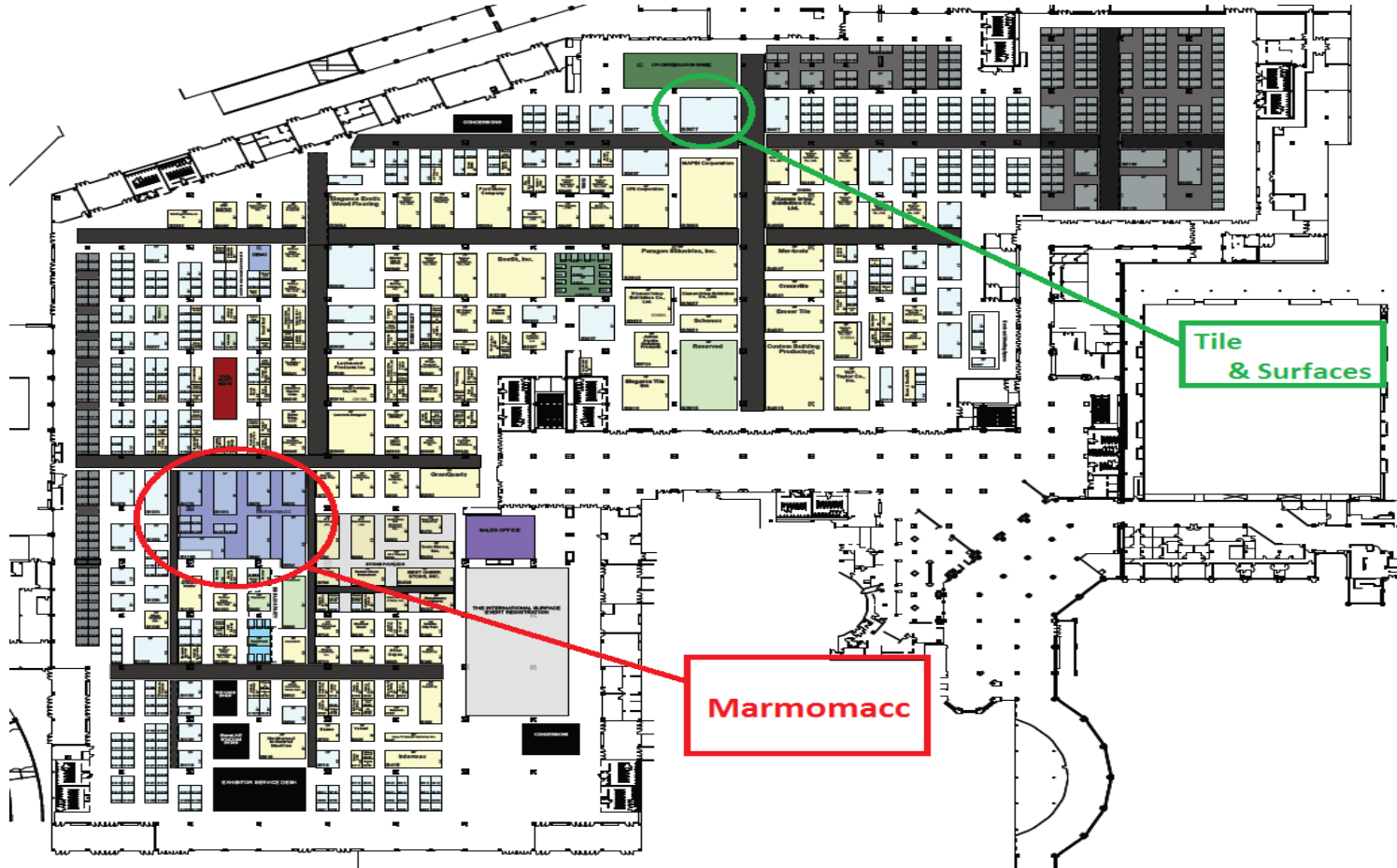
**JANUARY 20-23, 2015**  
**MANDALAY BAY CONVENTION CENTER**

- Sponsors:   
-  American Monument Assoc. | Canadian Stone Assoc.  
Elberton Granite Assoc. | Indiana Limestone Institute  
Nat. Building Granite Quarries Assoc. | NW Granite Mfgs. Assoc.

For more info: [vfi@veronafiere.it](mailto:vfi@veronafiere.it) or [stonexpo-marmomacc@veronafiere.it](mailto:stonexpo-marmomacc@veronafiere.it)

TISE 2015

VERONAFIERE COLLECTIVE AREAS





## TISE 2015

### 1. **Pre-fitted stand** – USD 7,100.00 /100 sq.ft. + VAT 22%

Basic module 10' x 10' ft = 100 sq.ft. includes:

Palo Alto structure (aluminium brushed colour), walls (wooden hollow panels), carpet, 2 halogen spot light (Par 56@ 300 watts each), 3 shelves, 1 table, 3 chairs, 1 reception counter, 1 company sign, 1 locking cabinet, 1 waste basket, 1 outlet at 500 watts/120V, electrical connection, daily cleaning. The rate for the pre-fitted stand includes local taxes (7.25%)

### 2. **Space only** – USD 37,75/sq.ft. + VAT 22%

#### **Registration fee:**

- Direct Exhibitor USD 400 + VAT 22%
- Represented Company USD 250 + VAT 22%

## **COSTS OF PARTICIPATION**



**Your special rates for TISE 2015 if you participate at TISE East 2014 (Miami):**

1. **Pre-fitted stand** – USD 6,850 + VAT 22%
2. **Space only** – USD 35,50/sq.ft. + VAT 22%

## BENEFITS OF VERONAFIERE COLLECTIVE AREAS AT TISE 2015

- Veronafiere press communication and a **free promotional e-mailing** service to more than 15,000 selected visitors;
- **Visibility** of Veronafiere collective areas;
- Company description in TISE catalogue and in **mini-catalogue of Veronafiere collective areas**;
- **Continuous assistance** of Veronafiere prior to and during the event;
- **Technical support** of Veronafiere for pre-fitted stands;
- Opportunity for all Marmomacc Pavilion exhibitors to network with architects and designers, thanks to the location of the **“Architect Day”** educational booth within the Pavilion and the opportunity to participate in a networking dinner;
- One-day **Access Voucher** for 1 person to the **Distributor Lounge**: an opportunity to meet directly with top distributors and to arrange b2b meetings.



Architect Day, Marmomacc Educational Area

### **Free drayage for:**

- companies with exhibition area of 200 sq. ft. or more;
- companies, which exhibited in the Marmomacc Pavilion at Stonexpo / Marmomacc Americas trade shows in 2012 and 2013;



## TISE East MIAMI, 2014

**When:** 19-22 October, 2014

**Where:** Miami Beach Convention Center  
1901 Convention Center Dr. Miami Beach, Florida

EXHIBITS	Oct. 19-22, 2014
EDUCATION	Oct. 20-22, 2014

**Exhibition Hall Hours:**

Monday, Oct. 20	1:00pm - 6:00pm
Tuesday, Oct. 21	1:00pm - 6:00pm
Wednesday, Oct. 22	10:00am - 3:00pm

**Contacts:**

stonexpo-marmomacc@veronafiere.it  
vfi@veronafiere.it

**Web:** [www.tiseeast.com](http://www.tiseeast.com)  
[www.stonexpo.com](http://www.stonexpo.com)  
[www.tileexpo.com](http://www.tileexpo.com)  
[www.surface.com](http://www.surface.com)

## TISE West LAS VEGAS, 2015

**When:** 21-23 January, 2015

**Where:** Mandalay Bay Convention Center 3950  
Las Vegas, Nevada, USA

EXHIBITS	Jan. 21-23, 2015
EDUCATION	Jan. 20-23, 2015

**Exhibition Hall Hours:**

Wednesday, Jan. 21	9:00am - 5:00pm
Thursday, Jan. 22	9:00am - 5:00pm
Friday, Jan. 23	9:00am - 3:00pm

**Contacts:**

stonexpo-marmomacc@veronafiere.it  
vfi@veronafiere.it

**Web:** [www.stonexpo.com](http://www.stonexpo.com)  
[www.tileexpo.com](http://www.tileexpo.com)  
[www.surface.com](http://www.surface.com)