

FOR IMMEDIATE RELEASE
AUGUST 2016

THE
INTERNATIONAL
SURFACE
EVENT



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ONLINE REGISTRATION NOW OPEN FOR THE INTERNATIONAL SURFACE EVENT 2017

Attend The Industry's Largest Marketplace For Floorcovering, Stone & Tile

The International Surface Event | Exhibits: January 18-20, 2017 | Las Vegas USA | [Get Tickets](#)

August 31, 2016 - Dallas, TX The International Surface Event (TISE): SURFACES | StonExpo/Marmomacc Americas | TileExpo, North America's largest floorcovering, stone and tile industry event, has now opened attendee online registration for the 2017 event. Industry professionals are encouraged to register early for the first pick of events, experiences, and education sessions, as space is limited for many options. As the first event of the year, TISE is going beyond the edge of imaginable, packed with never-before-seen exhibitor product launches, live demos, feature areas, such as the highly-anticipated Trends Hub curated in 2017 by the acclaimed **Pompei C3 Design Firm**, and a unique set of specialty experiences and events. The International Surface Event at the Mandalay Bay Convention Center will be THE biggest (market) place to be Wednesday, January 18 through Friday, January 20, education starting on Tuesday, January 17. For hours, tickets and additional event information, visit TISEwest.com.

THE MOST ENGAGING EVENT SPACE YET

With just a few short months to go, the TISE exhibit hall is nearly sold out, setting the stage for the 2017 exhibit hall to be the biggest and most engaging event space yet. Products and services are represented from just about all corners of the globe from upwards of 700 exhibitors spanning more than 400,000 square feet.

SURFACES will feature the latest floorcovering products, tools, trends, services and technologies. Covering hardwood to laminate, LVT, soft goods and rugs, and so much more, attendees can shop the floor to find their product lines for 2017. A few exhibitors to note this year in the SURFACES event are the return of the Mohawk brands, Couristan, Mannington, Armstrong, Dream Weaver Carpet, Tarkett - the list goes on and on.

Featuring specialty stone and machinery areas with exhibitions of stone and stone supplies from 7 countries, plus stone tools, equipment, services and demonstrations from leading manufacturers and associations, **StonExpo/Marmomacc Americas** is THE stone event for stone industry professionals. Noted exhibitors for 2017 are MS International, Northwood Industrial Machines, Park Industries, Intermac America, Baca Systems, Gran Quartz, Best Cheer Stone and a whole suite of other impressive stone companies.

Leading tile manufacturers and suppliers will be on display in **TileExpo** offering attendees products from artisan to ceramic, decorative to glass and beyond. Attendees can meet with representatives from Emser Tile, DaTile, Marazzi, American Olean, Eleganza Tile, Crossville, Bedrosians, pursuing beautiful displays of tile products from these and a whole suite of other tile companies and manufacturers.

For a complete list of 2017 exhibitors, visit TISEwest.com, search by exhibitor name or product category.



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TREND SEEKERS ALERT

Attendees wanting guided trends information curated from keyed-in industry designers are in luck. A new twist to an old favorite, **The Speed Trending Tour**, will now bring the eye of the top product picks for 2017 right to you. Hear the designers thoughts on the trend setting aspects of the products, technical product information directly from the product manufacturers, ask direct product questions and inquiries - all while enjoying light bites and beverages, from the comfort of your seat. This is a luxury experience with limited space so register now.

Can't make the Speed Trending Tour, or it sells out quickly, finding trends at TISE 2017 is easy. See designer-selected, trend-setting products on display in the **Trends Hub**, sponsored by Floor Focus / Floor Daily, hear trend forecasting information to assist you in your own product selections in the **Trends Chats @ the Trends Hub**, and take advantage of design, retail and architecture sessions in the IGNITE Education program.

EXPERT LEARNING, ON & OFF THE FLOOR

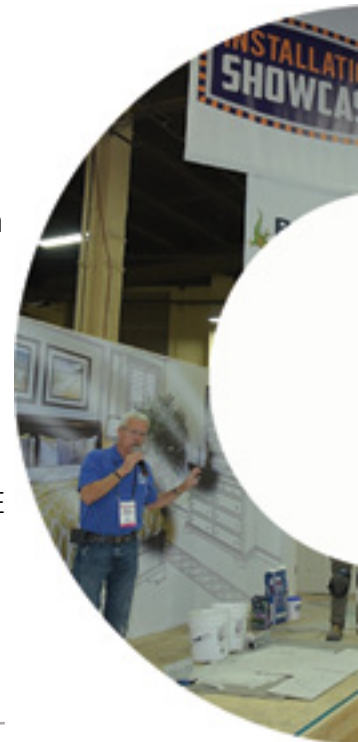
On the floor, attendees can participate and experience stone cutting displays, all types of surface material installations and techniques, participate in digital marketing consultations, and all while working directly with experts who can answer specific questions to solve and offer business solutions. Show features such as the **Installation Showcase**, the **Social Media Learning Lab**, **The Cage**, **The Trends Hub**, **Tool Alley**, as well as, in-booth exhibitor demonstrations are just a few of these offerings at TISE 2017.

Off the floor is a suite of education in the **IGNITE Education Program** and bonus education opportunities from key association and industry partners. The IGNITE Education Program is constructed in partnership with a high-profile, targeted industry group to produce 55 sessions of the most engaging, hot topic and inspiring information, all instructor led by over 100 experts in their fields. Defined into easy to search career tracks, the IGNITE program is a must-attend for any industry professional. See online a full listing of the **IGNITE, Certifications** and **Bonus Education** offerings at TISE 2017.

With over 25 million monthly visitors, Houzz offers homeowners inspiration, advice, and connections to pros who can turn their dreams into reality. As a leading platform for home remodeling and design, Houzz will bring their unique industry perspectives and curated information into multiple education opportunities at TISE in their **2017 Consumer Insight Report** and **When Clients Come Knocking**. Attendees can also learn-from-the-learned in Case Study sessions designed to express and inspire: **Why After Sale Marketing Will Save Your Business** and **Tivoli Village Las Vegas** focusing on the economical use of natural stone as a visual and influential application.

EXPERIENCES FOR THE DESIGN, RETAIL AND ARCHITECTURE COMMUNITY

TISE has developed specialty experiences guaranteed to knock the socks off any Designer, Architect or Retailer attending the 2017 event.



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The **Retailer Experience** is a specialty experience hand-crafted just for retailers. This event, spanning across the three days of TISE, is an all-access pass to everything retail. The package includes an exhibit hall pass, plus the full IGNITE education program, the Off-Site Culture Tour @ Zappos, the Speed Trending Tour: An Eye on the 2017 Trends, along with coffee and light pastry bites. For Retailers who must pop in-and-out of the event quicker due to very busy schedules, an edited version of the Retailer Experience is available, the **Retailer Day**. The **Retailer Day** is Thursday, January 19 and includes an exhibits day pass, an IGNITE Education day pass and the **Off-Site Culture Tour @ Zappos**. Limited space available in some events, first-come, first-served in packages.

Designer Day, sponsored by Houzz, is a day tailored to offer Designers an engaging event experience. Designers can plan on a full-day of inspiration, Wednesday, January 18, filled with captivating products, tours and education. The package includes an exhibits pass, a Wednesday day pass to the IGNITE Education Program and the **Designer Off-site Home Tour: DesertSol House at The Springs Preserve**. This is a must-attend experience for interior designers looking to get the scoop on upcoming trends and the newest products available for their clients!

Planned by TISE's extraordinary StonExpo/Marmomacc Americas' event partners from Italy, Veronafiore, in partnership with TISE and MIA+BSI, the **Designing With Natural Stone Program**, is an exclusive opportunity for qualified architects and designers to learn advanced techniques in the use of marble, granite and other stone materials. The program is a unique combination of classroom lectures (offering continuing education credits), a guided architectural tour of the iconic and stunning Lloyd D. George Federal Courthouse, and field trips. This comprehensive approach enables designers to better understand stone's full life-cycle -- including how marble is quarried, cut, processed, finished, selected for specific jobs and installed, all using the latest technologies and products. Attendees interested in taking part in the Designing with Natural Stone Program should register online as soon as possible as space will fill up quickly.

SAVE TIME, BUY TICKETS IN ADVANCE

Those interested in attending The International Surface Event can purchase tickets before the event by [registering online](#), saving time and money. Tickets will also be sold on-site at the Mandalay Bay Convention Center the four days of the event.

Exhibits Registration includes unlimited access to the Exhibit Hall and on floor education. Also included is access to the bonus education options, if listed as free. Advance prices start at \$28 for members and \$50 for non-members.

Industry professionals will want to attend TISE beginning on Tuesday, January 17 to take full advantage of the IGNITE Education Program. **Exhibits + IGNITE Education** registration includes all days of the IGNITE Education Program, plus unlimited access to the exhibit hall and on floor education. Also included is access to the Bonus Education options, if listed as free. Advance prices start at \$54 for members and \$109 for non-members.



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VIP Package Options are also available for Exhibit and Exhibits + IGNITE Education Program registrants. The packages include unlimited access to the exhibit hall including an exclusive half hour advance entry to the hall, VIP credentials, all on-floor demos and education, shuttle bus pass, and a swag bag. Also included is access to the bonus education options, if listed as free. Advance prices start at \$99 for members and \$145 for non-members, pricing varies based on package selection.

Additional package options are available for Students, Home Tours, Special Events, Non-Exhibiting Manufacturers and additional Add-on items. For complete pricing options, visit the [registration page](#) of the TISE event site.

INQUIRIES

The International Surface Event, Informa

All media inquiries should be directed to The International Surface Event Marketing team at Informa:
Informa | Michelle Swayze, michelle.swayze@informa.com, 972.536.6449

Photography, interview information, pre-press packets and event information are available upon request.

NOTES TO THE EDITOR

About The International Surface Event (TISE)

The International Surface Event, comprised of SURFACES, StonExpo/Marmomacc Americas, and TileExpo, was formed in 2014, creating an unparalleled opportunity for industry professionals from all sides of the flooring, stone and tile spectrum to meet, interface and collaborate in one place.
www.intlsurfaceevent.com

SURFACES is the largest North American event serving the floorcovering industry, bringing together buyers and sellers from all over the world to see the latest floorcovering products, tools, services and technologies. The official sponsor of SURFACES is the World Floor Covering Association (WFCA), the industry's largest advocacy organization representing floorcovering retailers, contractors and allied service providers throughout North America. www.wfca.org

StonExpo/Marmomacc Americas is THE stone event for stone industry professional and is home of the MIA annual meeting. The official sponsors are the Marble Institute of America (MIA) and Natural Stone Council (NSC). Together, the Marble of America (MIA) and the Building Stone Institute (BSI) serve more than 1900 members in 55 countries who represent every aspect of natural stone industry, offering them a wide array of technical and training resources, professional development, regulatory advocacy, and networking events. Two prominent publications - the Dimension Stone Design Manual and Building Stone Magazine-raise awareness in both the industry and the design communities for the promotion and best use of natural stone. www.naturalstonecouncil.org



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TileExpo is the newest tile industry event in the United States serving distributors, retailers, installers, builders and design professionals. TileExpo brings together buyers and sellers from all over the world to see the latest tile products, tools, services and technologies. Official Sponsors of TileExpo are the Ceramic Tile Education Foundation and National Tile Contractors Association. Ceramic Tile Education Foundation (CTEF) is an educational institution that offers local, regional, and national training programs for consumers, installers, construction professionals, architects, designers, building inspectors and sales associates interested in the sales and installation of ceramic tile. www.tilecareer.com

For more information on **The International Surface Event: SURFACES | StoneExpo/Marmomacc Americas | TileExpo**, or their sponsors and partners, please visit www.TISEwest.com/attendee/home/partners.

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