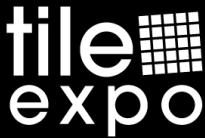




**The TISE exposure program offers a targeted, digital content strategy geared towards offering brand exposure and buyer lead generation opportunities for industry manufacturers.**

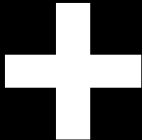
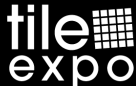
# **THE INTERNATIONAL SURFACE EVENT™**



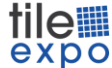
# Buyer Engagement Opportunity

SURFACES China 2021 along with our event partner in US, The International Surface Event (TISE): SURFACES | StonExpo/Marmomac | TileExpo, present a unique digital exposure and buyer lead generating opportunity for SURFACES China exhibitors. Understanding the need for exposure to the US and international buyer audiences, SURFACES China and TISE have developed a program that combines the power of digital marketing, the US SURFACES tradeshow, and access to the large, highly targeted event database in a 90-day content exposure program.

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INTERNATIONAL  
**SURFACE**  
**EVENT**<sup>TM</sup>



**THE**  
**SURFACE**  
**+ DESIGN**  
**EVENT**<sup>TM</sup>



**CHINA**

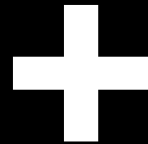
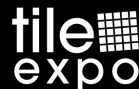


## PRODUCT DEMO VIDEO

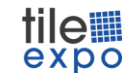
Video makes great lead-generating content. Explain your company and newest product releases in a 3-5-minute product pitch demo video.

- Video production of 3-5-minute PITCH product segment (SURFACES China produces)
- Release of product episode on the TISE Tv Broadcast Network
- Feature of video in the TISE Tv Show Feature on-site in Las Vegas 2022
- Release of product episode in the 90-day content exposure program (see next page)
- Includes a featured exhibitor listing which will appear in the online, mobile and virtual directories.
- Lead generating through the exhibitor listing.

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**EVENT**<sup>TM</sup>



**CHINA**



## 90-Day Content Exposure Program

TISE will implement a shared product-themed 90-day digital content program via email to the large, highly targeted email database.

- 6-step shared email marketing campaign over 90 days (opportunity for exclusive campaign at pro package level)
- Inclusion of brand, brand logo, and product content in email program
- Inclusion of brand video as content in the exposure program
- Lead generating through the exhibitor listing and virtual event
- Audience targeting by primary business classification and product interests with minimum of 30,000 total digital impressions to retailers, distributors, designers, and other buying audience categories for the floor covering, stone, and tile industries.

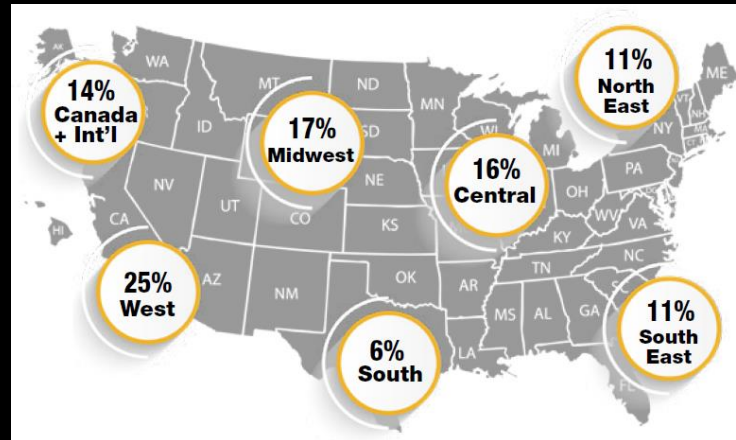
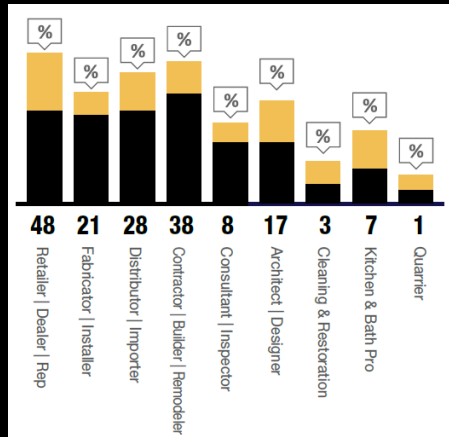
## The Audience

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**SURFACES**

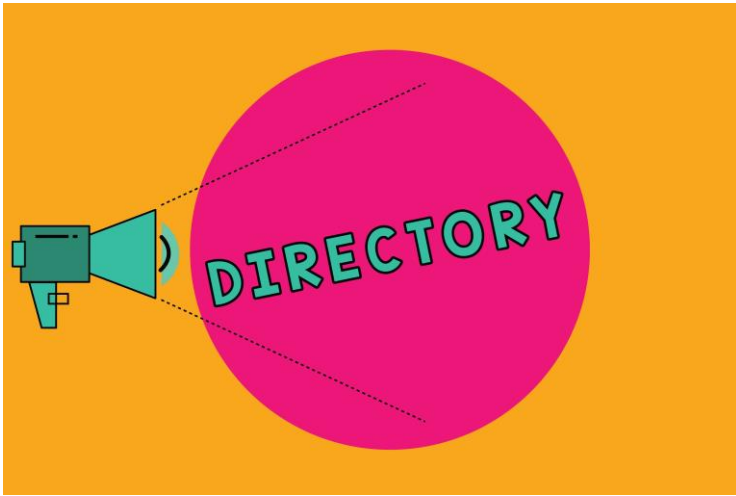
**ston**  
EXPO  
MARMÓ+MAC

**tile**  
expo



## Product Interests

- 48 % Hardwood
- 47 % Tile
- 45 % Carpet
- 45 % Tools/Equipment/Machinery
- 40 % Laminates
- 40 % Stone
- 35 % Installation Products
- 31 % Countertops
- 29 % Resilient
- 27 % Underlayment
- 23 % Rugs



## Featured Exhibitor Listing

Get an exhibitor online on the TISE website and in the mobile app. Listing includes company logo, description, product categories, and company contact, and product spotlights.

- Company logo
- Company description
- Company contact information
- Listing featured in online and mobile directories
- Lead generating through exhibitor listing from all TISE attendees and attendee prospects
- Inclusion of the packaged amount of product spotlights

## Product Spotlight



## Product Spotlights

Feature your product online and in the mobile app. Includes product photo, product description and social tags with a link to your website. Your product spotlights will be featured in the content marketing program.

- Product photo
- Product Description
- Product featured online and in mobile app searchable by all TISE attendees and prospects
- Connected to your exhibitor listing online and in mobile app
- Number of product spotlights based on package level





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[www.surfaceschina.com](http://www.surfaceschina.com)**