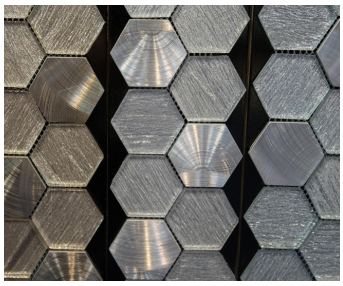
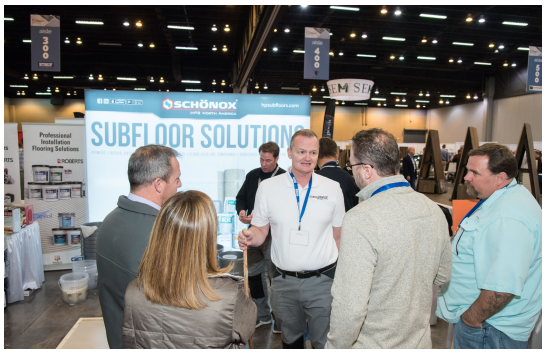
SOUTHWEST FLOORING MARKET

2019 EXHIBITOR PROSPECTUS





SOUTHWEST
FLOORING
MARKET

January 9 - 10, 2019

Toyota Music Factory
Irving, TX

www.SWFlooringMarket.com

Just like everything in Texas, The Southwest Flooring Market promises to be BIG!

BIG on product selection
BIG on the number of exhibiting companies
BIG on buyer attendance
BIG on ROI

For several years, flooring manufacturers and distributors have converged in the Dallas area the second week of January to introduce their new products to flooring retailers. In past years, participating companies have been forced to spread their resources throughout eleven venues. Because of this, they have had to deal with immense struggles to reach their attendees. For this reason alone, Market Maker Events has answered the call from both exhibitors and attendees to unite everyone under one roof. A unified show will provide buyers a much needed organized event to streamline their buying experience.

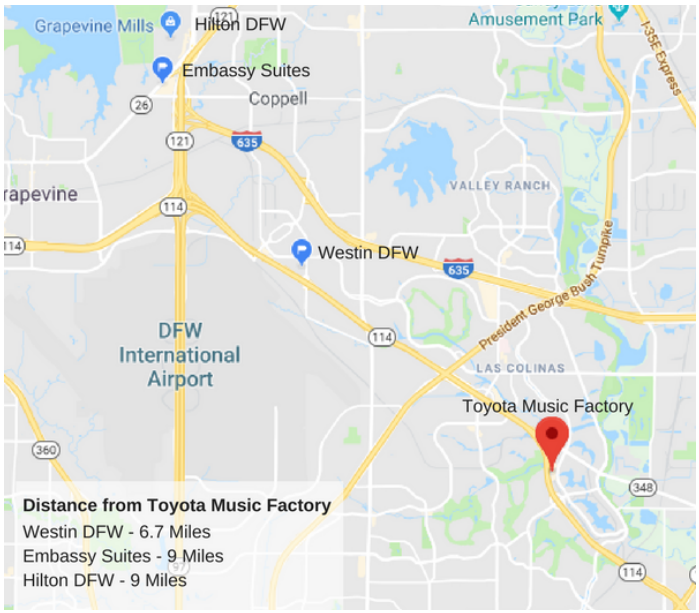
"We're excited about the launch of the SWFM in Dallas. We have had a great experience at the Southeast Flooring Market in Atlanta. We think the smaller regional events give you more personal time with customers, and better use of your selling time to get in front of the dealers. You get to see more of your buyers who don't attend the national shows."

-Jim Cook, Regional Sales Manager for Somerset Hardwood Flooring

Show Location: Toyota Music Factory

316 West Las Colinas Boulevard, Irving, TX 75039

Located in beautiful Las Colinas, TX and adjacent to the DFW airport, the Toyota Music Factory has over 47,000 s.f. of space and is set within a new entertainment community that features over 16 restaurants and bars, several hotels including the newly opened Westin Irving and plenty of parking spots. The location of the SW Flooring Market makes getting around to other dealer meetings easy and quick.



Attendee Marketing Program

- Personalized invite calls to over 5,000 buyers
- Red Carpet Club – (invite-only VIP Suite (lounge) located on the show floor)
- Digital marketing
- Direct mail
  - Save the date
  - Show invite
  - Red Carpet Club formal invitation

RED Carpet Club

Based on our exhibitor nominations, the top 250 accounts are invited to the prestigious RED CARPET CLUB (RCC) – a premiere club located on the show floor.

SWFM LIVE!

LEARN • INNOVATE • VISUALIZE • EXPERIENCE

Learn about new installation products
Innovate their businesses
Visualize new design options and trends
Experience new techniques that save time and money

The SWFM LIVE! stage gives exhibitors a chance to "WOW" show attendees with live product demonstrations showing their latest products or designs.

Partnership In Promotion

With over 30 years of experience promoting retail-based trade shows, the Market Maker Events team has a long history of producing cutting edge shows. We provide exhibitors with the tools to promote their participation at SWFM.

Exhibitor Partnered Marketing Programs

- Customized digital invite
- Exhibitor postcards
- Logo & company profile on website
- Customized social media assets
- New product overviews on social media
- Top 200 customers invited to Red Carpet Club
- Personal outreach to exhibitors top buyers
- Show specials promoted on website, social media, e-blasts, onsite signage, show directory and newsletter

Southwest Flooring Market Buyer Attendance Reach

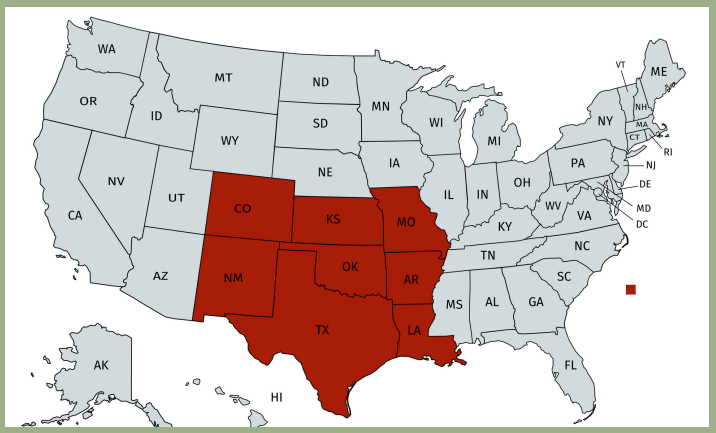


Exhibit With Us

Sign up early and save! Visit www.SWFlooringMarket.com to apply for exhibit space. In order to keep the exhibitor's ROI as high as possible, we offer the most competitive rates in the industry. Each booth at the Southwest Flooring Market is sold as raw space. Exhibitors are encouraged to bring their own equipment and displays. For convenience, Shepard Exposition Services will have booth displays available for rent.

"Being able to increase exposure for SEM Group is huge in the Dallas area. Local shows are so important because they are more intimate, and having a presence in as many shows as possible is vital to our existence. To be a part of a unified show with other large companies makes the experience even better for the attendees".

Nathan Carter, Sales Manager for SEM Group

Exhibit Rates		Payment Terms
Square Feet	**Standard - After June 15**	50% due with contract
1200 +	$11.25	
700 - 1199	$13.50	50% final payment due September 1, 2018
300 - 699	$14.25	
80 - 299	$19.00	

Click To View Live Floor Plan

Contact Us:

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