

## Feathr Marketing Program

Companies exhibiting at the Southwest Flooring Market this January can use the FEATHR program to promote their event. This is a complimentary program that is a part of your booth fee. FEATHR is a 3rd party vendor that you will work directly with to send customized emails, use a personalized event landing page and download event images to use in social media and email signatures.

**Promote your exhibit with FEATHR**, the new digital program that provides exhibitors with a personalized landing page, email template, banner ads, and social media assets.

**How This Works:** With a few clicks of a mouse, you can customize your Feathr program assets. Exhibitors will receive a template for creating their personalized landing page. They will upload a description of their event, company logo, & other show information. When you're ready to send to your customers, you upload your email list\* and hit send. Your customers will then receive a personalized invitation to market.

**\*LISTS PRIVATE BETWEEN YOU AND FEATHR. SHOW MANAGEMENT HAS NO ACCESS TO YOUR LISTS.**

Once you update the banner ads and social media images, you'll be able to download to use on your website or social media. Exhibitors will also receive a similarly designed banner for posting on their website or social media.

**Benefits:** Feathr is a great tool for promoting your event to customers. We have found 80% of buyers come to tradeshow because their supplier personally invited them to attend.

**Exhibitor Dashboard:** Anyone who participates in the Feathr program will be able to track how their customers are interacting with their emails & landing page (email opens, website clicks, etc.) through a personalized dashboard.

Need assistance setting up these tools? No problem, the SW Flooring Market team is happy to set these up for you. Contact [sammie@marketmakerevents.com](mailto:sammie@marketmakerevents.com) for more information.

Order Co-Op Program

# Banners, Signatures & Social Media Assets



**SOUTHWEST FLOORING MARKET**  
DALLAS, TX

**JAN 8-11 2019**

SEE IT HERE FIRST

**BOOTH 703**

**SOUT**

Toyota Music Factory, Irving | Floor

**MODERN HOME CONCEPTS**

**JAN 9-10 2019**

JOIN US AT MARKET!

**SOUTHWEST FLOORING MARKET**

Toyota Music Factory, Irving | FlooringMarkets.com



**FOSS FLOORS**

**JAN 9-10 2019**

JOIN US AT MARKET!

**SOUTHWEST FLOORING MARKET**

Toyota Music Factory, Irving TX | FlooringMarkets.com

**SOUTHWEST FLOORING MARKET WEEK**

**JAN 9-10 2019**

SEE IT HERE FIRST!

**Booth 709**

**BRANDON COMPANY** Since 1903

Toyota Music Factory, Irving, FlooringMarkets.com

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# Customized Landing Page & Email Template



## FLOORING MARKETS

ATLANTA | BILOXI | DALLAS

[Click for Free Registration](#)



## SOUTHEAST FLOORING MARKET ATLANTA, GA

### YOU HAVE BEEN INVITED TO THE SHOW!

Use Guest Code: 2307 to Register

Flooring Markets: Atlanta is the leading buying market for the residential floor coverings industry.



### Be Our Guest at the 2019 Southeast Flooring Market

January 8 - 9 | Cobb Galleria Center, Atlanta, GA

This is a place that the exhibitor can add additional content to personalize the message.  
Placeholder text here.

Use Guest Code: 2307

Over the past decade, regional events in the flooring industry have become the preferred way for buyers to source new products and speak directly with their suppliers. Buyers appreciate the convenience of low-cost, close-by regional markets, as they are able to attend while not leaving their own stores for long periods of time. Exhibitors value regional shows because they are able to gain exposure with strong buyer attendance, take advantage of low exhibit costs, and accomplish a high ROI.

The exposition floor at each flooring market showcases the newest products, leading trends, equipment, installation products and techniques with hands-on demonstrations.

info@marketmakerevents.com

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