



The Southwest's fast-growing economy and new home starts go hand-in-hand with the growth in the region's flooring industry. Dallas has become a strong buying market in the flooring industry for several years now. Buyers are eager to have a more organized experience when they attend the Dallas events. Our goal is simple. Let's make it as easy as possible for buyers to find all of the DFW-Area events this January. By working together to make it easier on buyers to find the events, (let's face it, driving in a car from hotel to hotel in the cold month of January is difficult enough), everyone will benefit. The SWflooringmarket.com website will now feature a full schedule of all events and locator map, so buyers have one place to go to plan their trip.

Maximize your visibility this January during the week of flooring events by partnering with the SW Flooring Market through the Co-Op Marketing Program.

FREE PROGRAM

There are multiple ways a company can participate in the Co-Op Marketing Program. The basic listing of your event dates, hours and location is completely free. Just fill out the application, giving us the necessary information to build your listing and you're all set.

UPGRADED PROGRAM

SWFMWEEK participants are invited to participate in our exhibitor marketing programs that we provide for each of our exhibiting companies at every Flooring Markets event. The cost to participate ranges from \$500 to \$1500 depending on your needs.

SWFMWEEK promotions will be included in all buyer communications - including the swflooringmarket.com website, social media and digital advertising. Event information on the website will be included on the homepage and a dedicated SWFMWEEK section.

[Order Co-Op Program](#)

Marketing Opportunities

EVENT LOCATION LISTING - FREE TO ALL PARTICIPANTS

Have your event listed for free on the SW Flooring Market website. Please fill out the application so we get your complete listing information.

LOGO INCLUSION ON MAP & WEBSITE - \$750

This opportunity allows for your logo to be placed on our website as well as the collective map, showing where each event will be taking place.

Your company logo will be included in the following locations (click to view each live page):

- Map on Home Page
- Map on Event Directory
- Location Map Page
- Main SWFMWEEK page
- Schedule of Events Page
- Company Profile for Schedule of Events
- Email Marketing Campaigns to Retailers

INTERACTIVE LINK - Add \$250 to the Logo Inclusion Offer

The interactive link makes your logos above interactive. Lead buyers to your event page or website by making your logo interactive. This opportunity also includes the logo & website listing.

LEAD RETRIEVAL - \$375

Lead retrieval provides exhibitors will an app download so you can scan every badge that walks through your door. Buyers will receive a list of exhibitors who have lead retrieval so they know they don't have to re-register at your event. You'll receive their complete data at the end of the show.

FEATHR PROGRAM - \$500

This opportunity is certain to call attention to your company. This program includes a personalized landing page, email, digital banner, and social media posts - all with your own company logo and event information. With a few clicks of a mouse, you can set up your program and start promoting your event to retailers.

SHUTTLE STOP - \$2500 per bus/ per day/ per location

Sponsor a shuttle between the Toyota Music Factory and your event location.

PACKAGES:

SILVER PACKAGE - \$1200

Includes website listing, logo with interactive link on map, and customized landing page - (\$1500 value)

GOLD PACKAGE: - \$1500

Includes website listing, logo with interactive link on map, customized landing page and lead retrieval - (\$1875 value)

Order Co-Op Program

Directory Download

Co-Op Marketing Program

From the swflooringmarket.com homepage, buyers can download this easy-to-use directory of all participating exhibits. Listings are complimentary. If you would like your logo featured, please order the LOGO INCLUSION ON MAP & WEBSITE.

SOUTHWEST FLOORING MARKET WEEK

January 8-11, 2019
Dallas, TX



SWFM EXHIBITORS | TOYOTA MUSIC FACTORY JANUARY 8-9, 2019

Accu-Cut	Pacific Solutions
Beauflor	Pennwood Products Inc.
Brandon Co.	Puccini Stone
Compass Flooring	RFMS Inc
Crescent Hardwood Supply	Robinson Lumber Company
D&M Flooring	RollMaster
Design Materials Inc	Shaver Hardwood Flooring
Foss Floors	Southwind Carpet & Hard
Johnson Premium Hardwood	Surface
Floors	Tesoro Woods
Lab.Primatech Inc.	Trueco, Inc.
Measure Square Corp.	Versatrim, Inc.
Modern Home Concepts	

SWFM WEEK EXHIBITS JANUARY 9-10, 2019

Company	Location	Map Key
Adleta	Great Wolf Lodge	8
BPI	Gaylord Texan	BPI
Dreamweaver	Four Points Sheraton	6
Emser Tile	Courtyard	1
Interceramic	Residence Inn	1
Mohawk	Westin	Mohawk
Phenix	Cowboys Country Club	7
Shaw Floors	Embassy Suites	4
Swift-Train	Hilton DFW	1
T&L Distributing	Residence Inn	1
Trinity	Spring Hill Suites	1



swflooringmarket.com

SW Flooring Market Opens Wednesday, January 8 - Come early to see hundreds of new products all in one place!

Order Co-Op Program

Feathr Marketing Program



SWFMWEEK

Companies exhibiting in the DFW-area this January can sign up to use the FEATHR program to promote their event. 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@marketmakeevents.com for more information.

Order Co-Op Program

Banners, Signatures & Social Media Assets



SOUTHWEST FLOORING MARKET WEEK **JAN 8-11 2019**

ONE CITY. ONE WEEK. EVERYTHING FLOORING.

Westin DFW
4545 W. Carpenter Fwy, Irving, TX
January 10-11
mohawkind.com

FlooringMarkets.com

MOHAWK **JAN 10-11 2019**

JOIN US AT MARKET!



Westin DFW | FlooringMarkets.com



MOHAWK **JAN 10-11 2019**

JOIN US AT MARKET!



Westin DFW | 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

Order Co-Op Program

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.



Bona

Passion for wood floors®

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.



Order Co-Op Program