

SOUTHEAST FLOORING MARKET

# 2019 EXHIBITOR PROSPECTUS



SOUTHEAST  
**FLOORING**  
MARKET

January 8 - 9, 2019

Cobb Galleria Centre  
Atlanta, Georgia

[www.SEFlooringMarket.com](http://www.SEFlooringMarket.com)

## Let new buyers come to you at the East Coast market hub for floor coverings.

Each January, hundreds of retailers and buyers travel from across the Southeast to attend the two-day Southeast Flooring Market (SEFM) in search of the newest floor covering trends and products.

With plenty of opportunities to connect with new audiences, establish valuable business relationships, and grow your business, the Southeast Flooring Market is one event you can't afford to miss.

### BENEFITS TO EXHIBIT AT SEFM

- First market of the year on the east coast
- Low booth rates and costs to set up, ensures a higher ROI!
- Held simultaneously to Shaw & Mohawk's dealer meetings
- 13-year history with strong attendance that doubled in 2018
- 80% of the entire U.S. population lives within a direct 2-hour flight from Atlanta.
- Proximity to Dalton Headquarters means buyers can speak with company decision makers
- Show dates connect to Americasmart Gift & Home market giving buyers more reasons to visit Atlanta

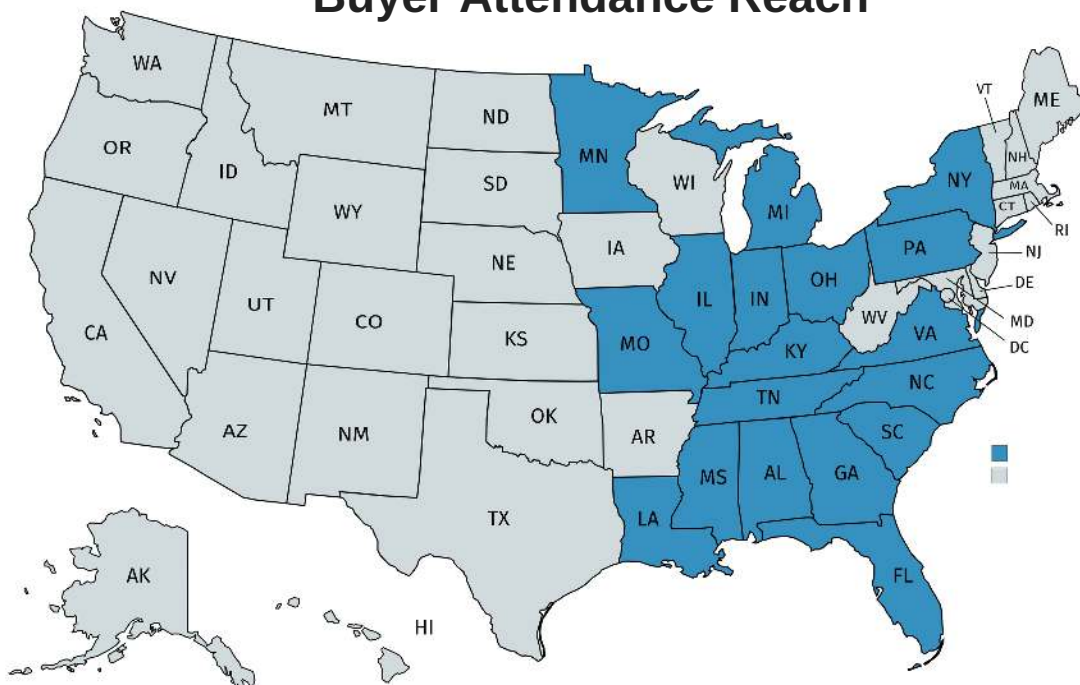


Cobb Galleria Centre  
Atlanta, Georgia

*Since it's not cost effective for our company to travel across the country, the Southeast Flooring Market is a wonderful opportunity to see what new products are available. I really enjoyed being able to talk with our sales reps about the newest trends in the market.*

- Mary Ann Gore,  
Bridgeport Carpets

## Southeast Flooring Market Buyer Attendance Reach



APPLY TODAY: [WWW.SEFLOORINGMARKET.COM](http://WWW.SEFLOORINGMARKET.COM)

Call: 770-559-0293

## Attendee Marketing Program

- Personalized invite calls to over 6,000 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



The top 250 accounts, nominated by our exhibitors are invited to the prestigious RED CARPET CLUB (RCC) – a premiere club located on the show floor. RCC members enjoy personalized invitations, fast track registration, club lounge access, free WI-FI, snacks, coffee and drinks throughout the show.



The SEFM LIVE! stage gives exhibitors a chance to “WOW” show attendees with live product demonstrations showing their latest products or designs. In a hands on, live stage format, LIVE! is designed to give attendees the opportunity to:

- LEARN** about new installation products
- INNOVATE** their businesses
- VISUALIZE** new design options and trends
- EXPERIENCE** new techniques that save time and money

## 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 strong shows. Partnering with our exhibitors is the secret to our successful events. Research shows that 80% of buyers attend a show at the request of the exhibitors. For that reason we provide a exhibitors with the tools to promote their participation at SEFM.

## 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 exhibitor's top buyers
- Show specials promoted on website, social media, e-blasts, onsite signage, show directory and newsletter

*“The Southeast Flooring Market for Southwind was a very strong show. We saw a tremendous number of dealers. We’re looking forward to getting the samples and displays out and seeing them all again next year at the 2019 show!”*

**-Tim Gilmore, Southeast  
Regional Vice President of  
Southwind Carpet**

## Exhibit With Us

Sign up early and save! To apply to exhibit visit [www.seflooringmarket.com](http://www.seflooringmarket.com). Our rates are half of other flooring industry events because we want to keep exhibitor costs as low as possible.

Each booth at the Southeast 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.

## Exhibit Rates

Square Feet	Standard - After June 15
1200+	\$11.25
700-1199	\$13.50
300-699	\$14.25
80-299	\$19.00

## 2019 Floor Plan



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