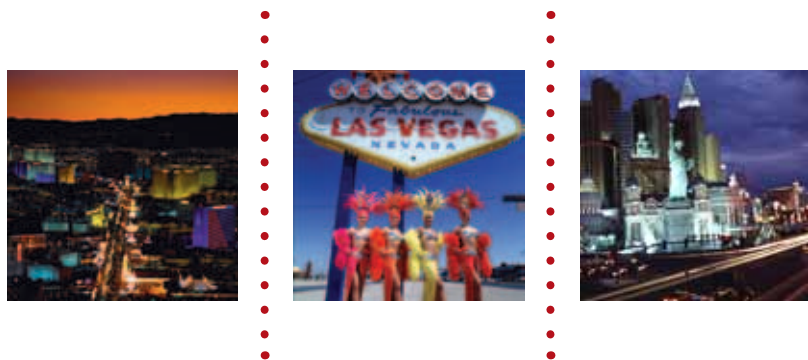




LAS VEGAS IS THE ULTIMATE CITY FOR THE ULTIMATE TILE + STONE EVENT

- Las Vegas continues to build upon its reputation as a vibrant showcase for the extraordinary.
- Las Vegas attracts more than 36 million visitors a year by offering the grandest hotels, the biggest stars in entertainment, the highest caliber of award-winning chefs and master sommeliers, and — of course — the brightest lights.
- On average, attendance increases 14% when conventions rotate into Las Vegas.
- Research also shows that attendees spend more time in meetings and on the trade show floor when programs are held in Las Vegas.



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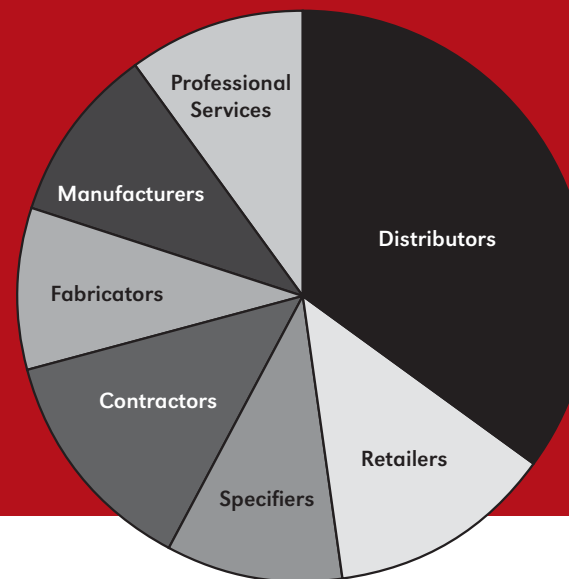
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- Reach new prospects
- Introduce new products and applications
- Demonstrate equipment and specific applications to key buyers
- Showcase your products and services

CONNECT WITH THE ULTIMATE AUDIENCE OF TILE + STONE BUYERS

Exhibit at the one event where you can meet with the decision makers that buy, specify or influence tile + stone purchases.

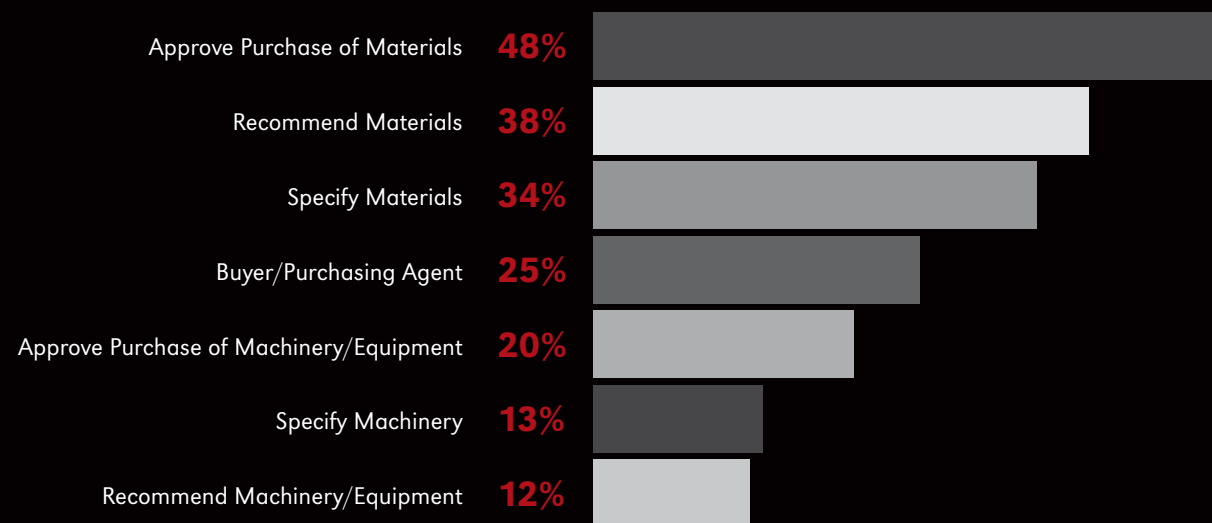
MORE TILE + STONE DEALERS, DISTRIBUTORS AND SPECIFIERS ATTEND COVERINGS THAN ANY OTHER EVENT IN THE AMERICAS



ATTENDEE PRIMARY BUSINESS ACTIVITY

- 35%** Distributors
- 13%** Retailers
- 10%** Specifiers
- 13%** Contractors
- 9%** Fabricators
- 10%** Manufacturers
- 10%** Professional Services (Training, IT, Freight, etc.)

91% OF COVERINGS ATTENDEES HAVE PURCHASING INFLUENCE



30% OF COVERINGS ATTENDEES REPRESENT A COMPANY WITH MORE THAN \$5 MILLION ANNUAL REVENUE

BUYERS ARE LOOKING FOR YOUR PRODUCTS/SERVICES

TILE

Ceramic
Porcelain
Decorative and Custom
Mosaic
Metallic
Glass
Quarry

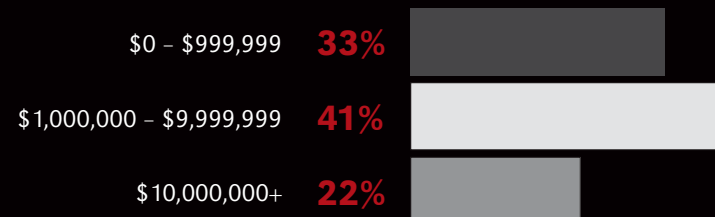
STONE

Granite
Marble
Travertine
Slate
Limestone
Sandstone
Quartzite
Soapstone
Terrazzo
Agglomerates
Other Natural Stone

ALLIED PRODUCTS AND EQUIPMENT

Installation Materials and Tools
Coatings
Finishes
Sealers
Cutting and Carving Equipment
Fabricating Equipment
Flooring Equipment
Restoration and Cleaning Equipment
Kitchen and Bath Accessories
Display Systems

ANNUAL SALES REVENUE OF ATTENDEE COMPANIES



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