

Dear Market Expo Exhibitors,

**Thank you for participating as an exhibitor in Market Expo 2022!** Partnering with Sherwin Williams in 2019 was highly successful. Therefore, we are excited to once again be collaborating with them. Sherwin-Williams Presentation Display Tables and other sponsorship opportunities are still available, see details below.

So that you may reach out to your personal contacts, please find attached an editable Market Expo flier. It was specially designed with exhibitors in mind to promote and invite your customers, accounts, and colleagues. Don't delay in personally sending out this promotional piece now as well as days leading up to the Market Expo.

### **Everything you need to know about Market Expo!**

**Please see important details provided below:**

- Internet and power are a separate charge and must be ordered through the hotel. Find the order form attached. Please email completed order form to: [aileen.calalo@encoreglobal.com](mailto:aileen.calalo@encoreglobal.com)
- There is still time to sign up for a sponsorship and make the most of your time at the Market Expo! Increase foot traffic at your booth! View available sponsorships [here](#). Sign up for sponsorships [here](#).
- **Exhibitor set up time is: Wednesday, March 23, 12:00 pm – 8:00 pm.** If you wish to schedule a time to reserve the loading dock for set-up or tear down, or wish to ship materials up to 72 hours in advance, please contact the FAN office: [shelley@flooringassociation.com](mailto:shelley@flooringassociation.com)
- Please forward by March 17 the first and last names of the individuals who will be working in your booth during the Expo to: [shelley@flooringassociation.com](mailto:shelley@flooringassociation.com)  
FAN will be providing printed name badges for our exhibitors.
- Are you providing a demonstration, or hosting a raffle at your booth? Please forward the time(s) and a short description by March 17 to: [shelley@flooringassociation.com](mailto:shelley@flooringassociation.com) and be included on our printed schedule.

Lastly, check out the awesome [BEST PRACTICES](#) video, presented by Holiday Van Erem and Ted Mularoni of T & A Supply, for tips and reminders about the Market Expo!

If you have any questions, please contact:

Shelley Dahle at the FAN Office: [shelley@flooringassociation.com](mailto:shelley@flooringassociation.com) | (425) 502-8189

or Katie Escobar [KATIE@WFS-LLC.COM](mailto:KATIE@WFS-LLC.COM).