

Contact: Kelly Cooper  
Hanley Wood Exhibitions  
[kcooper@hanleywood.com](mailto:kcooper@hanleywood.com)  
972.536.6411

**For Immediate Release**



### **SURFACES 2009 Draws Quality Attendees During Unstable Economy**

(Dallas, Texas) Ask anyone in the industry their opinions on the current economy and the state of the housing market and their response would be “dismal.” **SURFACES 2009** faced these issues head-on with three days of the latest products, essential education and valuable networking opportunities. Couple all of this with an opening day General Session focused on the present state of the industry, and both attendees and exhibitors were ready to hit the show floor with one thing on their minds: making deals and getting business done.

For three days, serious floor covering professionals walked 370,000 square feet of the Sands Expo and Convention Center in Las Vegas, looking for the latest products, services, tools and technologies from 700 of the top manufacturers and suppliers in the industry. A quality attendance of 23,686 retailers, distributors, manufacturers, installers, architects, designers and builders were on hand at this year’s show with the purpose of learning about the newest products that will help them sustain their business and set them apart through 2009 as well as prepare them for when the economy does turn in the right direction.

“Exhibitors who came to Las Vegas with realistic expectations were pleasantly surprised by the quality of traffic and business activity at the show,” says Chris Davis, President and CEO, World Floor Covering Association. “In addition, the retailers were very upbeat and interested in taking advantage of all that SURFACES has to offer: networking, face-to-face dealing with supplier executives and industry partners, first rate educational offerings and unsurpassed ability to see all that’s new under one roof.”

“Despite a frail economy, **SURFACES 2009** was better than anticipated for Wools of New Zealand and its 26 exhibiting partners,” says Elise Demboski, Executive Director, Wools of New Zealand. “Everyone agreed attendance was down; however, our partners were pleased with sample orders and impressed by the quality of the retailers in attendance.”

“We were happy overall with the show,” says Patricia Flavin, Senior Vice President of Marketing, Beaulieu. “Our business was down just a little from last year but our booth was steady and consistent with dealers ready to do business.”

"At SURFACES, we get the opportunity to strengthen relationships with an outstanding group of our customers and potential customers through essential face to face interaction," says Brian Saker, Business Manager, BASF Construction Chemicals, LLC – Building Systems. "We hope that our interaction at SURFACES this year will help the attendees make their businesses more successful in 2009 and we look forward to the show in 2010."

"**SURFACES 2009** perfect place to introduce AcryliCon® Industrial Flooring to the U.S. market, says Jason Bye, US Sales Director, Acrylicon Industrial Flooring. "As a first time exhibitor, we were able to generate qualified sales leads, showcase our products and services face-to-face, increase media awareness and network with other industry professionals."

"Serious buyers showed up and Armstrong's Product Showroom enjoyed steady traffic, says Paul Murfin, Vice President, Sales & Distribution, Armstrong. "We introduced outstanding products across our portfolio, including hardwood, laminate and resilient. We set specific sales goals for each product category and we exceeded expectations in every category."

"**SURFACES 2009** turned out to be quite successful for Bostik as we introduced our new TruColor Pre-Mixed Grout line and found it to be a major source of interest for attendees," says Christine Krisko, Marketing Communications Manager, Bostik. "We experienced a constant flow of traffic throughout the show that consisted of quality decision makers."

Opening day of the show brought more than 1,000 attendees and exhibitors together for the first ever SURFACES General Session. "Prevailing Through the Current Crisis – An Industry Wake-Up Call!" featured six top industry executives discussing the economic climate as well as their insights as to how attendees and exhibitors can make changes to their business in order to weather the storm. Represented on the panel were: Rainer Blair, CEO, MAPEI of Americas, Ralph Boe, President and CEO, Beaulieu of America, Tom Davis, President and CEO, Mannington Mills, Tom Lape, President, Mohawk Residential, Randy Merritt, President, Shaw Industries and Frank Ready, Executive Vice President, Armstrong and CEO, Armstrong North America Floor Products. Attendees left the session energized by the relevancy of the topic and armed with ideas for improving their business for future success.

"It was great to see these strong competitors all together on one stage for the sake of the industry," says Roland Thompson, Assistant Manager, Kehne's Carpet One. "It was eye-opening to see that they, too, are experiencing what all the rest of us are and that

they are making the necessary business adjustments to help alleviate some of the issues we're facing."

The **SURFACES 2009** Education Program provided attendees with a vast selection of courses aimed at improving their business in all areas: general business, sales, marketing, installation and design. Brand new to the program were two, interactive off-site tours. On Monday, February 2, Mark Woodman, Mark Woodman Design and Color, led attendees on a walking tour of The Shoppes at The Palazzo, stimulating creative ideas in retail with "Seek, Experience, Inspire: Finding Your Creative Inspiration," and on Wednesday, February 4, Roger Thomas, Executive Vice President Design for Wynn Design and Development guided attendees on a behind the scenes tour of the award winning Wynn, Las Vegas. Both tours were at maximum capacity and very well received by attendees.

All of the Education Program workshops, seminars and mini sessions provided the necessary knowledge and tools for any floor covering professional to take back and implement in their business. The 43 educational sessions, co-sponsored by Mannington Mills and *Floor Covering Weekly*, stayed on course with hard-hitting advice for all types of floor covering professionals, beginners to experts.

"As a first-time attendee, I was looking for unbiased information from the leading industry experts and I found it at SURFACES. The educational program more than exceeded my expectations," says James Baliko, Floors & Shades Direct, Cherry Hill, NJ.

"I attended eleven of the educational sessions during my time at SURFACES. All the information was relevant to my business as a retailer, especially the marketing and sales sessions," says Greg Kyer, Gregory J., Gregory Fine Flooring in Design, Nashua, NH. "I left with fantastic ideas on how to better market my business and increase sales from the sessions I attended, which is extremely important given the climate we're in today."

This year's Installation Showcase—endorsed by International Certified Floorcovering Installers Association (CFI), *Floor Covering Installer* and *National Floor Trends* magazines and the World Floor Covering Association (WFCA)—was, again, a high traffic area on the show floor. Retailers and installers attended the daily, live demonstrations to learn challenging and cost-cutting techniques from leading industry experts. The Installation Showcase also allowed attendees to get direct feedback from the installation instructors.

Plans are already in place for **SURFACES 2010** which takes place February 2–4, 2010 at the Sands Expo & Convention Center. The show stays on the same date pattern of Tuesday – Thursday with the Education Program beginning on Monday, February 1. Mark your calendars now to be at **SURFACES 2010!**

The show was attended by business partners, Scott Lippman and Ira Rothman of IRA Sales Associates, a highly respected company specializing in the liquidation of products for the flooring industry. "Though traffic may have been down, SURFACES continues to be the premier industry show and provides a valuable forum for us to network with present and future customers and vendors. We will most certainly be attending next year," said Lippman.

"The numbers may have been down, reflecting the economy as a whole, but the people who came were serious about pursuing business opportunities, and left feeling it was a very worthwhile and positive experience. SURFACES once again proved to be the flooring industry's defining event," concluded Davis.

"We couldn't have chosen a better place to launch AcryliCon® U.S.A and we're already looking forward to **SURFACES 2010!**" added Bye.

"We always look forward to SURFACES, but to be honest we did not know what to expect this year. We were pleasantly surprised and look forward to another successful show in 2010," added Krisko.

"I applaud Hanley Wood for the job they did in promoting, supporting and energizing the show. As a member of the SURFACES Board, I can tell you that Hanley Wood is committed to the long-term success of SURFACES and is open to the ideas and suggestions of its participants," concluded Demboski.

For information on exhibiting at or attending **SURFACES 2010**, visit [www.Surfaces.com](http://www.Surfaces.com) or call 800.547.3477 or 972.536.6400.

The official sponsor of **SURFACES** is the World Floor Covering Association (WFCA), the floor covering industry's largest advocacy organization representing floor covering retailers, contractors and allied service providers throughout North America.

The WFCA is a recognized leader in marketing research, industry certification programs, and operates the premier consumer flooring web site, [www.wfca.org](http://www.wfca.org), providing unbiased information about every type of floor covering and connecting customers to members' retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit [www.wfca-pro.org](http://www.wfca-pro.org).

### **About Hanley Wood**

Hanley Wood, LLC is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. **Hanley Wood**

**Exhibitions** (Dallas) conducts events serving the industry's strongest market segments, including World of Concrete, one of the top 20 trade show events in the country.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment

###