



Flooring Markets Move Forward with Heightened Health and Safety Measures in Place

Registration opens September 15 for the 2021 Markets

(Marietta, GA) – August 24, 2020 — Market Maker Events (MME) announced today that plans for their regional Flooring Markets are moving forward for the first quarter of 2021. The Flooring Markets are scheduled for January 7-8 at the AT&T Stadium, Arlington, TX, January 28-29, at the Cobb Galleria Centre, Atlanta, GA, and February 25-26, at the Mississippi Coast Convention Center, Biloxi, MS. MME would like to thank all of our exhibitors that are committed to supporting our industry and answering our buyers needs by exhibiting in our regional markets.

“We fully intend to host our in-person regional markets,” says Lori Kisner, Managing Partner of Market Maker Events. “The majority of exhibitors and attendees can drive to our markets, and as long as we’re able to bring our industry together for these extraordinary events safely, we will. We’re talking with our exhibitors and attendees every day, and I can confidently say that our industry is ready to move forward. A survey sent last week to retailers showed an overwhelming response in support of continuing with our 2021 events as scheduled.”

Lacy Carver with Carver Floor & Tile in Tuscaloosa, AL told us, “I feel that the market [SEFM] is necessary for dealers to see new products in person. See, touch and feel! Digital imaging is great for some purposes and has come a long way over the years, however, no camera or computer can capture the beauty of texture and color like the human eye. With the over abundance of products on the market today, it is impossible for reps to get all the new products around to customers for them to see. The online world is already a great competitor for local dealers with showrooms. Omitting market shows and in person meetings will only increase the decay of our industry.”

We also spoke with Angelica Weber, Project Coordinator with Details Tile & Remodeling in Garland, TX and she mentioned, “We love the Southwest Flooring Market (SWFM) and have been attending for 2-3 years now. Last year we were able to attend the AT&T stadium tour and that was amazing!! We will attend every year forever! We love seeing our current vendors and meeting new vendors – it’s a great time for our design team to see what is available. It’s also an awesome time to see our friends from within the industry – we love catching up with friends we haven’t seen in a while.”

Health & Safety

Health and safety are critical components for the upcoming Flooring Markets. The MME team is working diligently with convention center executives, vendors, and state and local authorities to design the in-person experience. A preparedness plan with comprehensive health and safety guidelines and protocols will provide attendees with the safest experience possible.

“At this time, it’s mandatory for all attendees, exhibitors, building staff, and show management staff to wear face masks inside each exhibition facility and maintain appropriate physical distancing,” says Barbara Stroup, Managing Partner of MME. “Masks will be available at registration upon request.”

Additional safety measures include:

- **Increased hand sanitizer stations** positioned through-out the convention center
- **Increased aisle widths** to help promote safe physical distancing
- Daily, **heightened cleaning of all public spaces**, exhibit halls, meeting rooms and registration areas
- Designated buyer hours for **“at-risk”** attendees
- Arrival appointment times to **reduce congestion** at the entrance and on the market floor
- **Contactless registration process** with pre-mailed badges
- **Directional traffic** in order to help manage traffic flow and encourage physical distancing
- Exhibitors are encouraged to design open booths to allow for open entry and exit points
- Exhibitors and buyers are encouraged to make appointments so that there is enough meeting time to show all needed products, features, and order placement

These plans may adapt and change to limit potential spread effectively.

“We will provide regular updates about the Flooring Markets to help all of our attendees make plans. As we’ve seen over the last six months, situations can change overnight,” says Stroup. “As show organizers, we are working to apply what we learn to produce a

comfortable, productive market environment and a successful experience for everyone.”

Additional information regarding the markets, as well as travel and accommodations, is available at flooringmarkets.com in the [COVID-19 Resource Center](#).

About Flooring Markets | FlooringMarkets.com

The Flooring Markets: Atlanta, Dallas & Biloxi, are leading regional markets for the wholesale flooring industry. The expo floor features top flooring manufacturers and distributors showcasing their newest products, equipment, technology and techniques with hands-on demonstrations. Attendees consist of flooring retailers, interior designers, builders and architects.

About Market Maker Events | MarketMakerEvents

Market Maker Events is an Atlanta based event production and management firm dedicated to bringing people and brands together in dynamic, engaging experiences. From tradeshow to conferences and markets, MME is a market leader in delivering effective events that create connections and build businesses.