



## Coverings Connected

### *For Immediate Release*

#### **Press Contact(s):**

Eberly & Collard Public Relations  
404-574-2900

Don Eberly: [deberly@ecpr.com](mailto:deberly@ecpr.com)

Jack Dulin: [jdulin@ecpr.com](mailto:jdulin@ecpr.com)

Cayla Shoup: [cshoup@ecpr.com](mailto:cshoup@ecpr.com)

### **Coverings Announces “Coverings Connected,” A Digital Experience**

*April 3, 2020 – ARLINGTON, Va. – Coverings* ([coverings.com](http://coverings.com)), the largest international tile and stone exhibition and conference in North America, today announced a brand-new digital experience called Coverings Connected. The multi-session online event will take place April 20-23, 2020, via [coverings.com](http://coverings.com), to provide attendees with digital access to learning opportunities via live webinars, tile and stone trends presentations, on-demand content, and an online showcase of Coverings tile and stone exhibitors from around the world.

Coverings Connected will further Coverings’ mission to grow the vibrant tile and stone industry and provide selected educational opportunities given the [recently canceled Coverings 2020](#).

“Our goal is to support Coverings 2020 exhibiting companies by providing them with an opportunity to feature their products and announcements in a digital environment,” said Jennifer Hoff, president of Taffy Event Strategies, LLC, the event management firm for Coverings. “Similarly, attendees of Coverings Connected will be presented a variety of online offerings, such as live webinars, on-demand content, live chats, and the opportunity to set up appointments with exhibitors.”

Coverings show organizers have learning opportunities for all segments of Coverings attendees. They will cover a range of topics and be presented by notable thought-leaders and leading industry organizations. CEUs will be available for architects and interior designers for selected sessions.

Highlights of the webinar series include, “Innovation: The Key to Success Through Color and Design Trends,” by Leatrice Eiseman, CSA, executive director for the Pantone Color Institute and the Eiseman Center for Color Information and Training; “Acting on the National Tile Contractors Association (NTCA) Culture Survey – Leadership in the Face of COVID-19,” by Wally Adamchik, president, FireStarter Speaking and Consulting; and “Economics 20/20,” by Elliot Eisenberg, PhD, and economist.

Attendees of Coverings Connected are also able to engage with 900+ exhibitors through online [Exhibitor Galleries](#) and [the New Product Showcase](#). Exhibitor information will be made available during and after the Coverings Connected event dates for attendees to search products, view exhibitor press releases, set appointments, watch exhibitor videos, and learn the latest trends in the industry.

For more information about Coverings Connected and to view the schedule, visit [coverings.com](http://coverings.com).

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**Coverings Social Media:**

Facebook: [facebook.com/CoveringsShow](https://facebook.com/CoveringsShow)

Twitter: [@Coverings](https://twitter.com/Coverings), [#Coverings2020](https://twitter.com/Coverings)

Instagram: [instagram.com/CoveringsShow](https://instagram.com/CoveringsShow)

YouTube: [youtube.com/TheCoveringsShow](https://youtube.com/TheCoveringsShow)

LinkedIn: [RequestGroupInvite](https://linkedin.com/RequestGroupInvite)

Blog: [coverings.com/blog](https://coverings.com/blog)

**About Coverings:** Coverings is the largest and most-significant ceramic tile and natural stone trade fair and exposition in the United States and North America. It features exhibitors from more than 40 countries and is the stage for introducing some of the most innovative tile and stone products in the world.

The exposition and conference serve as a valuable and complimentary continuing education resource for all segments of the industry, with more than 50 educational opportunities throughout the show. Coverings attracts thousands of distributors, retailers, fabricators, contractors, specifiers, architectural and design professionals, builders, real estate developers, as well as journalists, reporters and bloggers who cover the vital tile and stone industry.

Sponsors of the show are [Ceramics of Italy/Confindustria Ceramica](#), [Ceramic Tile Manufacturers Association of Spain \(ASCER\)](#), [Tile Council of North America \(TCNA\)](#), [National Tile Contractors Association \(NTCA\)](#), and [Ceramic Tile Distributors Association \(CTDA\)](#).

The show is managed by [Taffy Event Strategies, LLC](#).

Coverings Connected takes place April 20-23, 2020, at [coverings.com](https://coverings.com).

For press registration, content and interviews, contact [Eberly & Collard Public Relations](#) at 404-574-2900 or the email addresses at the top of this release.