

nwfa expo

EXHIBITOR RECAP

CHARLOTTE, NORTH CAROLINA
APRIL 15-17, 2025 | [NWFAEXPO.ORG](https://nwfaexpo.org)

nwfa

THE ONLY TRADE SHOW IN THE WORLD DEDICATED
EXCLUSIVELY TO THE WOOD FLOORING INDUSTRY

Go the *Distance*

at the National Wood Flooring Association Expo 2025

There's never been a better time to reconnect, enhance your businesses credibility and visibility, generate leads, and expand your business. Representing all business types in the industry, the National Wood Flooring Association Expo has been a can't-miss event for the past 38 years, and the 2025 Expo will be no different.

The 2024 NWFA Expo was a tremendous success, proving that face-to-face meetings are still the smart choice for reaching a highly targeted and engaged audience of hardwood flooring professionals.

Book your space today and save the date for next year's NWFA Expo, which will take place April 15-17, 2025 in Charlotte, North Carolina.



ADOBESTOCK ©



Charlotte prides itself on being a place that welcomes everyone. No matter who you are or what you celebrate, Charlotte has something for you. For additional resources, visit

NWFAEXPO.ORG

Promote your business by becoming an exhibitor at the National Wood Flooring Association Expo

Meetings with face-to-face formats are back and have the potential to be stronger than ever, especially when the content is strong and focused. This certainly describes the NWFA Expo, where like-minded attendees and exhibitors from all over the gather to share a common passion: wood flooring.

Choosing to exhibit with the National Wood Flooring Association is the smart business choice for you and your business as you meet directly with current and prospective customers.



"If you want to grow your business and make an impact on our industry, exhibiting at the NWFA Expo is the best possible way to do that. You'll meet decision-makers, make significant contacts, and have the ability to take your business to the next level."

– Craig Dupra,
Installers Warehouse

What Exhibitors Are Saying



"Many of the buyers we meet with at the NWFA Expo are very difficult to contact in everyday life. To be able to spend time with them in-person at a meeting is so valuable and an opportunity you don't always get."

– John Kiepper,
Sheoga Hardwood
Flooring & Paneling



"Simply exhibiting at the NWFA Expo has afforded us luxuries that we could not get otherwise without years of hard work and dedication. It adds to the value that you offer your customers. Any business owner who does not attend is missing a tremendous opportunity to expand and grow their business."

– Hollis Henderson, ProDriveHD



"We started coming so that we could better reach contractors and installers. Having the ability to meet with them is how we can improve our products. By attending and exhibiting at the NWFA Expo, we can learn so much about where the industry is headed so that we can make the best hardwood floor products that we can."

– Nicole Crosby, Swiffer



"We've been here for years and years, and it's so important to see potential customers face-to-face. We do a lot of online meetings, but it's not the same. Being in-person has been huge for us, and we plan to exhibit at the NWFA Expo for years and years to come."

– Jason Spangler, Wagner Meters

Promote your business at the National Wood Flooring Association Expo

The NWFA Expo is growing each year since the pandemic. We are excited to return to Charlotte where NWFA experienced the highest attendance in the past 10 years with 51,000 square feet of space. Don't miss your opportunity to accelerate your business at the largest event of its kind dedicated exclusively to wood flooring. There's never been a better time to develop new business opportunities and make it happen by putting your latest products and services in front of a highly targeted audience of flooring professionals.

Exhibitor benefits at the Wood Flooring Expo

ATTENDEES ARE PRE-QUALIFIED
NWFA MEMBERS

60%

ARE DECISION MAKERS


- Contractor **40%**
- Distributor **20%**
- Retailers **15%**
- Other Business Types **25%**



NUMBER OF
DEDICATED TRADE
SHOW HOURS **11**



MULTIPLE NETWORKING OPPORTUNITIES
AND EDUCATION SESSIONS

GAIN EXPOSURE ON
THE EXPO WEBSITE
AND MOBILE APP 

TAKE ADVANTAGE OF NWFA MEMBER BOOTH DISCOUNTS
AND DISCOUNTS WHEN PURCHASING TWO MORE

10'x10' booths

TAKE ADVANTAGE OF
SPONSORSHIP OPPORTUNITIES
(digital, branding, signage, and events)

30
minute

PRODUCT DEMONSTRATION
OPPORTUNITIES (SPACE IS LIMITED)



ADVERTISING OPPORTUNITIES IN
THE **HARDWOOD FLOORS MAGAZINE**
EXHIBITOR SHOWCASE GUIDE

GAIN EXCLUSIVE
ACCESS TO ATTENDEE
MAILING LISTS



Data from 2024

NETWORKING OPPORTUNITIES

The NWFA Expo features a variety of networking opportunities, like a Happy Hour on the trade show floor. An added benefit of exhibiting at the NWFA Expo is that all exhibitor staff are invited to attend all education sessions and opening and closing events, which are great learning and networking opportunities.

DISTRIBUTOR & MANUFACTURER RECEPTION

Build new business relationships to expand your product reach. Network with manufacturers and distributors.

WOMEN INDUSTRY NETWORK EVENT

Whether they're on the manufacturing line, installing floors, managing company finances, selling products, marketing, or the CEO, there are many women leading the way in the wood flooring industry. The NWFA celebrates these women at the Women's Industry Network event each year.

EMERGING LEADERS RECEPTION

Attendees 40 years and under are invited to join Emerging Leaders Council members and NWFA leaders at the reception to connect with like-minded professionals and build relationships with those who want to connect with each other and NWFA's existing leadership.

EXHIBITOR DEMOS AND MORE

The NWFA Expo gives you the opportunity to present your products and services as an industry expert and a solutions provider.

Celebrate NWFA's 40th anniversary at the Wood Flooring Expo



Events



Education Opportunities



Sponsor Recognition Levels & Benefits



Brand Promotion

Signage



Digital

NWFA WOOD FLOORING EXPO



Information about the
2025 Wood Flooring Expo,
which will be held April 15-17
in Charlotte, North Carolina,
is available at
NWFAEXPO.ORG

For more information, contact Penny Key, Meeting & Trade Show Director,
at 800.422.4556 or email penny.key@nwfa.org.

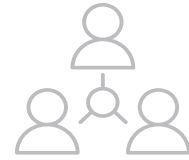
EXHIBITORS

176

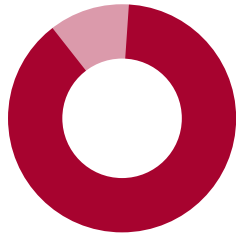
RETURNING EXHIBITORS

44

NEW EXHIBITORS



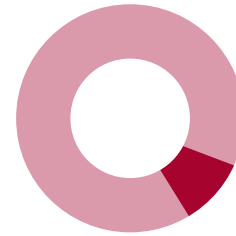
EXHIBITORS BY COUNTRY



United States **83%**



Canada **8.5%**



International **8.5%**

ATTENDEES

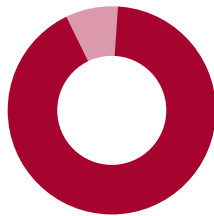
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PERCENT ARE DECISION MAKERS

40% COMPANY ANNUAL REVENUE IS MORE THAN **\$20,000,000**



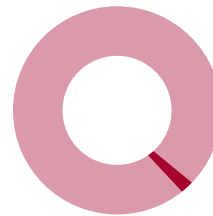
ATTENDEES BY COUNTRY



United States **93%**



Canada **5%**



International **1%**

72
percent
FIRST TIME
ATTENDEES

87%

SERVE RESIDENTIAL & COMMERCIAL

35 PERCENT PLANNED TO SPEND MORE THAN \$2M DURING EXPO

Data from 2024





nwfa expo

'25 Go the *Distance*

APRIL 15-17 | CHARLOTTE, NC

For more information, contact Penny Key, Meeting & Trade Show Director,
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National Wood
Flooring Association