



September 23 - 26, 2020
New Orleans, LA

PARTNERSHIP KIT

Convention + Workshop + Networking + Fun

www.wallcoveringinstallers.org

Who is the WIA?

The Wallcovering Installers Association is an organization of wallcovering installers dedicated to superior craftsmanship in the hanging of every type of wallcovering. WIA is the only trade association dedicated exclusively to the interests and needs of wallcovering installers and those involved in the craft.

This is a multi generational organization dedicated to collaboration and skill sharing. Our organization is the singular entity to train new craftspeople in the skill of hanging expensive, exquisite wallpaper.



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What is the WIA Convention?

We offer three full days of:

- Workshops
- Seminars
- Hands on Opportunities
- Vendor Showcase
- Social Events
- Business Sessions
- Contest
- Craftsmanship Awards
- Amazing Food
- Networking Galore

We also offer an additional accreditation class and a new installers class for a small additional fee.

Why should you partner with the WIA

DESIGNERS:

With a WIA Installer you get accurate measurements, quality installation and product knowledge. WIA installers pay attention to pattern placement & balance, find solutions to potential problems, and are innovators of the industry - pioneering new skills while retaining and using the old skills that still work well. We bring artistic skill to every job. We don't just "hang the paper. As an industry partner, you gain access to the collective knowledge of professionals from around the world, and have the ability to work with individuals where best practices are the norm

MANUFACTURERS:

You manufacture and create beautiful wallcovering. Members of our organization allow for the highest quality install while staying in line with the manufacturers or artists vision. Successful installations save time, money and customer relations for all involved.

SUPPLIERS:

The WIA provides a dedicated audience for the highest quality tools and accessories used in the trade. This group does not find their ideal tool at the local big box store.



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Who should attend the WIA Convention?

- Current WIA Members
- Wallcovering Installers from around the world
- Prospective Wallcovering Installers
- Designers
- Manufacturers
- Suppliers

Partnership Opportunities

Activation Centers:

- Selfie Corner *
- Instagram Story Booth *
- Device Charging Station
- Repost IG photo with @sponsor tag
- Exhibitor Table

INVESTMENT: \$700 - \$3000

Activation Centers Include:

- Exhibitor Table at Vendor Showcase
- Website Placement
- Social Media Promotion
- Social Media Live Interview Prior to Event
- Swag for the Bag Opportunity
- 1 All Access Pass
- *All Access Passes - 2
- * Attendee Contact List

Other Possible Partnerships:

- Swag for the Bag
- Name Tags
- Workshop - 10 minute in person or live FB video feed
- Lanyards

INVESTMENT: \$300- \$700

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