



# **flooring.Awards**

**INNOVATION | SUSTAINABILITY  
BEST ONLINE**

**01.-02.07.2021**  
**Hotel Meliá Vienna**



## FLOORING

On July 1 & 2, 2021, we are organizing the FLOORING Business Convention – a new trade conference for the flooring industry with a focus on markets and strategies – in Vienna for the first time. Over the course of 1.5 days, we will look at current industry topics from the fields of digitalization and distribution, market analysis and market development. Leading companies and industry representatives as well as technical and economic experts present effective and up-to-date marcom strategies and showcase successful positioning strategies. And last but not least, we deal with innovations in the fields of technology and sustainability.

Alongside the lectures, our participants can expect two panel discussions, an evening event and an award ceremony. We address managing directors and decision makers in purchasing, marketing and sales of flooring manufacturers, suppliers and sales partners, as well as media and association representatives.

On the following pages you can find out more about the flooring.Awards - including information on the submission modalities. We request submissions by email: [serfoezoe@interconnectionconsulting.com](mailto:serfoezoe@interconnectionconsulting.com) | Nina Serfözö | Project Management Events.

### FACTS & THINGS TO KNOW

01.&02.07.2021 | Hotel Melia Vienna

#### TARGET GROUP

Flooring Manufacturers  
Suppliers & System Partners  
Managing Directors  
& Decision Makers  
Media- & Association  
Representatives  
Business & Science  
Experts

#### TOPICS | USP

Innovation &  
Distribution Strategies  
Markets & Customers  
Digital: Smart Living  
Technical Innovations

1.5 days in Vienna  
Subject- &  
Expert Lectures  
Discussions  
& Think Tanks  
Award Ceremony  
Evening Event



## flooring.Awards 2021

### INNOVATION

Innovations in the fields of digitalisation, distribution, ecologisation, technology or products are a key theme of our event. At the same time, we will be giving the award in the "Innovation" category. It honours outstanding achievements by floor covering manufacturers and suppliers for customers and processors. A presentation is to be submitted that takes the following points into account:

- What is the innovation
- What is the customer benefit
- How was it accepted | How was research done

Please send us your exposition together with this submission form!

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### flooring.Awards 2021 Submission „Innovation“

Name:

Company Name:

Head Office:

Statement | optional:

I hereby confirm my registration for the flooring.Awards in the category *Innovation* and agree to the use of my given data.

\_\_\_\_\_  
Place | Date | Signature



## flooring.Awards 2021

# SUSTAINABILITY

The topics of sustainability | greening | recycling have steadily gained presence in all areas of life in recent years. Hardly any industry in the western world can be imagined today without them. The floor covering industry is of course not unaffected by this.

We select the TOP 3 candidates from the submissions based on the following criteria:

- Ecological Quality | Environmental Management (Energy)
- Product life Cycle: Raw Materials | Manufacturing Process
- Material Cycle | Recycling

Please send us, together with your submission, your statement regarding one or more of these three points!

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## flooring.Awards 2021

### Submission „Sustainability“

Name:

Company Name:

Head Office:

Statement | optional:

I hereby confirm my registration for the flooring.Awards in the category *Sustainability* and agree to the use of my given data.

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Place | Date | Signature



## flooring.Awards 2021

### BEST ONLINE

Digitalisation and its effects on the flooring industry occupy a considerable space in our event. As a company's business card, the homepage transports competence, values, quality and customer proximity.

Within the category "Best Online" we select the TOP 3 candidates from the submissions, based on the following criteria:

- Usability
- Design & Design Elements
- Lead Generation

Please send us, together with your submission, your statement regarding one or more of these three points!

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### flooring.Awards 2021 Submission „Best Online“

Name:

Company Name:

Head Office:

Statement | optional:

I hereby confirm my registration for the flooring.Awards in the category *Best Online* and agree to the use of my given data.

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Place | Date | Signature



## FLOORING | About

### Information about the Organizer

Interconnection Consulting is an international marketing & consulting company as well as organizer of conferences and business symposia. As a marketing institute InterConnection offers selected industry and market knowledge as well as a wide range of market research tools with high methodical competence for B2C & B2B markets.

Our events, to be found online: [www.interconnectionconsulting.com](http://www.interconnectionconsulting.com)

### Information & Registration

Detailed information on the Flooring Business Convention can be found on the event homepage:  
[www.flooring-convention.eu](http://www.flooring-convention.eu)

ONLINE  
REGISTRATION  
FLOORING

### WE THANK OUR PARTNERS



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