

2027 EXHIBITOR PROSPECTUS

**Grow Your Business at North America's Premier
Window Covering Event!**

Meet thousands of qualified buyers. Launch new products. Build lasting partnerships.

**14
MAR**

SEMINARS ONLY
10 AM - 5 PM

**15
MAR**

SEMINARS & EXHIBITS
9 AM - 5 PM

**16
MAR**

SEMINARS & EXHIBITS
9 AM - 4 PM

WHY EXHIBIT AT IWCE?

**The industry's most qualified buyers.
The industry's biggest opportunities.**

For more than 30 years, the International Window Coverings Expo (IWCE) has been the premier business event connecting manufacturers, fabricators, dealers, designers, workrooms, installers and technology providers. Whether you're introducing a new product, expanding your dealer network or strengthening relationships with existing customers, IWCE brings together the people who influence purchasing decisions across the custom window covering industry.

AT IWCE YOU CAN:

- Launch new products to a highly targeted audience
- Meet qualified dealers actively seeking new suppliers
- Build relationships with designers, workrooms and fabricators
- Generate sales leads in just two days
- Increase brand visibility before, during and after the show
- Connect with customers from across North America and around the world

PRODUCTS SHOWCASED:

- Interior Window Coverings
- Exterior Shading & Outdoor Living
- Motorization & Smart Home
- Fabrication Equipment
- Decorative Hardware
- Textiles
- Components
- Software & Technology
- Business Services

MEET THE BUYERS

Decision-makers come to IWCE ready to invest in the following objectives:

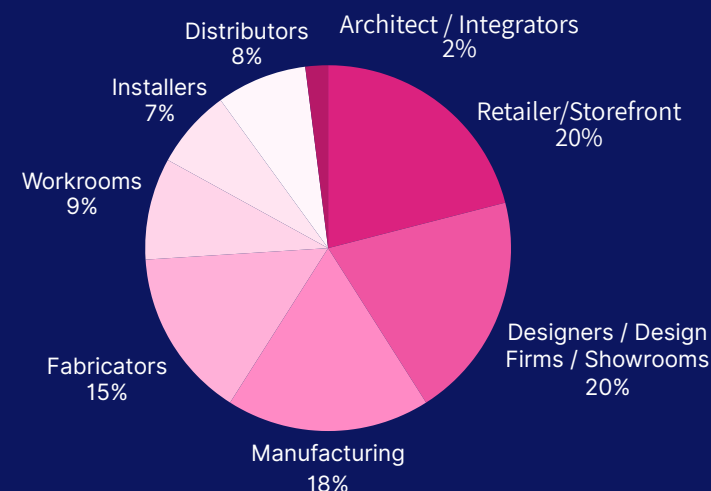
- Discover new products
- Meet new suppliers
- Launch new business partnerships
- Stay current on design and technology
- Earn CEUs
- Explore outdoor living
- Compare products side-by-side
- Purchase for upcoming projects

**75%
RESIDENTIAL &
COMMERCIAL**

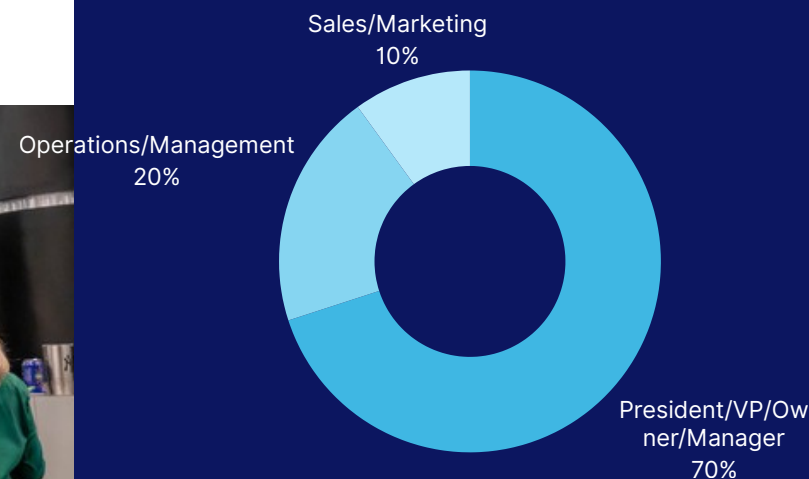
**45% FIRST TIME
ATTENDEES**

**55% RETURNING
ATTENDEES**

BUSINESS TYPES



AUDIENCE TITLES




**ATTENDEES
FROM 45+ COUNTRIES**


**85%
USA ATTENDEES**

WHY FLORIDA?

America's fastest-growing market for window coverings and outdoor living.

Florida represents one of the nation's strongest opportunities for residential construction, luxury home design and outdoor living. Hosting IWCE in Tampa places exhibitors in the center of one of North America's fastest-growing markets while attracting buyers from across the Southeast, Midwest, Canada and Latin America.

WHY TAMPA?

- One of America's largest residential construction markets
- Booming luxury housing driving premium window covering demand
- Year-round outdoor living fuels exterior shading opportunities
- Strong hospitality, multifamily and commercial markets
- Thousands of dealers, designers and installers throughout the region
- Convenient access with direct flights from across North America

FLORIDA BY THE NUMBERS



**23.5M+
RESIDENTS**



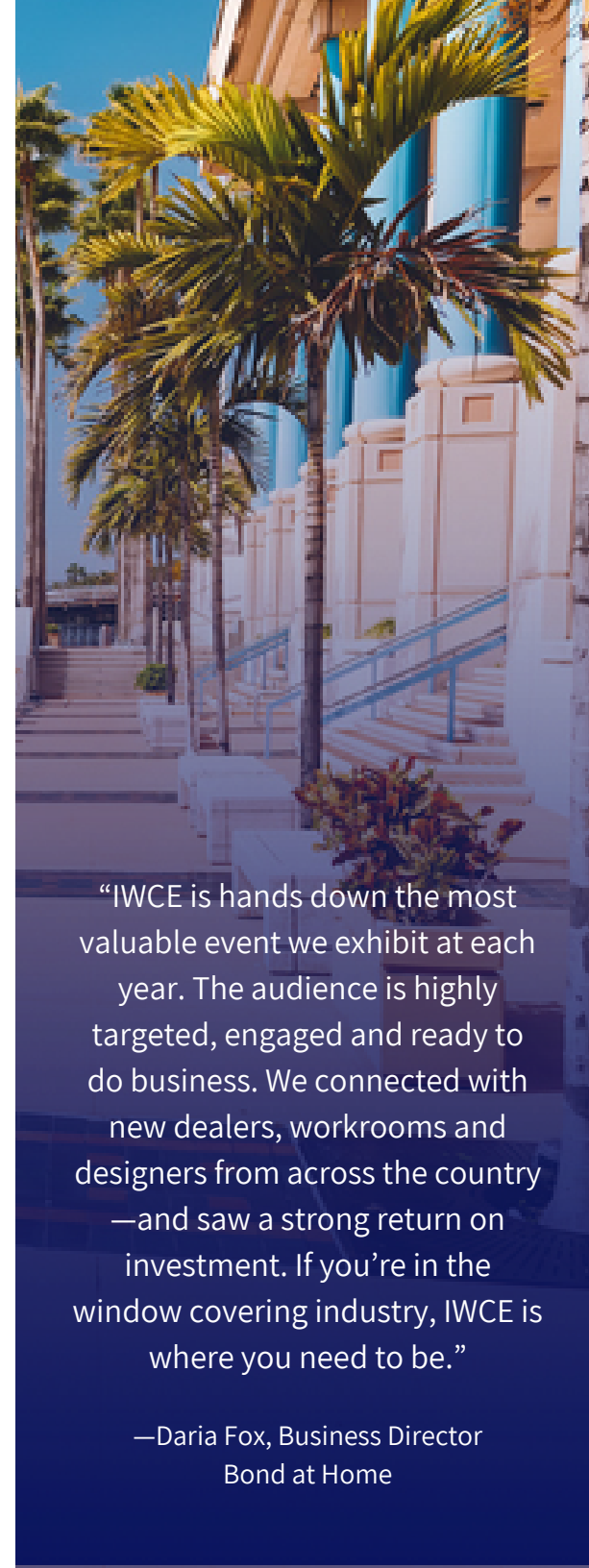
**TOP U.S. GROWTH
STATE FOR HOUSING**



**365-DAY
OUTDOOR LIVING**

“IWCE is hands down the most valuable event we exhibit at each year. The audience is highly targeted, engaged and ready to do business. We connected with new dealers, workrooms and designers from across the country—and saw a strong return on investment. If you’re in the window covering industry, IWCE is where you need to be.”

—Daria Fox, Business Director
Bond at Home



EXHIBITOR BENEFITS

Turn two days into year-round business opportunities.



MEET FACE-TO-FACE
WITH QUALIFIED BUYERS



LAUNCH PRODUCTS TO
THE INDUSTRY'S
LARGEST AUDIENCE



INCREASE CURRENT
CUSTOMER
SALES VOLUME



EXPAND DEALER
DISTRIBUTION



BUILD AND
STRENGTHEN BRAND



FIND NEW BUSINESS
RELATIONSHIPS

4,000+ custom window covering professionals expected!

**30+ years
serving the
industry**

**200+
exhibitors**

**4,000+
expected
attendees**

EXPERIENCE IWCE

IWCE combines education, networking and product discovery into one powerful event experience.

- **Exhibit Hall Showcase:** Discover the latest in blinds, shades, fabrics, motorization, hardware and automation from leading manufacturers and emerging brands (200+ exhibitors).
- **Designer and Workroom Education Tracks:** Learn from industry leaders across curated tracks for designers, decorators, fabricators and installers.
- **Outdoor Living Pavilion:** Explore the booming category of exterior shades, awnings, pergolas and sun-control solutions.
- **Business Resource Center:** Access expert-led sessions on marketing, hiring, business growth and financial strategy, designed to help you run a more profitable business.
- **Live Demos and Product Launches:** Get hands-on with new tools, fabrication techniques and technologies.
- **The Grace Awards Gala:** Celebrate excellence in window fashion design and craftsmanship.
- **Networking Events:** Connect with peers, partners and prospects through happy hours, roundtables and receptions.

ARTISAN ATELIER



OUTDOOR OASIS PAVILION



THE GRACE AWARDS



EDUCATION CEU SESSIONS



BOOTH OPTIONS & PRICING

Reserve early for the best locations.

Need a custom-size booth? Please contact ania@wf-vision.com.

BOOTH SIZE	TYPE	TOTAL SQ FT	JUNE 2026 – NOV. 1, 2026			AFTER NOV. 1, 2026		
			PRICE PER SQ FT	MARKETING FEE	TOTAL INVESTMENT	PRICE PER SQ FT	MARKETING FEE	TOTAL INVESTMENT
BRH	Business Resource Hub	14 available*	Request pricing*	–	Request pricing*	Request pricing*	–	Request pricing*
10 x 10	Inline	100	\$40	\$600	\$4,600	\$42	\$700	\$4,900
10 x 10	Corner	100	\$41	\$600	\$4,700	\$42	\$700	\$4,900
10 x 20	Inline	200	\$40	\$600	\$8,600	\$42	\$700	\$9,100
10 x 20	Corner	200	\$41	\$600	\$8,800	\$43	\$700	\$9,300
10 x 20	Peninsula/Island	200	\$42	\$600	\$9,000	\$44	\$700	\$9,500
10 x 30	Peninsula/Island	300	\$42	\$600	\$13,200	\$44	\$700	\$13,900
20 x 20	Peninsula/Island	400	\$42	\$600	\$17,400	\$44	\$700	\$18,300
20 x 30	Peninsula/Island	600	\$42	\$600	\$25,800	\$44	\$700	\$27,100
20 x 40	Peninsula/Island	800	\$42	\$600	\$34,200	\$44	\$700	\$35,900
20 x 50	Peninsula/Island	1,000	\$42	\$600	\$42,600	\$44	\$700	\$44,700
30 x 40	Peninsula/Island	1,200	\$42	\$600	\$51,000	\$44	\$700	\$53,500
30 x 50	Peninsula/Island	1,500	\$42	\$600	\$63,600	\$44	\$700	\$66,700
30 x 60	Peninsula/Island	1,800	\$42	\$600	\$76,200	\$44	\$700	\$79,900
40 x 50	Peninsula/Island	2,000	\$42	\$600	\$84,600	\$44	\$700	\$88,700

*MARKETING FEE WAIVED FOR ALL 6X WINDOW FASHION VISION MAGAZINE ADVERTISERS.

Booth Options:

- Inline
- Corner
- Peninsula
- Island
- Business Solutions Hub
- Outdoor Oasis Opportunities

Every Booth Includes:

- Company Listing
- Digital Exhibitor Profile
- Exhibitor Badges
- Marketing Toolkit
- Pre-Show Promotion
- Online Floorplan Listing
- Lead Generation Opportunities
- Priority Move-In Information

[VIEW THE
2027 LIVE
FLOOR PLAN](#)

BOOTH OPTIONS INCLUDE: INLINE



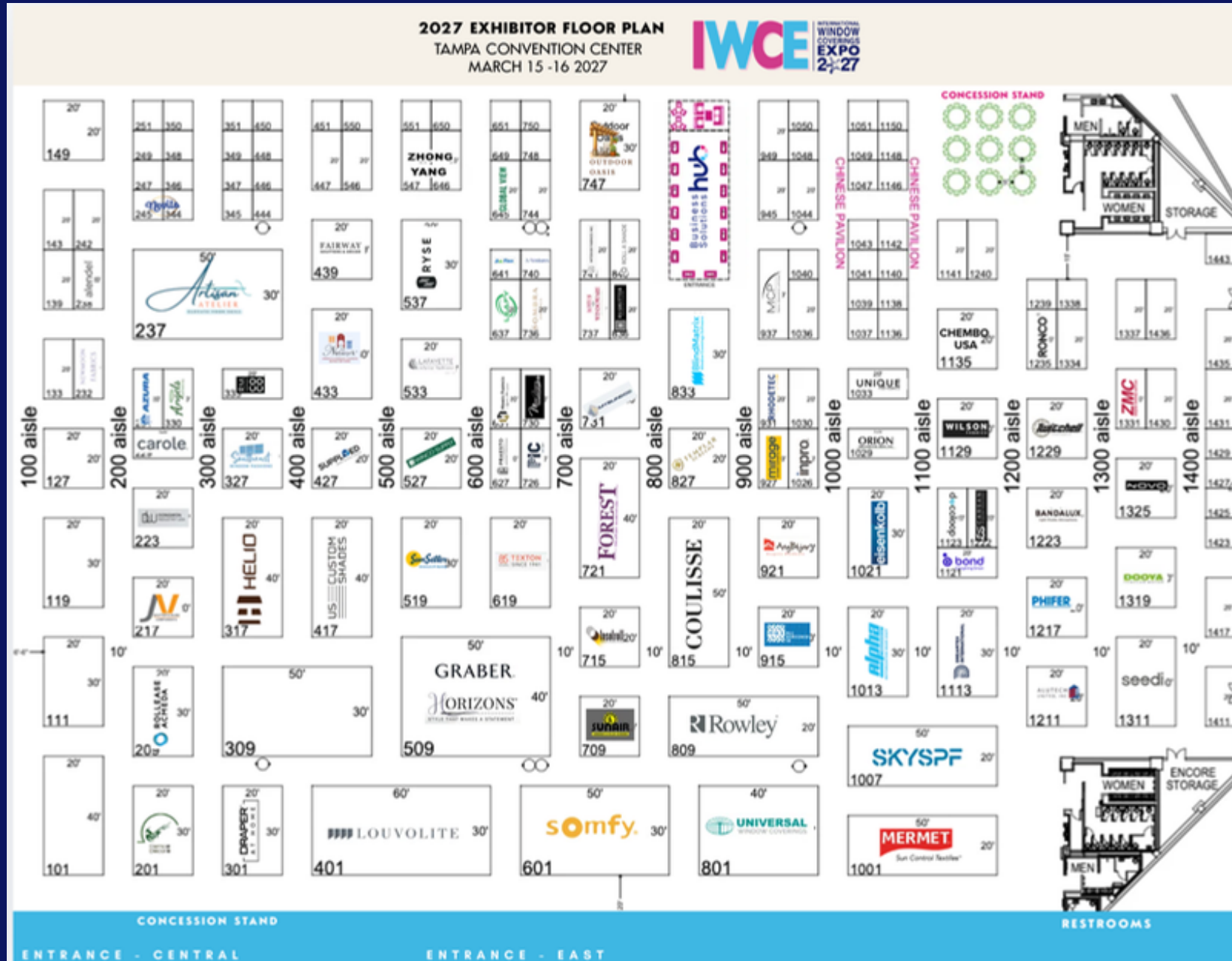
CORNER



PENINSULA/ISLAND



2027 FLOOR PLAN



- Booths are available on a first-come, first-served basis.
- Booth bundles are available for 100-square-foot booths only* \$750, which include 1x 6-foot table, 2x chairs, 1x gray carpet, 1x trash bin, 1x pipe and drape + 1x company name sign.

[CLICK HERE TO REVIEW LIVE UPDATES*](#)

KEY DATES & DEADLINES

Save these dates. . . .

NOVEMBER 1ST 2026

Early Bird Booth Pricing Deadline

MARCH 5, 2027

Booth Reservation Close

TBD

Move In Dates

MARCH 14, 2027

Seminars Open

MARCH 15, 2027

Show Floor Opens

MARCH 16, 2027

Exhibitor Move Out at 4PM

RESERVE YOUR BOOTH

USA, CANADA & EUROPE

ANIA MUNZER

Managing Director North America & Europe

ania@wf-vision.com
704-817-1359



USA, CANADA & EUROPE

NANCY NIX

Exhibitor & Advertising
Sales Executive

nnix@wf-vision.com
910-538-5019



CHINA / ASIA

DELIA LIU

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The Middle of East 4th Ring Rd, Chaoyang District

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EXHIBITOR SUCCESS STORIES

THE WORKROOM COLLECTIVE

"IWCE was a game-changer for The Workroom Collective. As a new high-end, trade-exclusive brand, we knew it would be valuable—but it exceeded every expectation. From logistics to marketing, the IWCE team made the experience seamless.

The energy was electric, the education exceptional and the community welcoming. It was the best strategic move we've made, and we're already planning our return."

MODERN ATOMICS

"Hats off to the IWCE team your organization and support made everything run like clockwork. We felt valued from start to finish. This was the perfect event for our shade products and fabricator audience, and we gained incredible clientele, from dealers to partners."

HORIZONS WINDOW FASHIONS

"IWCE was a remarkable experience for Horizons. Our integrated booth with Graber drew nonstop, engaged traffic from professionals seeking premium solutions and long-term partnerships.

We received overwhelmingly positive feedback and generated high-quality leads that continue to drive momentum.

The event was exceptionally well-organized, from seamless communication to strong educational programming and a buzzing show floor."

The Industry's Premier Brands. One Destination.

FOREST
DRAPERY HARDWARE

carole[™]

 **ROLLEASE
ACMEDA**

GRABER. | DELIGHT IN
EVERY DETAIL

TEXTON

MERMET
Sun Control Textiles[™]

COULISSE

DRAPER[®]
AT HOME

PHIFER

SPETTAMANN

somfy

 **bond**

HORIZONS[™]
STYLE THAT MAKES A STATEMENT

STAY & SAVE AT EVENT HOST HOTELS!

Make the most of your IWCE experience by booking an official host hotel.

Enjoy easy access to the Convention Center, more opportunities to connect with industry peers and less time commuting. Every reservation within the official hotel block helps support IWCE and strengthens the future of the event.



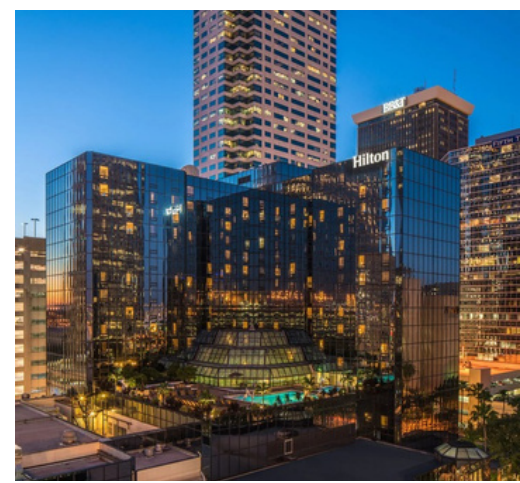
Embassy Suites by Hilton
Tampa- Downtown
Convention Center
513 South Florida Ave.
Tampa, FL 33602
T: +1 813-769-8300



Hilton Tampa Downtown
211 N Tampa St
Tampa, FL 33602
Telephone: +1-813-204-3000



The Westin Tampa Waterside
725 South Harbour Island Blvd
Tampa, FL 33602
Telephone: +1-813-692-2310



Book your stay today and enjoy exclusive rates at our official host hotels.
Visit <http://www.iwce-vision.com/hotel> to book now!

AT THE WINDOW: INTERIOR & EXTERIOR
IWCE | INTERNATIONAL
WINDOW
COVERINGS
EXPO
2★27
TAMPA, FLORIDA • MARCH 14-16, 2027

JOIN US AT TAMPA!

www.iwce-vision.com/exhibit

