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MORE LIVE DEMONSTRATIONS AND MORE TILE ARTISANS FEATURED IN THE NORTH AMERICAN PAVILION

Orlando, FL –4/6/06 The North American Pavilion offers Coverings attendees the tools to keep their businesses growing - 30 live installation demonstrations, 40 of the country's most recognized tile artisans, nearly 30 leading installation materials and equipment manufacturers, and the opportunity to work with the tile industry's top trade organizations.

Each year, thousands of professionals from every facet of the tile industry find the North American Pavilion to be the fastest, most cost-effective route to finding new products, ideas, and relationships needed to grow their businesses.

This year is no different. The North American Pavilion is now more than 37,000 net square feet (a 20% increase over last year) with nearly 75 companies offering the latest in tile, equipment, and installation products. "The installation demonstration stage and seating area are twice as large as last year," remarked Eric Astrachan, Executive Director of TCNA. "The Art Tile Village increased as well – an excellent testament to the exciting tile work available from North American artisans."

Art Tile Village

The Art Tile Village offers the largest assembly of decorative tile artisans under one roof. The area is marked-off by overhead banners displaying a distinct Art Tile Village logo.

Attendees can see tiles from an extensive collection of art studios, all together in two new art tile courtyards in the heart of the Art Tile Village, while sitting on tiled benches and listening to the soothing sound of water flowing over decorative tile fountains. Tile Council members are also present on the Avenue of the Artisans adjacent to the Art Tile Village.

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TILE COUNCIL OF NORTH AMERICA, INC.

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Live Demonstrations

Brought back by popular demand, the North American Pavilion features 30 live installation demonstrations. Speakers from the National Tile Contractors Association, Ardex Engineered Cements, Bonsal American, C-Cure, Custom Building Products, Laticrete International, Inc., Mer-Krete Systems, Inc., SGM, Inc., Texas Cement Products, Inc., and TEC Brand – Specialty Construction Brands, Inc. are leading the sessions. Attendees learn how to tackle a wide range of projects, including how to tile a steam shower, install self-leveling underlayment, waterproof a pre-sloped mortar bed, and how to tile a heated floor system. The demonstrations begin daily at 10:30 a.m.

Business & Technical Literature Hub

Attendees in the North American Pavilion can meet the leading tile industry organizations - Ceramic Tile Distributors Association, Ceramic Tile Education Foundation, National Tile Contractors Association, Tile Heritage Foundation, Tile Partners for Humanity, Tile Council of North America, and the TCNA Product Performance Testing Laboratory - together in booth 2816 on the tram route.

The North American Pavilion provides an unequalled opportunity for attendees to network and build relationships with nearly 75 Canadian, Mexican, and American manufacturers of ceramic tile, equipment, and installation materials.

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