

# WILSONART® FLOORING

"Wilsonart Flooring & You...Make A Lasting Impression"



## MARCOM

Wilsonart International was founded as a producer of high-pressure decorative laminate in 1956. Wilsonart began producing laminate flooring for residential usage in 1995 and has established itself as the industry's second largest manufacturer. Marketing Alternatives has enjoyed a working relationship with Wilsonart International for more than 25 years and has served as the agency-of-record for Wilsonart Flooring since its inception.

## CHALLENGE:

Each year in conjunction with the flooring industry's major trade show event – Surfaces in Las Vegas – Wilsonart Flooring looks to host an evening event to honor and thank its distributor partners for their year-long support. Between distributor principals, their key sales staff members and Wilsonart Flooring management, this undertaking culminates in a 300 guest event.

## SOLUTION:

For the 2005 Wilsonart Flooring distributor event, Marketing Alternatives worked with the client to develop the theme, "Wilsonart Flooring & You... Make A Lasting Impression," pull together a schedule of events, and then coordinate every detail surrounding the party – from catering right down to invitations and post-event follow up.

*Wilsonart Flooring's distributor partners enjoyed an evening where they were truly the stars – and the stage has been set for yet another year of making lasting impressions.*

