



nwfa expo

EXHIBITOR RECAP

ORLANDO, FLORIDA
APRIL 21-23, 2026 | [NWFAEXPO.ORG](https://nwfaexpo.org)

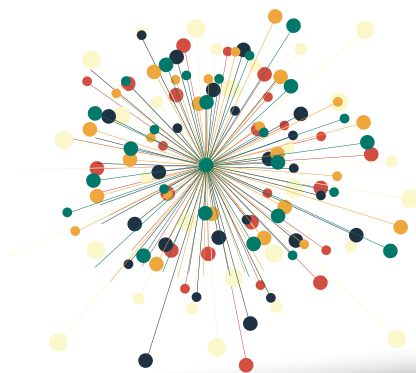
nwfa

THE ONLY TRADE SHOW IN THE WORLD DEDICATED
EXCLUSIVELY TO THE WOOD FLOORING INDUSTRY

NWFA EXPO AT A GLANCE

National Wood Flooring Association Expo 2026

Where you can
Ignite YOUR PASSION



There's never been a better time to reconnect, enhance your businesses credibility and visibility, generate leads, and expand your business. Representing all business types in the industry, the National Wood Flooring Association Expo has been a can't-miss event for the past 40 years, and our 2026 Expo will be no different.

Our 2025 NWFA Expo was a tremendous success, proving that face-to-face meetings are still the smart choice for reaching a highly targeted and engaged audience of hardwood flooring professionals.

Book your space today and save the date for next year's NWFA Expo, which will take place April 21-23, 2026 in Orlando, Florida.



PHOTO COURTESY OF VISITMILWAUKEE.COM



Orlando prides itself on being a place that welcomes everyone. No matter who you are or what you celebrate, Orlando has something for you. For additional resources, visit

[NWFAEXPO.ORG](https://nwfaexpo.org)

Promote your business by becoming an exhibitor at the National Wood Flooring Association Expo

Meetings with face-to-face formats are back and have the potential to be stronger than ever, especially when the content is strong and focused. This certainly describes the NWFA Expo, where like-minded attendees and exhibitors from all over the gather to share a common passion: wood flooring.

Choosing to exhibit with the National Wood Flooring Association in 2026 is the smart business choice for you and your business as you meet directly with current and prospective customers.

"If you want to grow your business and make an impact on our industry, exhibiting at the NWFA Expo is the best possible way to do that. You'll meet decision-makers, make significant contacts, and have the ability to take your business to the next level."

– Craig Dupra,
Installers Warehouse

What Exhibitors Are Saying

"Many of the buyers we meet with at the NWFA Expo are very difficult to contact in everyday life. To be able to spend time with them in-person at a meeting is so valuable and an opportunity you don't always get."

– John Kiepper,
Sheoga Hardwood
Flooring & Paneling

"Simply exhibiting at the NWFA Expo has afforded us luxuries that we could not get otherwise without years of hard work and dedication. It adds to the value that you offer your customers. Any business owner who does not attend is missing a tremendous opportunity to expand and grow their business."

– Hollis Henderson, ProDriveHD

"The NWFA sets the standard for our industry. If you're in the wood flooring business and you're not here, you're missing out on the best our industry has to offer. The top professionals come to learn, connect, and showcase their work. Anyone who's anyone in this industry attends and exhibits at this show. It's an education about your customers that you simply can't get anywhere else."

– Ken Maguire, Preverco Hardwood Flooring

"We've been here for years and years, and it's so important to see potential customers face-to-face. We do a lot of online meetings, but it's not the same. Being in-person has been huge for us, and we plan to exhibit at the NWFA Expo for years and years to come."

– Jason Spangler, Wagner Meters

Promote your business at the National Wood Flooring Association Expo

Don't miss your opportunity to accelerate your business at the largest event of its kind dedicated exclusively to wood flooring. There's never been a better time to develop new business opportunities and ignite your passion by putting your latest products and services in front of a highly targeted audience of flooring professionals.

Exhibitor benefits at the Wood Flooring Expo

ATTENDEES ARE PRE-QUALIFIED
NWFA MEMBERS

60%

ARE DECISION MAKERS

Contractor **40%**

Distributor **20%**

Retailers **15%**

Other
Business
Types **25%**



NUMBER OF
DEDICATED TRADE
SHOW HOURS

11



MULTIPLE NETWORKING OPPORTUNITIES
AND EDUCATION SESSIONS

GAIN EXPOSURE ON
THE EXPO WEBSITE
AND MOBILE APP



TAKE ADVANTAGE OF NWFA MEMBER BOOTH DISCOUNTS
AND DISCOUNTS WHEN PURCHASING TWO MORE

10'x10' booths

TAKE ADVANTAGE OF
SPONSORSHIP OPPORTUNITIES
(digital, branding, signage, and events)

30
minute

PRODUCT DEMONSTRATION
OPPORTUNITIES (SPACE IS LIMITED)



ADVERTISING OPPORTUNITIES IN
THE **HARDWOOD FLOORS MAGAZINE**
EXHIBITOR SHOWCASE GUIDE

GAIN EXCLUSIVE
ACCESS TO ATTENDEE
MAILING LISTS



Data from 2025

NETWORKING OPPORTUNITIES

The NWFA Expo features a variety of networking opportunities, like a Happy Hour on the trade show floor. An added benefit of exhibiting at the NWFA Expo is that all exhibitor staff are invited to attend all education sessions and opening and closing events, which are great learning and networking opportunities.

DISTRIBUTOR & MANUFACTURER RECEPTION

Build new business relationships to expand your product reach. Network with manufacturers and distributors at the Orange County Convention Center.

WOMEN INDUSTRY NETWORK BREAKFAST

Whether they're on the manufacturing line, installing floors, managing company finances, selling products, marketing, or the CEO, there are many women leading the way in the wood flooring industry. The NWFA will celebrate these women at the Women's Industry Network Breakfast.

EMERGING LEADERS RECEPTION

Join us at the Emerging Leaders Reception for attendees 40 years and under. This reception provides a unique opportunity for emerging leaders to connect with each other and NWFA's existing leadership.

EXHIBITOR DEMOS AND MORE

The NWFA Expo gives you the opportunity to present your products and services as an industry expert and a solutions provider.

Education
Opportunities



Brand
Promotion

Events



Sponsor
Recognition
Levels
& Benefits



Signage



Digital

For more information, contact Penny Key, Meeting & Trade Show Director,
at 800.422.4556 or email penny.key@nwfa.org.

NWFA WOOD FLOORING EXPO



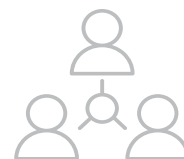
Information about the
2026 Wood Flooring Expo,
which will be held
April 21-23
in Orlando, Florida,
is available at
NWFAEXPO.ORG

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EXHIBITORS

190 RETURNING EXHIBITORS

40+ NEW EXHIBITORS



EXHIBITORS
BY COUNTRY



United States 89%



Canada 7%



International 4%

ATTENDEES

60 PERCENT ARE
DECISION
MAKERS

40% COMPANY ANNUAL REVENUE
IS MORE
THAN \$20,000,000

2,500
ATTENDEES

ATTENDEES
BY COUNTRY



United States 91%



Canada 6%



International 3%

26
percent
FIRST TIME
ATTENDEES

87 PERCENT SERVE
RESIDENTIAL
& COMMERCIAL

Data from 2025

40 NETWORKING
OPPORTUNITIES

52 EDUCATION
SESSIONS

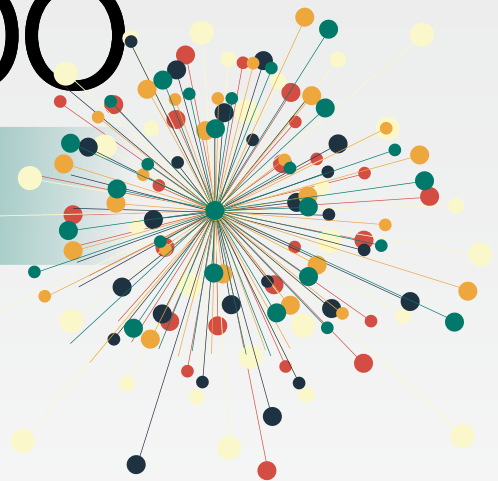




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