



COMMERCIAL
USA™

2026 MEMBER SUMMIT PARTNERSHIP PROPOSAL

Partnering for Impact and Success

Website: americanhomesurfaces.com | commercialusa.com

Contact: t.wright@americanhomesurfaces.com

OVERVIEW

OVERVIEW

THE SUMMIT

WHO YOU WILL REACH

SUMMIT TIMELINE

PARTNERSHIP OPPORTUNITIES

TRUSTED BY GREAT BRANDS

LET'S CONNECT

02

03

04

05

06

13

14



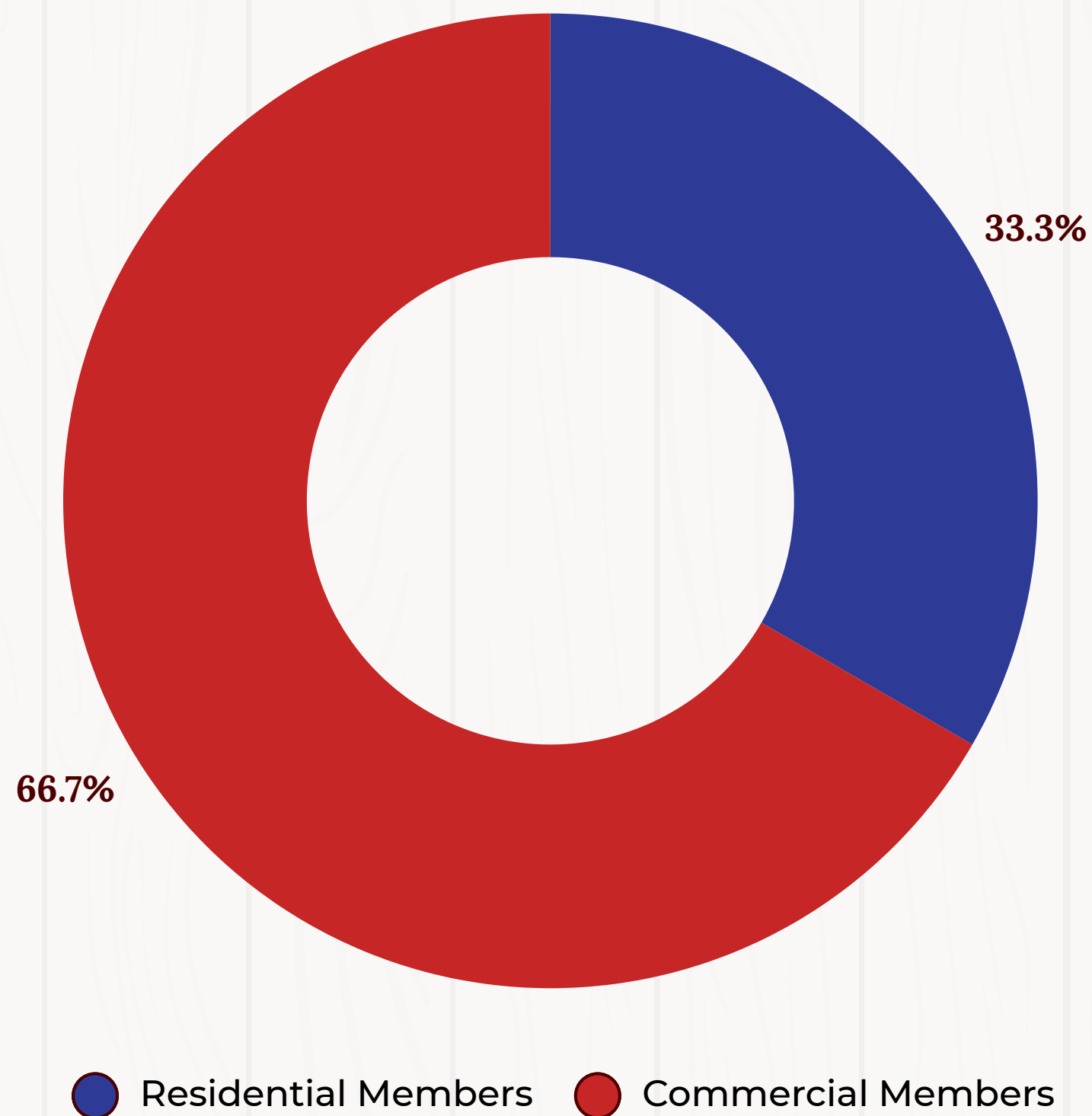


THE SUMMIT

The AHSG & Commercial USA Member Summit is a premier biennial event that brings together independent flooring dealers, suppliers, and industry partners from across the country. **Since 2003**, the Summit has been **designed to foster networking, showcase innovative products, and celebrate industry achievements.**

Featuring engaging speakers, interactive sessions, and social events that create meaningful connections, it is **the ultimate opportunity for vendors and suppliers to reach a truly engaged audience, strengthen relationships, and gain visibility in the competitive flooring market.**





WHO YOU'LL REACH

Sponsoring the AHSG & Commercial USA Summit gives your brand **direct access to a highly engaged audience of independent flooring professionals.** This includes both commercial and residential dealers, key decision-makers, and industry influencers from across the country.

With a mix of **attendees actively seeking new products, solutions, and partnerships,** your sponsorship ensures visibility and meaningful connections with the people who directly contribute to the flooring industry's success.

170+ Expected attendance

1B+ Combined purchasing power



SUMMIT TIMELINE

This timeline outlines our key milestones leading up to, during, and after the event. **From strategic planning and sponsor promotion to execution and post-event follow-up**, each phase is carefully scheduled to ensure smooth operations and maximum impact for our partners.

APRIL

PRE-SUMMIT PROMOTION:

Sponsor visibility launches April 2026 with dedicated promotion across all channels: **social media campaigns, press releases, weekly member communication, and monthly newsletters**

SEPTEMBER

SUMMIT WEEK:

The week of the summit will feature **keynote presentations, interactive sessions, exhibitor booths, and high-impact brand activations.**

POST-SUMMIT:

Following the summit, we will distribute **thank-you messages, publish recap content, and gather insights through surveys.**

MORE BENEFITS TO MEMBERS. MORE VALUE TO SUPPLIERS.



COMMERCIAL
USA™

PARTNERSHIP OPPORTUNITIES

Make your brand part of the conversation before, during, and after the summit.

WHY PARTNER WITH US?



Gain direct access
to independent
commercial and residential
flooring dealers nationwide.



**Showcase your products
and services** to key
decision-makers actively
seeking solutions.



**Strengthen brand
awareness** and build
lasting industry
relationships.



Maximize visibility
through event marketing,
sessions, and networking
opportunities.

CLICK ANY SPONSORSHIP TO REGISTER

3 KEYNOTE SPONSORSHIPS

CLICK ANY SPONSORSHIP TO REGISTER

Sponsor one of our three keynote speakers and become the sole business associated with their presentation.

Your brand will be front and center during the keynote, featured in all related signage, the program, and post-event recaps.



JON PETZ KEYNOTE

Lead the Summit with our opening-day keynote sponsorship opportunity.

- Logo as Official Sponsor of Keynote on Summit page on website, registration page, on-site signage, program, and pre/post-event emails
- Recognition during keynote introduction and closing remarks
- Reserved premium seating for your team at the keynote
- Private meet-and-greet with Keynote speaker
- Opportunity to distribute branded materials at check-in
- Short sponsor video before the keynote begins
- Logo featured on screen before and after the keynote
- Branded signage displayed at the session entrance
- Full-page ad in the printed & digital event program
- Recognition in the summit program
- Brand spotlight in the post-summit recap video
- Post-summit social media thank-you feature

SOLD OUT

DESIGNER KEYNOTE

Own the stage at Monday's highly anticipated Design Keynote.

- Logo as Official Sponsor of Keynote on Summit page on website, registration page, on-site signage, program, and pre/post-event emails
- Recognition during keynote introduction and closing remarks
- Reserved premium seating for your team at the keynote
- Private meet-and-greet with Keynote speaker
- Opportunity to distribute branded materials at check-in
- Short sponsor video before the keynote begins
- Logo featured on screen before and after the keynote
- Branded signage displayed at the session entrance
- Full-page ad in the printed & digital event program
- Recognition in the summit program
- Brand spotlight in the post-summit recap video
- Post-summit social media thank-you feature

\$ 15,000

MARKETING KEYNOTE

Command the spotlight at Tuesday's exclusive Marketing Keynote finale.

- Logo as Official Sponsor of Keynote on Summit page on website, registration page, on-site signage, program, and pre/post-event emails
- Recognition during keynote introduction and closing remarks
- Reserved premium seating for your team at the keynote
- Private meet-and-greet with Keynote speaker
- Opportunity to distribute branded materials at check-in
- Short sponsor video before the keynote begins
- Logo featured on screen before and after the keynote
- Branded signage displayed at the session entrance
- Full-page ad in the printed & digital event program
- Recognition in the summit program
- Brand spotlight in the post-summit recap video
- Post-summit social media thank-you feature

\$ 15,000

GOLF SPONSORSHIPS

CLICK ANY SPONSORSHIP TO REGISTER

Multiple sponsorship opportunities await at our Golf Event at the **Championship Course, TPC San Antonio**. From hole sponsorships to player gifts, your brand will stand out while connecting with the industry’s top professionals.

DRINK CART

Sip, Socialize, Showcase.

- Exclusive signage at the Drink Cart
- Feature a branded signature drink
- Recognition during lunch announcements
- Direct engagement with attendees while they network on the course
- Recognition in the summit program
- Brand spotlight in the post-summit video
- Recognition at the closing ceremony

\$5,000

GOLF LUNCH

Serve up visibility with every bite.

- Branded napkins at lunch
- Signage throughout the lunch area
- Recognition during lunch announcements
- Direct engagement with attendees while they network on the course
- Recognition in the summit program
- Brand spotlight in the post-summit video
- Recognition at the closing ceremony

\$5,000

FAIRWAY

Drive Your Brand Home.

- Signage prominently displayed at your sponsored hole
- Recognition in the summit program
- Brand spotlight in the post-summit video
- Recognition at the closing ceremony

\$500

SPOTLIGHT

Celebrate the big shots.

- Present awards to golfers for *Closest to the Pin* and *Longest Drive*
- Recognition in the summit program
- Brand spotlight in the post-summit video
- Recognition at the closing ceremony

\$500

PREMIER GOLF SPONSOR

Top-of-mind with the industry’s best.

- Exclusive Signage throughout the golf course
- Recognition during opening remarks at the Golf Course
- Opportunity to present the 3 tournament winners
- Recognition in the summit program
- Brand spotlight in the post-summit video
- Recognition at the closing ceremony

\$ 15,000

SPA SPONSORSHIP

CLICK SPONSORSHIP TO REGISTER

Become the **exclusive Spa Sponsor** at our Summit and place your brand at the center of one of the event's most coveted experiences. With **only one sponsor**, your company will enjoy premium visibility with attendees as they relax and rejuvenate at the renowned Lantana Spa.



RETREAT

The ultimate way to pamper and promote.

- Exclusive signage throughout the spa area
- Branded custom spa towels for participants
- Full page ad in the summit program
- Spotlight in the post-summit recap video
- Recognition during opening & closing remarks
- Featured as the official sponsor of the ultimate relaxation experience

\$ 15,000

SIGNATURE DINING SPONSORSHIPS

CLICK ANY SPONSORSHIP TO REGISTER

Put your company in the spotlight during the summit's most social and high-traffic gatherings. From the **Opening Reception** to the our **Closing Event**, these prime meal experiences offer **unmatched visibility, direct engagement, and the opportunity to connect with attendees in a relaxed, memorable setting.**

OPENING RECEPTION

Be the name behind the summit's grand welcome.

- Premier sponsorship of the summit's tabletop reception
- Prominent signage on all tabletops, at event bars, and throughout the reception area
- On-stage recognition before, during, and after the event
- Opportunity to distribute branded materials at check-in
- Feature a signature cocktail named for your company
- Recognition in the summit program
- Brand spotlight in the post-summit recap video
- Recognition at the closing ceremony

\$10,000

SUMMIT DINNER

Your brand at the table with industry leaders.

- Premier sponsorship of Monday's dinner
- Prominent signage on all tabletops, at event bars, and throughout the reception area
- On-stage recognition before, during, and after the event
- Opportunity to distribute branded materials at check-in
- Feature a signature cocktail named for your company
- Recognition in the summit program
- Brand spotlight in the post-summit recap video
- Recognition at the closing ceremony

\$10,000

CLOSING EVENT DINNER

Own the grand finale with the Closing Dinner sponsorship.

- Premier sponsorship of the summit's closing event
- Prominent signage on all tabletops, at event bars, and throughout the reception area
- On-stage recognition before, during, and after the event
- Opportunity to distribute branded materials at check-in
- Feature a signature cocktail named for your company
- Recognition in the summit program
- Brand spotlight in the post-summit recap video
- Recognition at the closing ceremony

\$10,000

DAYTIME DINING SPONSORSHIPS

CLICK EITHER SPONSORSHIP TO REGISTER

Put your brand at the heart of the Summit's daytime gatherings. From breakfast kick-offs to midday lunches, these sponsorships offer **high-traffic visibility, direct engagement with attendees**, and opportunities to showcase your company through **branded touchpoints**.

BREAKFAST

Morning visibility that leaves a lasting impression.

- Logo featured on table signage throughout the breakfast area
- Branded napkins
- Recognition during breakfast communication
- Recognition in the summit program
- Brand spotlight in the post-summit recap video
- Recognition at the closing ceremony

\$3,500

LUNCH

Elevate your brand over a midday meal.

- Logo featured on table signage throughout the lunch area
- Branded napkins
- Recognition during lunch announcements & communication
- Recognition in the summit program
- Brand spotlight in the post-summit recap video
- Recognition at the closing ceremony

\$5,000

TAILORED TOUCHPOINTS

CLICK ANY SPONSORSHIP TO REGISTER

Enhance your brand's presence with **customizable à la carte sponsorships** designed to meet your goals and budget. From refreshment stations to lanyards and branded bag inserts, these options offer targeted visibility throughout the summit.

NETWORKING BREAK & REFRESHMENT STATION

Fuel the conversation

- Logo featured on signage at drink & snack station
- Branded napkins & coffee sleeves
- Option to provide small branded giveaways (mints, coasters, etc.)
- Recognition in the summit program and during break announcements
- Brand spotlight in the post-summit recap video
- Recognition at the closing ceremony

\$4,000



LANYARD

Your brand worn by every attendee

- Exclusive logo placement on all attendee lanyards
- High-visibility exposure from check-in to closing sessions
- Constant brand presence in every photo, handshake, and networking moment
- Recognition in the summit program
- Brand spotlight in the post-summit recap video
- Recognition at the closing ceremony

SOLD OUT

PROMO ITEM

Put your brand in every attendee's hands

- Opportunity to include a branded item, flyer, or promotional piece in every attendee welcome bag
- Guaranteed placement in a highly visible attendee touchpoint
- Cost-effective way to keep your brand top of mind

\$500



TRUSTED BY GREAT BRANDS





COMMERCIAL
USA™

LET'S CONNECT!

Let's make your business stand out at the 2026 Member Summit.
Contact us today to secure your sponsorship and explore opportunities that align with your goals.

Tony Wright

President

AHSG & Commercial USA

Joe Weber

CEO/COO

AHSG & Commercial USA



(800) 741-2204



info@americanhomesurfaces.com



americanhomesurfaces.com | commercialusa.com



FOLLOW US @AMERICAN HOME SURFACES GROUP & COMMERCIAL USA

