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PRESS RELEASE

Fuse Alliance Announces Dates for 2021 Virtual Annual Conference

November 12, 2020 – Fuse Alliance, a Member-owned organization of professional commercial flooring contractors, announced today that the network will hold its 2021 Annual Conference, entitled ***The Impact of One***, March 1-2 in a 100 percent virtual format.

“While we’ll miss being together under the same roof, we’re excited that our virtual format provides an excellent opportunity to include our members’ salespeople, project managers, and other key personnel who would not normally have the chance to travel to our in-person conferences,” said Geoff Gordon, executive director of Fuse Alliance.

Working together during a pandemic has magnified the importance of a flooring network, such as Fuse. Sharing best practices and ideas that benefit all members has played a significant role in navigating the extraordinary circumstances of 2020. The 2021 Fuse Annual Conference will build upon this coming together as ***The Impact of One*** brings even more insight as we look to the future of the flooring industry and the contractor’s role in the supply chain.

According to Gordon, Fuse’s meeting planners and their technical support team who usually produce the network’s meetings are well-poised to take the event virtual while maintaining the same high level of production value that participants have come to expect from the annual event.

“Our 2021 virtual Annual Conference will still deliver quality content, open exchange forums, and one-to-one connections with our preferred suppliers,” said Gordon. “The Fuse 2021 conference will not be just another Zoom meeting, and we’re excited to deliver a meaningful and enriching experience for our entire network.”

About Fuse Alliance:

Fuse Alliance is a Member-owned organization of professional, commercial flooring contractors. With more than 120 companies in 215+ locations across the United States and Canada, the organization’s Member businesses represent approximately \$2.1 billion in sales and services. Fuse Alliance is made up of a unique network of flooring

experts with a combined experience that spans across flooring product knowledge, installation expertise, and a keen understanding of meeting the environmental requirements of today's market. Fuse Alliance's governing body is an executive Board of Directors made up of 12 Member business owners. Through its Member network, Fuse Alliance is dedicated to serving the North American market and Member businesses can be found throughout the United States and Canada. www.fusealliance.com