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PRESS RELEASE

Fuse Alliance Conference Ignites with "Fuse on Fire" Theme, Reflecting Unstoppable Growth and Member Passion

February 22, 2024 – Get ready to be swept up in a blaze of innovation, collaboration, and shared success! The Fuse Alliance Annual Conference, taking place March 3-5 in Phoenix, Arizona, is set to ignite with the theme "**Fuse on Fire**," reflecting the organization's remarkable growth and unstoppable momentum.

"We're thrilled to see the passion and involvement of our members reflected in this year's conference theme," says Geoff Gordon, executive director of Fuse Alliance. "With nearly **60 percent growth in our network** since 2020 and a **30 percent increase in attendance** since our 2023 annual conference, Fuse is truly on fire!"

This year's conference promises to be bigger and better than ever, offering a robust lineup of **keynote speakers**, engaging **roundtable discussions**, informative **supplier presentations**, and the always popular panel of **manufacturer leadership**. Fuse members will gain valuable learning and **development** opportunities designed to help them grow their businesses and serve their customers better.

The conference also serves as a premier **networking** event, fostering connections between members and suppliers. From casual interactions to dedicated networking opportunities, attendees will have ample chances to build **valuable relationships** and discover new solutions.

The Spark Awards, Member Awards, and Supplier Awards will be announced at the annual awards dinner and celebration, a highlight of the conference's final night. And this year, a brand-new spotlight shines for the very first time. The inaugural **Fuse Hall of Fame Award** will be bestowed upon an individual who has made an indelible mark on the commercial flooring industry, leaving a legacy of innovation, leadership, and unwavering dedication to excellence.

"It is our honor to launch the Fuse Hall of Fame to recognize the **extraordinary individuals** who have shaped the industry and **fueled the growth** of our network," said Gordon. "This award seeks to honor those who have gone above and beyond, embodying the core **values of Fuse** and inspiring future generations. We're very excited about inducting our first Hall of Fame member."

Other new additions to this year's event include an **interfaith worship service** on Sunday morning, offering a moment of reflection and shared values before the conference begins. And to keep the fire burning after the awards ceremony, the "**Fuse on Fire**" **after-party** will provide a space for attendees to unwind and celebrate in style.

"The Fuse Alliance Annual Conference is more than just an event," says Gordon. "It's a testament to the power of collaboration, innovation, and shared passion. We can't wait to see our members come together in Phoenix and **ignite the future** of the commercial flooring industry."

About Fuse Alliance:

Fuse Alliance is a member-owned organization of professional, commercial flooring contractors. With 171 companies in 250+ locations across the United States and Canada, the organization's member businesses represent approximately \$2.3 billion in sales and services. Fuse Alliance is made up of a unique network of flooring experts with a combined experience that spans 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.