



**Media Contact:**

Reva Revis 312.929.5025

[rrevis@fusealliance.com](mailto:rrevis@fusealliance.com)

**PRESS RELEASE**

***Fuse Alliance Conference: Empowering Members to "Innovate to Elevate" in Orlando***

**February 25, 2025** – Fuse Alliance, a leading network of commercial flooring contractors, is set to host its annual conference in Orlando, Florida, from March 1-4, 2025. This year's theme, **"Innovate to Elevate,"** focuses on fostering a culture of **innovation** and continuous improvement within the Fuse Alliance network, empowering members to drive **growth** and achieve **excellence**.

"We're incredibly excited to bring our members together in Orlando to explore and share the power of innovation," says Geoff Gordon, executive director of Fuse Alliance. "Since 2020, our network has seen a remarkable 65 percent growth, and we're anticipating a 20 percent increase in attendance compared to last year's conference. This momentum underscores the value our members find in collaboration, education, and shared success."

This year's conference is set to deliver an exceptional experience, with a powerful lineup of **keynote speakers**, interactive **roundtable discussions**, informative supplier presentations, and the ever-popular manufacturer **leadership panel**. Fuse members will benefit from a wealth of learning and development opportunities designed to empower them to excel in their businesses and better serve their clients.

Fuse's technical, technology, and legal **experts** will also contribute to the program, sharing their specialized knowledge. The conference features a **sold-out exhibit hall trade show**, showcasing the latest products and innovations from Fuse suppliers. Beyond the scheduled sessions, ample **networking** opportunities are planned, forming a vital part of the conference experience and facilitating **valuable connections**.

The conference will also include the highly anticipated Spark Awards, Member Awards, and Supplier Awards, **recognizing excellence** within the Fuse Alliance network. Building upon last year's successful launch, the Fuse **Hall of Fame** will induct two new members, honoring individuals who have made significant contributions to the commercial flooring industry.

"By the end of the conference, participants will be equipped with the knowledge and inspiration needed to drive innovation in their roles, ultimately **elevating their companies**," says Gordon. "We are committed to providing our members with the resources and connections they need to thrive in a rapidly evolving industry."

Additional conference highlights include a member-supplier golf event, and a non-denominational worship service on Sunday morning, fostering a sense of **community** and **connection**.

### **About Fuse Commercial Flooring Alliance**

*Fuse Commercial Flooring Alliance is a dynamic network of independent commercial flooring contractors. By leveraging collective resources and expertise, Fuse members benefit from enhanced business growth, increased profitability, and access to valuable industry insights. Through collaboration and shared best practices, Fuse members are able to deliver exceptional flooring solutions to their clients. With 178 companies in 270+ locations across the United States and Canada, the organization's member businesses represent approximately \$2.3 billion in sales and services.*