SYNERGY
CONVENTION & EXPO
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CFI + FCICA + FCITS

November 9 – 13, 2026
Chattanooga Marriott Downtown/Chattanooga Convention Center
Chattanooga, TN

Monday, November 9, 2026

Start	End	Function	Location
7:30 AM	8:00 AM	Depart for Golf	
9:00 AM	2:00 PM	Synergy Golf Tournament *(Lunch provided)* *Registration Required*	Nob North Golf Course – Cohutta, GA
1:00 PM	5:00 PM	Registration and Silent Auction	Convention Center Prefunction Area
8:00 AM	5:00 PM	FCICA 2 Days to CIM *(Separate Registration Required)*	Marriott: East Room, 2nd Floor

Tuesday, November 10, 2026

Start	End	Function	Location
11:00 AM	6:00 PM	Registration and Silent Auction	Convention Center Prefunction Area
8:00 AM	3:00 PM	FCITS presents Beyond the Surface: Carpet Tiles, Woven Carpet Construction & Simple Floor Repairs Involving All Flooring Types *(Separate Registration Required)*	Marriott: Plaza C
8:00 AM	5:00 PM	FCICA 2 Days to CIM *(Separate Registration Required)*	Marriott: East Room, 2nd Floor
1:00 PM	1:45 PM	Simple Steps to Prevent Theft & Misuse & Proprietary Information *Presented by Tom Hubert, Partner & Joseph Lavigne, Partner, Jones Walker LLP*	Meeting Room 7
1:00 PM	2:00PM	Installer Roundtable – Hosted by Mohawk *(Invitation Only)*	Meeting Room 3
2:00 PM	3:15 PM	Are We Building a Workplace, or Borrowing One Panel Discussion *Presented by FCEF*	Meeting Room 7
3:15 PM	4:00 PM	Dealing with Today's Substrate Challenges: Type 1L Concrete, Densifiers, & Porosity *Presented by Jack Aspenson, CEO and President, S3 Surfaces Solution*	Meeting Room 4
4:00 PM	4:45 PM	What's Trending: Social Media Strategies for Today's Installer *Presented by Justin Hicks, Senior Director of Marketing, Mohawk Performance Accessories*	Meeting Room 3
4:00 PM	5:00 PM	The Huddle LIVE Podcast	Meeting Room 7
4:00 PM	5:00 PM	FCICA Membership Committee Meeting	Marriott: Tenn. River Room, 1st Floor
6:00 PM	8:00 PM	Welcome Reception – *Sponsored by Mohawk Performance Accessories*	Marriott Plaza Ballroom

Wednesday, November 11, 2026

Start	End	Function	Location
6:30 AM	4:00 PM	Registration and Silent Auction	Convention Center Prefunction Area
7:00 AM	8:00 AM	Attendee Breakfast	Ballroom E/F/G
8:00AM	9:00AM	Opening Keynote *Presented by Randy Gravitt, Executive Leadership Coach and Author Lead Every Day*	Ballroom E/F/G
9:15 AM	10:00 AM	CFI & FCICA Industry Update	Ballroom E/F/G
9:15 AM	10:00 AM	FCITS Industry Update	Meeting Room 7/8
10:00 AM	1:45 PM	Expo Setup *(Exhibitors Only)*	Exhibit Hall B
10:15 AM	11:00 AM	Healthcare Flooring: What Every Contractor Needs to Know *Presented by Eric Zabel, Strategic Manager of Business Development and Mike Forcade, Special Projects, Diverzify*	Meeting Room 3
10:15 AM	11:00 AM	Click & Learn: A Masterclass in Unilin Click Systems *Presented by Matthew Oliver, Sales Director, North America, Unilin Technologies*	Meeting Room 4
10:15 AM	11:00 AM	Dispelling the Myth: Modern Advancements in Gypsum Cement Underlayments *Presented by Josh Jonsson, Executive Vice President, MAXXON*	Meeting Room 3
11:15 AM	12:00 PM	Sponsor Spotlight – TotalWorx: Faster Resilient Flooring Installations: Prep, Install & Finish Flooring *Presented by Scott Ingle, Product Support and Brian Reed, TotalWorx Solution Specialist*	Ballroom H
12:00 PM	1:00 PM	Attendee Lunch	Ballroom E/F/G
1:00 PM	1:45 PM	Product Demo – i4F	Ballroom I
2:00 PM	2:45 PM	Sponsor Spotlight – Mohawk Performance Accessories: Every Step Matters - Stair Solution Success *Presented by Sandon Carson, Field Services Manager Wood and Laminate and Karl Danzer, Director Product Management*	Ballroom H
3:00 PM	3:45 PM	Product Demo - TEC Specialty Products	Ballroom I
3:45 PM	7:15 PM	Expo & Reception	Exhibit Hall B
7:15 PM	9:15 PM	Dinner	Ballroom E/F/G
8:30 PM	11:00 PM	Expo Breakdown *(Exhibitors Only)*	Exhibit Hall B
8:00 PM	10:00 PM	NFIC Hand Sewing Game – *Sponsored by Nourison*	Ballroom H

Thursday, November 12, 2026

Start	End	Function	Location
7:00 AM	1:00 PM	Registration and Silent Auction	Convention Center Prefunction Area
7:00 AM	8:00 AM	Attendee Breakfast	Ballroom E/F/G
7:45 AM	8:00 AM	Silent Auction Presentations	Ballroom E/F/G
8:00AM	8:45 AM	Closing Keynote: Partnership Is Your Advantage: Perform Today, Build for Tomorrow *Presented by Brenda Knowles, Sr VP of Commercial Customer Experience, Shaw Industries*	Ballroom E/F/G
9:00 AM	9:45 AM	Beyond the Surface: Innovations in Resilient Flooring *Presented by Andy McWilliams, Novalis*	Meeting Room 4
9:00 AM	9:45 AM	Dispelling the Myth: Modern Advancements in Gypsum Cement Underlayments *Presented by Josh Jonsson, Executive Vice President, MAXXON*	Meeting Room 3
10:00 AM	10:45 AM	Product Demo – Beno J Gundlach Company	Ballroom H
11:00 AM	11:45 AM	WIFI: What's in Your Toolbox? Modern Hacks for Women in Flooring to Simplify Work & Life, *Presented by Jackie Adams, Senior Director, Floor Coverings International; Andrea Blackbourn, Executive Director of FCIF & WIFI and Nichole Poindexter-Wilson, CFO of Poindexter Flooring*	Meeting Room 7/8

11:00 AM	11:45 AM	Wet Set Adhesives / Hero Flooring: From Product Introduction to Hands-On Installation *Presented by Bruce Gentry, Field Service Manager, Mohawk and Rod von Busch, CIM, Vice President of Operation, CDI Floors*	Meeting Room 4
12:00 PM	1:15 PM	Awards Lunch	Ballroom E/F/G
1:30 PM	2:15 PM	Product Demo – Spray-Lock, Inc.	Ballroom H
2:30 PM	3:15 PM	Carpeted Stairs: From Terminology to Technique, a Hands-On Session *Presented by Dave Garden and CFI*	Meeting Room 4
2:30 PM	3:15 PM	Building for the Future: Exit Strategies & Succession Planning *Presented by Jerry Woods, Partner and Alex Woods, Partner, BusinessPulse, LLC*	Meeting Room 3
2:30 PM	3:15 PM	FCITS Round Table Discussion with Manufacturer Claims Managers	Meeting Room 7/8
2:30 PM	3:15 PM	Foundations of Floor Prep – Flooring 101, *Presented by Don Jewell, Head of Technical, Loba-Wakol*	Meeting Room 9/10
3:30 PM	4:15 PM	Product Demo – ARDEX Americas	Ballroom H
4:30 PM	5:15 PM	Woven Double Stick: Setting the Installation Up for Success, A Hands-On Session *Presented by NFIC Instructor Team: PJ Arthur, Jesus Garcia, David Garden, Nate Hall, Kevin Keefe, Jorge Orta, Don Perkins and Roland Thompson*	Meeting Room 4
4:30 PM	5:30 PM	Type 1L Concrete Manufacturer Panel: What Are You Seeing and How Are You Dealing With It? *Moderated by Geoff Gordon, Executive Director, Fuse; Panelists Include: Daniel Grant, CIM, ARDEX; Aaron Abbott, LATICRETE; Jeff Johnson, MAPEI; Shane Jenkins, Sika*	Meeting Room 3
6:00 PM	8:00 PM	Closing Reception	Ballroom E/F/G

Friday, November 13, 2026

8:00 AM	10:00 AM	FCICA Board of Directors Meeting *(Board of Directors & Committee Chairmen Only)*	Marriott Tenn. River Room, 1st Floor