

## **Trade Show Exhibit Flooring Provider Offers Lower Prices and Launches New 'Perfect Carpet Program'**

*The Inside Track, a 13-year provider of trade show carpet and flooring, has reduced prices on 28 oz., 34 oz. and 50 oz. trade show carpet and launched the 'Perfect Carpet Program' to ensure that your carpet always looks great.*

August 26, 2010 (FPRC) -- ATLANTA, GA -- Leading trade show exhibit flooring provider The Inside Track announces price reductions on 28 oz., 34 oz. and 50 oz. carpeting.

Specially designed for trade show use, The Inside Track's 28 oz., 34 oz. and 50 oz. carpet selections are available in 24 vibrant colors.

"The owner of our carpet mill is joining us in this marketing initiative and has agreed to reduce our costs so that we can pass on significant savings to our valued customers. Our new lower prices are within a few pennies of other suppliers for a 26 - 30 oz. weight carpet," said David Sterne, of The Inside Track Inc..

In addition to lower prices, The Inside Track has launched several new features and initiatives to enhance the customer experience.

To help trade show and event planning professionals provide powerful design concepts to clients and to their internal teams, The Inside Track has added larger photos and more detailed information on trade show carpet, recycled carpet, and rollable floor covering options. The images are made available for copying and pasting directly from the website to print documents, enabling event professionals to showcase all of the options of trade show flooring available from The Inside Track.

The Inside Track has always strived to offer incredible customer service. To make it easy to locate at show site, the company identifies each roll of carpet, pad, and box of tape & visqueen with bright orange tape. A detailed delivery confirmation is emailed to customers that include all pro numbers and advanced warehouse receiving information.

The Inside Track's new 'Perfect Carpet Program' is designed to ensure that customers don't face any unwelcome surprises, such as fork lift damage, while their new carpet is being transported to the booth.

As part of the Perfect Carpet Program, each roll of carpet contains a flyer with a contact number that is answered 24/7 by an Inside Track employee. Should the installation crew notice any damage to the carpet as it is being unrolled, they simply call the number and a representative from The Inside Track instructs the installation crew on how to repair the carpet. If the carpet cannot be fixed, The Inside Track will send a piece of carpet to replace the damaged area and pay for the carpet plus shipping!

"We know there are lots of options for trade show carpet and flooring. While low prices continue to play a part in vendor selection, The Inside Track clients know they will get the best service possible", said David Sterne.

To find out more about the comprehensive products and services that The Inside Track offers visit [www.theinsidetrackinc.com](http://www.theinsidetrackinc.com) or call 888-806-7308.

**About The Inside Track:**

The Inside Track has provided exhibit houses and event professionals with trade show flooring to meet the needs of their clients for more than 13 years. In addition to carpet and flooring, The Inside Track is still the most popular industry source for interactive games, talent, props, hard-to- find items and weird things that exhibitors need.

**Contact Information**

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**Keywords**

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