



## National Tile Day 2026 Toolkit

### Overview

Coverings is excited to promote and celebrate National Tile Day, taking place Monday, February 23, 2026.

Join [Coverings](#) and your colleagues in celebrating this meaningful industry holiday dedicated to one of the world's most beautiful and sustainable materials — **ceramic tile**.

There is truly so much to recognize and share! Ceramic tile remains unmatched in its durability, versatility and timeless design appeal for residential, commercial, hospitality, indoor and outdoor settings, making it a cornerstone of innovation across architecture, design and installation.

This toolkit supplies you with resources and information regarding how you can get involved and make the most out of National Tile Day for you, your team and your business. Below, you'll find:

- **Social Media Ideas & Sample Posts** – Inspiration to help you create engaging social media content in the lead-up to and on National Tile Day
- **Partner Content & Assets** – Key messages and materials to amplify the celebration.
- **Coverings 2026 Dates & Links** – Include these details in your posts before, during and even after National Tile Day to stay connected to the tile and stone industry's biggest event of the coming year.
  - ✓ **Mark your Calendars!** Other than National Tile Day, Coverings 2026 (March 30-April 2, 2026, at the Las Vegas Convention Center in Las Vegas, NV) is the most important industry event of the year.

### Social Media: National Tile Day

Connect with Coverings and the tile community on social media! In preparation for National Tile Day, we have already begun posting relevant information, videos, photos and other imagery, with more to follow between now and February 23.

Follow the handles below to stay up-to-date on all news related to National Tile Day...and Coverings 2026!

- **Instagram:** [@CoveringsShow](#)
- **Facebook:** [@CoveringsShow](#)
- **Twitter:** [@Coverings](#)

- **LinkedIn:** [@Coverings](#)
- **YouTube:** [@CoveringsShow](#)

Keep these hashtags top of mind for your use: **#Coverings2026** and **#NationalTileDay**. Coverings also recommends including hashtags such as **#WhyTile**, **#TileStyle**, **#TileTalk**, **#TileTrends**, **#DesignWithTile**, **#SustainableDesign**, **#TileDesign**, and **#InstallationInspiration** **#CoveringsLasVegas** in your posts to join the larger, engaging industry conversation.

#### **Sample Social Media Content:**

Below are a few examples of pre-written social media content posts that exhibitors, architects, designers, installers, distributors, retailers, industry partners and show attendees can use to enjoy shared social dialog about National Tile Day. Language can be changed based upon key messaging for your business. The main idea is to have fun, interact and communicate with tile enthusiasts and professionals from around the globe.

As you promote **#NationalTileDay** and **#Coverings2026**, you will also be generating positive attention for your business and the industry. Now, let's get started with some great **#TileTalk**.

#### Architects and Designers

- Facebook
  - **Pre-National Tile Day:** Mark your calendars. **#NationalTileDay** is Feb 23, and we're teaming with **@CoveringsShow** to spotlight the tile applications shaping today's architecture, interiors and outdoor spaces. Stay tuned for a showcase of projects that prove **#WhyTile** design never stops evolving. **#Coverings2026** **#DesignWithTile**.
  - **Day Of:** It's time to celebrate **#NationalTileDay**! Join in on the celebration and share your favorite **#TileStyle** today. See this post for some of our very own tile projects. **#Coverings2026** **#TileTalk** **@CoveringsShow**
- Instagram
  - **Pre-National Tile Day:** Our love for tile? Endless. On Feb 23, we're partnering with **@CoveringsShow** to highlight the best in tile design and architecture. Don't miss it. **#WhyTile** **#Coverings2026**
  - **Day Of:** **#NationalTileDay** is officially on! Today we're celebrating the textures, colors and endless possibilities of our favorite design material – ceramic tile! Share your favorite **#TileDesigns** and let's keep inspiring each other. **#WhyTile** **#Coverings2026** **@CoveringsShow**
  - **Post-National Tile Day:** Still inspired from **#NationalTileDay**? We are too. Catch the latest tile trends and innovations at **#Coverings2026** in Las Vegas, March 30 – April 2! **@CoveringsShow** **#WhyTile** **#CoveringsLasVegas**

*[Note: Include your project photos and conduct a social media survey to engage with your followers about their favorites.]*

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  - **Pre-National Tile Day:** We're forever tile-obsessed. On Feb 23, we celebrate #NationalTileDay with @CoveringsShow and fellow #TileDesign lovers. Follow along for the Top Ten #TileTrends reveal. #WhyTile #Coverings2026
  - **Day Of:** Happy #NationalTileDay! Join us and @Coverings for #NationalTileDay as we highlight the projects, trends, and materials shaping design in 2026. Share your favorites with us! #WhyTile #Coverings2026

*[Note: Include your project photos and conduct a social media survey to engage with your followers about their favorites.]*

## Exhibitors

- Facebook
  - **Pre-National Tile Day:** We can't wait to celebrate #NationalTileDay with @CoveringsShow on February 23 — a day dedicated to the beauty, durability and limitless design possibilities of ceramic tile. Keep the excitement rolling at #Coverings2026 in Las Vegas, March 30–April 2 — the ultimate destination to experience tile and stone innovation, inspiration and connection across the industry! #WhyTile
  - **Day Of:** Happy #NationalTileDay! Tile tells the story of design—layered in texture, color and creativity. From statement surfaces to subtle details, every tile adds character and craft to the spaces we live in. Celebrate innovation, artistry, and inspiration at #Coverings2026, March 30–April 2 in Las Vegas. Use promo code “NTD26” for free registration through February 25! #TileTalk @CoveringsShow
    - Exhibitors, please note: You can leverage Nvtyes— available now in the Coverings Exhibitor Hub — to effortlessly invite your customers and network contacts to Coverings 2026 with just one click through social media posts.

Nvtyes-generated posts will feature a show-branded image, your company's name, booth number, and a direct link for free registration. It's an easy and impactful way to promote your participation and attract attendees to your booth.
- Instagram
  - **Pre-National Tile Day:** Something big is coming! February 23 is #NationalTileDay — a full day to celebrate bold patterns, fresh finishes and all the creativity tile brings to design and build. Follow @CoveringsShow for a first look at 2026's Top Tile Trends. #WhyTile #Coverings2026
  - **Day Of:** It's #NationalTileDay! A day to highlight the talent, technology and trends transforming tile into something extraordinary. We're proud to be part of a global community shaping the future of design. Discover what's next at #Coverings2026 in Las Vegas! #WhyTile #Coverings2026

*[Note: Include our asset photos linked below for you to use or post your own tile photos.]*

- **Post-National Tile Day:** Thanks for celebrating #NationalTileDay with us! The excitement continues at #Coverings2026, March 30-April 2 in Las Vegas, to see how tile is shaping the next era of design with bold textures, new materials, and boundary-pushing creativity. Be sure to visit us in booth # ! @CoveringsShow #WhyTile #TileTalk
- X
  - **Pre-National Tile Day:** The countdown is on! #NationalTileDay is February 23 — the perfect excuse to celebrate the nearly endless benefits of tile. Join @Coverings for a day filled with tile inspiration. #Coverings2026 #WhyTile
  - **Day Of:** Happy #NationalTileDay! From bold mosaics to sleek surfaces, today's all about honoring what makes tile truly timeless. Follow along with @Coverings for a look at the 2026 trends everyone's talking about. #WhyTile #Coverings2026

*[Note: Include our asset photos linked below for your use, or post your own tile photos.]*

#### Industry Partners / Others

- Facebook
  - **Pre-National Tile Day:** Your tile future is loading...  February 23, we celebrate #NationalTileDay with @CoveringsShow and debut the 2026 Top #TileTrends. Get ready for formats, textures and installs that reset the bar. #WhyTile #Coverings2026
  - **Day Of:** It's here, tile lovers — #NationalTileDay! Show off your favorite tile design or install and tag us to join the celebration. Then, get ready to see the world's top #TileTrends up close at #Coverings2026 in Las Vegas, March 30-April 2! Register free with promo code "NTD26" by February 25. @CoveringsShow #CoveringsLasVegas
- Instagram
  - **Pre-National Tile Day:** Big tile energy incoming! We're gearing up to celebrate #NationalTileDay with @CoveringsShow on February 23 — a full day dedicated to our favorite design essential: tile! Join the conversation, share your tile inspo and tell us why you #LoveTile.  #WhyTile #Coverings2026
  - **Day Of:** The celebration starts now for #NationalTileDay! We're joining @CoveringsShow to spotlight what sets tile apart. From creative designs to lasting performance, follow along as we highlight @WhyTile continues to inspire. #Coverings2026 #TileTalk
  - **Post-National Tile Day:** We loved celebrating #NationalTileDay!  Keep the momentum going—join us at #Coverings2026 in Las Vegas,

March 30–April 2. It's the perfect place to connect, explore countless product innovations and see what's trending next in #TileDesign.  
@CoveringsShow

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  - **Pre-National Tile Day:** Set your reminders: Feb 23 = #NationalTileDay. Celebrate #NationalTileDay with us and @CoveringsShow by sharing your #TileInspo and telling us what tile means to you. #WhyTile #Coverings2026
  - **Day Of:** Happy #NationalTileDay! 🙌 Tag us and @CoveringsShow with your standout tile moments—projects, patterns, and installs. Show us what #WhyTile means to you. #Coverings2026
- Show Attendees
  - Facebook
    - **Pre-National Tile Day:** #NationalTileDay is right around the corner! Join @Coverings and our community of tile lovers on February 23 by sharing your favorite tile designs, projects or spaces. Let's celebrate the art of tile together! #WhyTile #Coverings2026
    - **Day Of:** It's #NationalTileDay and I'm feeling inspired! Sharing a few of my favorite tile designs and ideas today, and now it's your turn. Show off your #TileInspiration and tag @CoveringsShow! #WhyTile #Coverings2026
  - Instagram
    - **Pre-National Tile Day:** It's a tile takeover on Feb 23. Join me and @CoveringsShow as we share tile inspiration, design ideas and more. Don't miss out on the #WhyTile conversation! #Coverings2026
    - **Day Of:** Tile lovers, it's our day—#NationalTileDay! ❤️ Tag @CoveringsShow with your #TileInspiration and share what #WhyTile means to you. Then, save your spot at #Coverings2026 in Vegas with FREE registration using promo code "NTD26"!
    - **Post-National Tile Day:** The tile celebration doesn't stop with #NationalTileDay! #Coverings2026 is coming to Las Vegas, March 30–April 2. Be there to see the latest product innovations and #TileTrends from 1,000 global tile and stone exhibitors. #WhyTile @CoveringsShow
  - X
    - **Pre-National Tile Day:** Save the date for #NationalTileDay on Feb. 23! We're excited to join @Coverings to celebrate tile and show how #WhyTile brings style and function to every design. #Coverings2026
    - **Day Of:** It's #NationalTileDay! Join @CoveringsShow and the community: post your tile designs, installs, and inspo, tag us, and add #WhyTile. We'll be amplifying standouts all day. #Coverings2026

**Don't forget this: Remember to tag Coverings (see above for handles/details), and we'll do our best to reshare your posts!**

**Please use the official hashtags: #NationalTileDay, #WhyTile, #TileStyle, and #Coverings2026 wherever possible.**

**Bookmark this webpage: [www.coverings.com/national-tile-day](http://www.coverings.com/national-tile-day)**

## **Sponsors of the Show**

Sponsors of the show—**Ceramics of Italy, Tile Council of North America, Tile of Spain, Ceramic Tile Distributors Association, National Tile Contractors Association and International Product Assurance Laboratories**—and their members and customers illustrate the beauty of tile and showcase its diverse benefits every day, especially National Tile Day.

The graphic, photo and video assets found at the following link are available for use on social media, as you'd like.

Please download the National Tile Day logo and the other files, which you are welcome to use as assets for your own social media posts, blogs and newsletters.

**[View, download and use the National Tile Day assets here.](#)**

## **Additional Ideas**

We encourage all members of the tile and stone industry to participate in National Tile Day in any way that works well for their businesses. To provide inspiration for other ways you can celebrate, we've listed a few optional ideas for shining the spotlight on National Tile Day in your local market.

Feel free to expand on these, or create your own unique activities:

- **Promote Ceramic Tile's Sustainable Properties and Traits:** Feature eco-friendly or sustainable tile options to raise awareness about environmentally conscious choices. Showcase your favorite sustainable tile by featuring the tile itself or a project that incorporates it. See more about tile sustainability at the above link to the assets and explore additional resources on ceramic tile's sustainable advantages and environmental benefits at [Why Tile](#), the official consumer education initiative and online resource for the tile industry.
- **"Add Yours" Instagram Story:** Use the "Add Yours" sticker with the prompt: "What's your favorite tile trend for 2026?" Invite followers to post a photo or reel of their pick, tag @CoveringsShow, and use #NationalTileDay.
- **Create a Tile Mood/Inspiration Board:** Create and share a mood board using your tile products, showcasing your design vision and creativity. Feel free to mix and match with other materials that complement tile, or focus on tile alone.
- **Coverings GIPHY Instagram Story Stickers:** Coverings has official GIPHY Instagram Story Stickers! Search "Coverings 2026" or "National Tile Day" in the "Stickers" feature when creating an Instagram Story to include special Coverings and National Tile Day

Instagram Story Stickers.

- **Tile in Unexpected Places Challenge:** Show tile used in unique applications beyond kitchens and bathrooms (i.e., furniture, art, walkways, ceilings, outdoor spaces). Encourage followers to share their own “unexpected tile” moments.
- **Create a Tile-Focused Social Media Poll:** Use social media stories to create fun polls about tile styles, colors and preferences to engage your audience.
- **“Tile Type Match-Up” Personality Quiz:** Create a fun, interactive quiz or post that helps followers discover which type of tile best matches their personality or design style (e.g., “Are you bold like terrazzo or timeless like marble?”). Share results in your Stories or feed, and encourage your audience to comment their “tile type” or tag a friend who matches theirs.
- **Celebrate with Tile Transformation Photos:** Showcase the beauty of tile by sharing photos of how one of your tile designs or installations transformed a space. Use “before” and “after” photos if possible. Don’t forget to tag Coverings!
- **“Pass the Tile” Reel Chain:** Start a collaborative video where employees show their favorite tile, then “pass” it virtually to the next participant.
- **Tag Coverings on Your Social Posts:** See the handles above, and Coverings will reshare all posts that are possible.

  

- **Register to attend Coverings 2026.**

**Coverings 2026**  
**March 30-April 2, 2026**  
**Las Vegas Convention Center**  
**Las Vegas, NV**

[Coverings.com](http://Coverings.com)

[Learn more and register.](#)

*See you there!*

## Contact Information

For answers to your questions or more information about how you can get involved with National Tile Day, please feel free to contact Coverings’ social media/public relations contacts as follows. They will be happy to help!

### **Social Media / Public Relations Contacts:**

Eberly & Collard Public Relations, Atlanta office:  
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