

# Flooring company lays firm foundations for sales growth with Atom FM and HRD

From humble beginnings in 1984, Falcon Contract Flooring works with major hotel chains, restaurants, retirement homes and hospitals across the UK.



We spoke to Elliot Garbett, Managing Director at Falcon Contract Flooring, about his experience of Atom Business Events.

"We have attended 15 Atom Business Events so we are definitely loyal customers" said Elliot.

"We find the whole event so well organised; the locations are good; the service is always great, and we have benefited greatly from the events in the past."

For Elliot, the format of Atom events works well, with guaranteed meetings as well as opportunities for less formal networking: "the knowledge that everyone is there for the same reason gives us as suppliers more of a chance to be heard."

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Elliot has also been impressed with the calibre of attendees at both the Atom FM and HRD events, commenting "we have gained some great commercial clients from these events and it's been a great way to get access to some really well known brands."

"Another great thing about these events is that it's very straightforward to track the return on your investment" said Elliot.

"Often with exhibitions, it can be difficult to attribute results or measure their success. That's not an issue with Atom Business Events."

Falcon Contract Flooring are looking forward to attending Atom's 10th Facilities Management event in May and also the launch event of Atom Fit-out, Construction & Design in October!

With thanks to Elliot Garbett and Falcon Contract Flooring. If you would like to be featured in an Atom case study then please contact us on [enquiries@atombusinessevents.com](mailto:enquiries@atombusinessevents.com).