2024 EXHIBITOR OPPORTUNITIES

# DALLAS

## APPAREL & ACCESSORIES MARKET

**UPCOMING**

January 16-19
March 19-22
June 11-14
August 13-16
October 22-25

DALLAS MARKET CENTER

# THE LEADING MARKETPLACE IN NORTH AMERICA

More retail buyers from across the U.S. and more than 30 countries visit Dallas Market Center each year seeking apparel, accessories, and footwear than any other event or marketplace. Why? Because for more than 66 years, Dallas Market Center continues to be a leading provider of thousands of top brands across fashion, beauty and complementary lifestyle categories. Spanning more than **5 MILLION SQUARE FEET**, our marketplace hosts five major trade events annually delivering independent retailers, specialty boutiques, major stores and buying groups.

### GET HERE FAST

Dallas Market Center is located minutes away from two major airports. Our facility offers more than 10,000 free parking spaces.

### REST WELL, EAT WELL

Plenty of adjacent hotels fit every budget and offer comfort after a full day of business. Plus, hundreds of nearby restaurants and bars for every taste.

### HEALTHY, SAFE AND SECURE

Our self-contained campus, located 3 miles from downtown, means that our marketplace is not as vulnerable to many of the personal safety concerns (and added out of pocket expenses) that may give you pause at shows elsewhere.

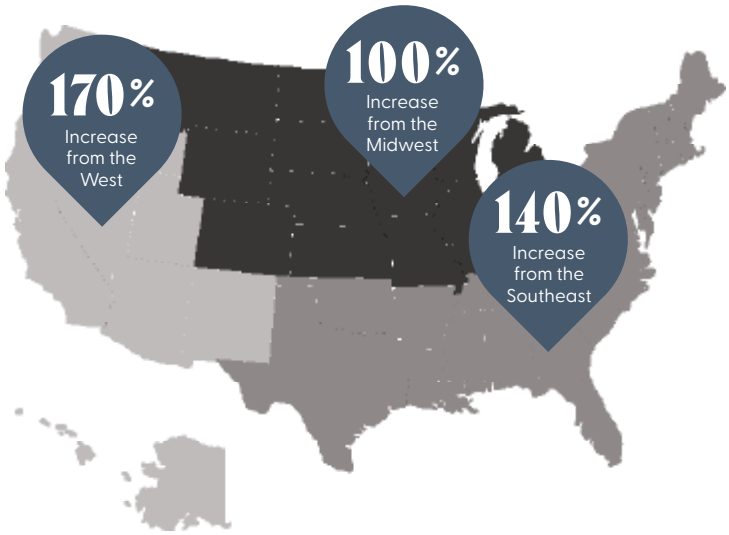
# THE FASTEST GROWING SHOW IN THE U.S.

Over the last three years, a record number of retailers have made the choice to do business in Dallas. That means we have thousands of new buyers!

From 2020-2022, we experienced a surge of attendance from across the U.S., especially from retailers located in the Southeast, Upper Midwest, and West. Buyers tell us that they are choosing Dallas as their new home where they can get business done **quickly and affordably.**

### ESTABLISHED, TRIED & TRUE

Only Dallas has a deeply loyal buyer base who value the unique, efficient shopping experience we offer in both temporary exhibits and permanent showrooms.



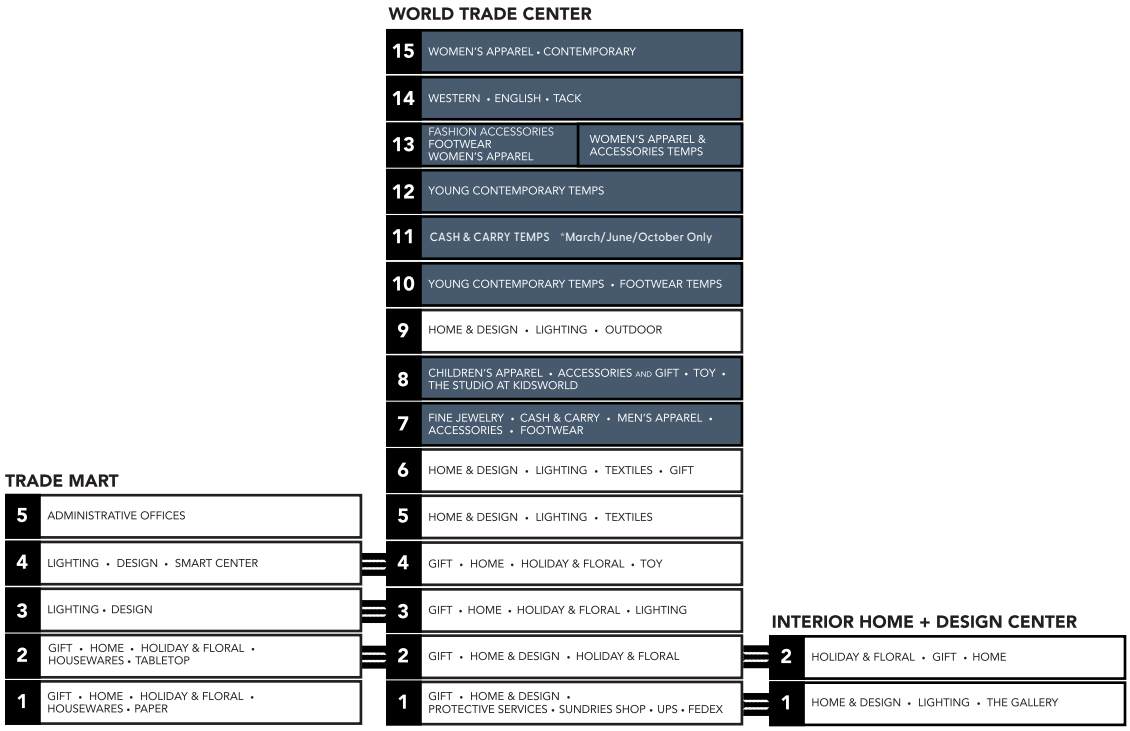

**APPAREL & ACCESSORIES MARKET DATES**
January 16-19
March 19-22
June 11-14
August 13 - 16
October 22 - 25

**SHOW HOURS**
Tuesday-Friday 8:30AM - 6:00PM
TEMPS close at 3PM on Friday

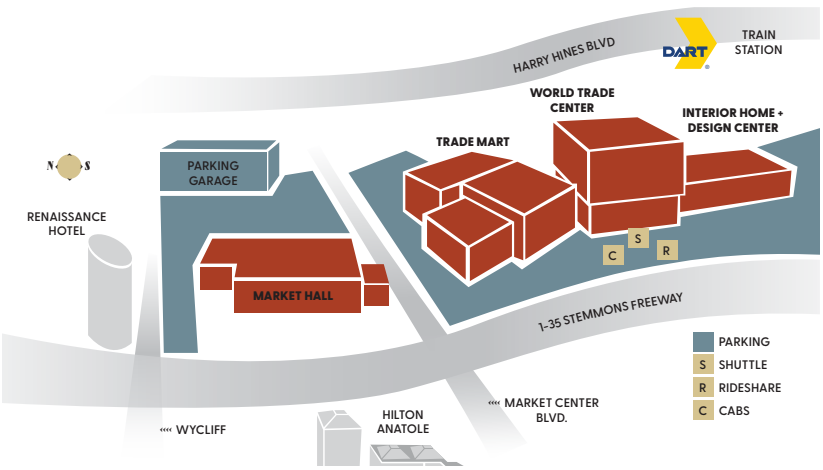
# UNMATCHED BUYER DELIVERY

Only Dallas has a dedicated team of retail development professionals who make sure that top retailers shop our marketplace. Their mission is simple: deliver the buyers. That's why major stores like Neiman Marcus, TJX, Dillard's, Von Maur, Buc-ee's, and many more do business at Dallas Market Center. Joining them are notable specialty stores like Apricot Lane, Buckle and Tylers, as well as leading buying groups including Boutique Hub and dozens of others. It doesn't stop there, with leading e-commerce, resorts, casinos, and thousands of the best independent stores also shopping Dallas show after show.

# CAMPUS GUIDE




# TRANSPORTATION INFORMATION



# YOUR HOME FOR BETTER BUSINESS

**The fashion marketplace at Dallas Market Center offers destinations for buyers to discover women's apparel, accessories, and footwear and for brands to connect with eager buyers ready to place orders.**

We have plenty of options in great locations for your business. From temporary booths in one of our four-day tradeshows to permanent showrooms under your control year-round, we can tailor a space proposal to your needs.

The apparel, accessories and footwear neighborhoods are all located in premium space at the top of the World Trade Center under the skylights. On six different floors of our largest building there are high-traffic destinations where buyers discover styles at all price points.

**These are the Dallas destinations; select the collection that best suits your merchandise.**

**WORLD TRADE CENTER, FLOOR 8**
KidsWorld Studio | Childrens

Includes manufacturers showing infant and children's clothing, specialty items and gifts from traditional to the latest trends, plus gifts and apparel for the expectant Mom. *Order writing only.*

**WORLD TRADE CENTER, FLOOR 10**
TEMPS on 10
Apparel - Young Contemporary | Footwear

A recent addition, this tradeshow floor hosts hundreds of temporary booths, including the fastest growing footwear marketplace in the country, as well as young contemporary apparel brands. These expanded collections feature fashionable footwear offerings from every price point and style – from dressy to casual to comfort, as well as young contemporary apparel brands with product categories currently on-trend, accessible and attainable. *Order writing only.*

**WORLD TRADE CENTER, FLOOR 11**
Cash & Carry TEMPS*
Jewelry | Accessories | Apparel | Gifts | Home

Taking place three times a year, this tradeshow floor is home to an expansive selection of immediate resources for fashion, lifestyle and personal care products available for buyers to take home. Cash & carry. *Available only during March, June and October markets.

**WORLD TRADE CENTER, FLOOR 12**
TEMPS on 12
Apparel - Young Contemporary

Dedicated home to hundreds of young contemporary apparel brands offering an expansive assortment of the latest fresh and fun goods that are practically priced. These styles appeal to fashion-minded customers that are young, young-at-heart, and modern. *Order writing only.*

**WORLD TRADE CENTER, FLOOR 13**
TEMPS on 13
Apparel | Accessories | Beauty | Wellness | Featured Brand

Permanent showrooms on this floor include women's apparel, accessories, footwear, and western. Notable brands represented on this floor include Kendra Scott, PJ Harlow, HOBO Bags, Steve Madden, and French Kande. One-third of the floor is reserved for TEMPS on 13 - a juried marketplace of temporary booths featuring contemporary apparel, emerging designers, and fashion accessories and jewelry. *Order writing only.*

**WORLD TRADE CENTER, FLOOR 14**
Western | English | Tack

The largest collection of permanent showrooms dedicated to Western and English apparel, accessories, footwear and tack in North America. Leading brands represented on this floor include Ariat, Lucchese, Wrangler, Equibrand, Hatco/Stetson, Panhandle, and Hooey. *Order writing only.* .

**WORLD TRADE CENTER, FLOOR 15**
Women's Apparel | Contemporary

The top floor is reserved for more than 100 permanent, lockable showrooms in a variety of sizes showcasing contemporary and bridge collections. This higher-end destination includes trending styles and leading looks from top tier designers in premier denim, apparel, dresses, outerwear, and more. Notable brands represented on this floor include AG Jeans, Celia B, DL 1961, Hale Bob, Johnny Was, Levi's, Love The Label, Miss Me, PJ Salvage, Spanx and Tribal. *Order writing only.*

# LOCATION | COST | WHAT'S INCLUDED

**DEPOSIT DUE WITH LEASE:** 35% of Total Booth Cost Due with Contract

### WORLD TRADE CENTER
Floor 08
KidsWorld Studio
**BOOTH SIZE: 50 SF, 75 SF, 100 SF upon availability**
**RATE: $1,600**
Lights, Chairs, Table, 3 Racks, Modular Shell Scheme, Booth ID Sign, Wastebasket

### WORLD TRADE CENTER
Floor 10
TEMPS on 10
Apparel
**BOOTH SIZE: 10'x10'/3mx3m**
**RATE / NSF: $28.00**
**CORNER FEE: $200**
**ATRIUM FEE: $400**
3 Lights, Chairs, Table, Racks, 8' GEM Walls, Booth ID Sign, Wastebasket

Footwear
**BOOTH SIZE: 10'x10'/3mx3m**
**RATE / NSF: $23.00**
**CORNER FEE: $200**
**ATRIUM FEE: $400**
3 Lights, Chairs, 1 - 4' Extendable Table, Shelving Units, 8' GEM Walls, Booth ID Sign, Wastebasket

### WORLD TRADE CENTER
Floor 11
Cash & Carry TEMPS
*March, June, October Only
**BOOTH SIZE: 10'x10'/3mx3m**
**RATE / NSF: $21.00**
**ATRIUM FEE: $400**
3 Lights, Chairs, 1 - 4' Skirted Table, Hang Bars or Shelves (Maximum 9), 8' GEM Walls, Booth ID Sign, Wastebasket

### WORLD TRADE CENTER
Floor 12
Temps on 12
**BOOTH SIZE: 10'x10'/3mx3m**
**RATE / NSF: $23.00**
**CORNER FEE: $200**
**ATRIUM FEE: $400**
3 Lights, Chairs, Rolling Racks, 8' GEM Walls, Booth ID Sign, Wastebasket

### WORLD TRADE CENTER
Floor 13
Temps on 13
Apparel
**BOOTH SIZE: 10'x10'/3mx3m**
**RATE / NSF: $28.00**
**CORNER FEE: $200**
**ATRIUM FEE: $400**
3 Lights, Chairs, Table, Racks, 8' GEM Walls, Booth ID Sign, Wastebasket

Accessories
**BOOTH SIZE: 10'x10'/3mx3m**
**RATE / NSF: $28.00**
**CORNER FEE: $200**
**ATRIUM FEE: $400**
3 Lights, Chairs, Table, Shelving Units, 8' GEM Walls, Booth ID Sign, Wastebasket

Beauty | Wellness
**BOOTH SIZE: 7'x7'/2mx2m**
**RATE: $2,000**
2 Lights, 2 Barstools, 1 - 4' Countertop, 1 - 68" Shelving Unit, 8' Plexi-Walls, Booth ID Sign, Wastebasket

Featured Brand
**BOOTH SIZE: 7'x13'/2mx4m**
***OPEN CONCEPT**
**RATE: $2,500**
3 Lights, Chairs, Table, Shelving Units or Racks (Maximum 3), Booth ID Sign, Wastebasket

## PRE-MARKET PLANNING & WAYS TO SAVE $$$

**FREE STORAGE BETWEEN MARKETS:**
DMC offers free storage between shows as long as you leave your lease fo the next show and a 35% deposit which goeds towards your booth cost.

**ADVANCED SHIPPING TO WAREHOUSE:**
By shipping your freight to the GES warehouse during the Advanced Shipment time-frame, your freight will be delivered directly to your booth with no additional drayage charges. This assumes, of course, that crate size limits are observed. Please refer to your Exhibitor Services Manual for more details.

**RIGHT TO WORK:**
Dallas Market Center is a "right to work" facility which means that you can set-up and breakdown your own exhibit. This saves you significant money. Supporting labor is available through GES as needed.

*Certain restrictions apply.*

**COST EFFECTIVE ACCOMMODATION OPTIONS**
To ensure that your products get to their next destination in time, consider using our "Market to Market Caravan" for the efficient and reliable transportation of your merchandise.

# MARKETING OPPORTUNITIES

The Marketing and Retail Development teams work hard to promote temporary exhibitors and deliver more buyers to Apparel & Accessories Market. No other marketplace has a dedicated buyer delivery team attracting independent retail, major stores, buying groups, and international. Plus we offer comprehensive support of our temporary exhibitors from our marketing team including advertising, emails, social media, videos, printed materials, and more. We're doing our part and here's how you can help.

## SEND HIGH RESOLUTION PHOTOGRAPHY:

Photos of your products may be used in emails, printed pieces, and social media prior to and during the show.

**SEND YOUR IMAGERY TO:**
socialmedia@dallasmarketcenter.com

Along with the artwork, include:
Apparel & Accessories Market - Month
Your Company Name
Your Booth Number or Showroom Number
*No logos on images*

## SPONSORSHIPS/PAID OPPORTUNITIES

Our promotions team wants to help you spread the word and drive traffic to your booth. Sponsorship and advertising opportunities include: on-site sponsorships, e-mail blasts/on-line banners, digital/video screen advertising, and magazine advertising.

SPARK MAGAZINE is perhaps the best option. The award-winning publication is distributed to more than 55,000 buyers one month prior to Market, thus providing advertisers with maximum exposure and oftentimes pays for your participation – before you even arrive in Dallas. SPARK offers both hardcopy and digital options.

**For more information on sponsorships and advertising, contact:**
JAMIE MAJECKI | Senior Director, Media Sales
214-655-6174 or jmajecki@dallasmarketcenter.com

# COMMITTED TO YOUR SUCCESS!

## MEET OUR SALES TEAM:

**JILL CUNNINGHAM**
**Vice President of Leasing, Apparel & Accessories**
**P: 214-655-6231**
**F: 214-678-3022**
jcunningham@dallasmarketcenter.com

Permanent Leasing: Better/Bridge | Contemporary | Women's Apparel & Accessories (WTC-15)

**BAILEY WATSON**
**Executive Director of Leasing**
**P: 214-749-5401**
**F: 214-678-3014**
bwatson@dallasmarketcenter.com

Permanent Leasing: Footwear (WTC-13 | Western (WTC-14) | Women's Apparel (WTC-13) | Women's Accessories (WTC-13)

Temporary Leasing: Women's Footwear (WTC-10) | AETA

**LINDA WALDROP**
**Leasing Director**
**P: 214-879-8192**
**F: 214-879-8176**
lwaldrop@dallasmarketcenter.com

Permanent Leasing: Diamonds (WTC-7) | KidsWorld (WTC-8) | Cash & Carry (WTC-7) | Children's Apparel, Accessories, Gift and Toy (WTC-8) | Men's Apparel, Accessories & Footwear (WTC-7)

Temporary Leasing: Dallas Men's Show | Cash & Carry TEMPS

**ALMA HERNANDEZ**
**Executive Director of Leasing**
**P: 214-749-5488**
**F: 214-879-8175**
ahernandez@dallasmarketcenter.com

Temporary Leasing: Young Contemporary Women's Apparel (WTC-12 & WTC-10) | Women's Apparel - Total Home & Gift Market (WTC-13)

**EMILY SCHUTZ**
**Manager of Leasing**
**P: 214-655-6202**
**F: 214-678-3201**
eschutz@dallasmarketcenter.com

Temporary Leasing: Dallas Men's Show | Women's Apparel, Accessories, Wellness & Beauty (WTC-13)

**DOROTHY SIMMONS**
**Manager of Leasing**
**P: 214-655-6220**
**F: 214-678-3202**
dsimmons@dallasmarketcenter.com

Permanent Leasing: KidsWorld (WTC-8) | Children's Apparel, Accessories, Gift and Toy (WTC-8)

Temporary Leasing: Cash & Carry TEMPS

## RESERVE YOUR BOOTH TODAY!

Visit dallasmarketcenter.com for further information.

**@dallasmarket**