

Summer 2011 Las Vegas Market



DEMOGRAPHIC AND ATTENDANCE REPORT

Las Vegas Market

SAVE THE DATE: January 30 - February 3

www.LasVegasMarket.com

LVM 2012



Las Vegas Market showrooms saw significant increases in both quality and quantity of buyers as well as first-time market attendees. Can you afford to miss this growing audience?



Las Vegas is a growing Market!

- Nearly **200 first-time exhibitors**
- **500,000 square feet of new and expanded showrooms**
- Plus, **40 new and extended leases were signed!**

Las Vegas Market delivers more first-time buyers.

53% of first-time buyers were **Furniture** retailers and **17%** were **Decorative Accessory** retailers

There was a **22%** increase in first-time international buyer attendance

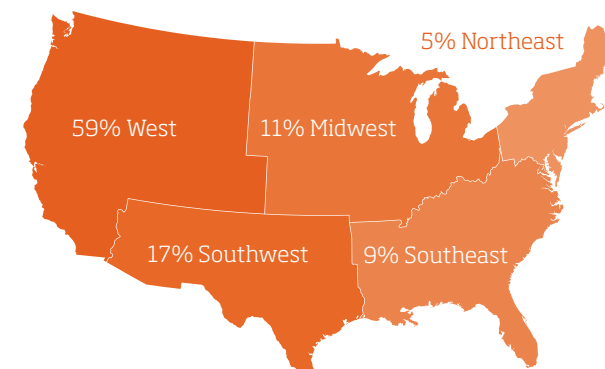
"The Market is exceeding our expectations. We've been busy since we opened our doors and traffic is up 15% over last summer's event."

PHIL HANEY
LEXINGTON HOME BRANDS



Las Vegas Market delivers buyers from all regions of the U.S. and around the world.

Buyer attendance by domestic region:



Notable increases in the Southwest, Midwest and Southeast regions, particularly from CA, OR, WA, KS, NB, AZ, TX, NC, TN, VA and MA

23% more international buyers, representing 95 countries, attended the Summer 2011 Market.



- 40% Canada
- 27% Mexico
- 19% Latin America
- 6% Pacific Rim
- 3% Asia
- 3% Europe
- 1% Africa
- 1% Middle East

Significant growth from Asia, Latin America, Mexico and the Pacific Rim

Summer '11 attendees **shopped all types of furniture:**

- Accent
- Casual Outdoor
- Home Office
- Home Theater
- Juvenile Furniture
- Mattress
- Modern/Contemporary
- RTA
- Rustic/Lodge
- Sustainable
- Traditional/Transitional



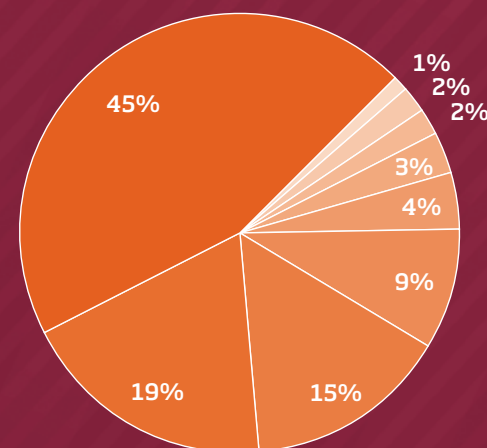
"Retailers are cautiously optimistic that sales will continue to rise. Our opening day traffic has been very strong. All of our 425 stores are in attendance. It's a big year for us."

KERRY LEBENSBURGER
ASHLEY FURNITURE



Las Vegas Market attracts buyers from all distribution channels.

- 45% Furniture/Mattress
- 19% Gift/Decorative Accessory
- 15% Interior Design
- 9% Specialty Store
- 4% Department Store/Chain
- 3% Internet/Catalogue
- 2% Architect/Contractor
- 2% Exporter/Distributor
- 1% Contract/Hospitality



Las Vegas Market attendees showed increased interest in all product categories to diversify their merchandise mix.

- Gift product interest **up 49%**
- Mattress product interest **up 39%**
- Lighting **up 15%**
- Home Textiles **up 14%**
- Decorative Accessories **up 7%**
- Furniture **up 4%**

*All information in this report is based on Summer 2011 Las Vegas Market attendance data and is compared to Summer 2010 attendance data.

With comprehensive marketing comes great results.

Tenants and exhibitors benefit from WMCLV's comprehensive, multi-million dollar marketing campaign that specifically targets the home furnishings industry and brings a broad spectrum of buyers to Market.

- Unprecedented year-round marketing and advertising support
- High-impact web, electronic and social media marketing
- Dynamic new product promotions including the onsite Show Specials and New Products Guide, promoting our tenants' at-Market specials
- Special incentives to deliver crossover buyers from other Las Vegas tradeshows including Surfaces, CES, HD Expo, ACE and more
- A diversified business platform creates events and opportunity for new market segments
- Unique Marketing and Sponsorship opportunities to help drive traffic and position your brand
- Rep Rewards program incentivising industry representatives to invite their key accounts to Market

Las Vegas Market's Very Important Buyer Program.

A dedicated Retail Relations team attracts top quality buyers with one-to-one outreach and outstanding customer service.

- **78% of the Top 100** retailers attended Las Vegas Market
- The number of **buying groups** in attendance **doubled** with many attending for the first time
- **Over 3,500 retailers** were contacted and personally invited to summer market

A sampling of Top Furniture Retailers that attended:

American Signature, Inc.	Pier 1 Imports
Badcock Home Furnishings	RC Willey Home Furnishings
Haverty's Furniture	Rooms To Go Furniture Corp.
Mattress Firm	Sleepy's Inc.
Nebraska Furniture Mart Inc.	

Furniture/Mattress Buying Groups that attended include:

AMI/Furniture Leaders	Furniture Smart/Nationwide
APRO	Marketing Group
AVB/Brand Source	Mega Group USA/
Contemporary Design Group	Best Brands Plus
Furniture First	Pacific Furniture Dealers
Furniture Marketing Group	Strivers Group
(FMG)	TRIB Group



Las Vegas Market delivers the new buyers and opportunities you need. Don't miss another one.

CONTACT US TODAY:

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