

# B2

## HOME FURNISHINGS TEMPORARIES AT LAS VEGAS MARKET

### Unmatched Support Delivering A Wide Range Of Sales Opportunities

Exhibit at Las Vegas Market, and enjoy the advantages of a comprehensive marketing campaign that targets all industry segments and delivers tens of thousands of new buyers to market every season. Strategic components include:

- High-impact electronic marketing, direct mail and print advertising in major trade publications.
- Year-round public relations and worldwide media exposure.
- Original programming and events.
- Cost-effective and unique brand-building sponsorship opportunities.
- "Very Important Buyer" (VIB) Program, executed year-round by a dedicated retail/customer relations team to attract and retain key buyers from all industry segments.
- With the launch of JuniperMarket in January 2022, IMC offers the only omnichannel solution for the home, gift and apparel industries that seamlessly connects physical and digital wholesale commerce.

### B2 Exhibitors Enjoy These Value-Added Benefits:

- A centralized location near compatible permanent furniture showrooms and resources.
- A flexible floorplan that allows for custom configuration of your exhibit.
- Amped-up onsite promotion to identify and brand the B2 experience and drive traffic to you.
- Comprehensive show support, including one-to-one outreach to top designers and key retailers.
- Between-market storage for contracted exhibitors – only \$250, regardless of freight size.

Contact:

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### B2BUSINESS

Building B's 2nd Floor is a dynamic showcase for Las Vegas Market's temporary home furnishings exhibits – a business-to business selling environment that's geared toward producing results for you. Lease an exhibit space on B2 and plan for a banner week of brand-elevating exposure, sales-building leads and nonstop business opportunities.

### Get down to business on B2.

Las Vegas Market has unique opportunities to help you expand your reach, widen your influence, target new buyers and grow your business. Reserve your exhibit space now. Temporary exhibit space at Las Vegas Market is currently leasing and is limited, so secure yours today.



**July 30 - August 3, 2023**

**Las Vegas Market**

**Permanent Showrooms**

Sunday – Wednesday • 9am–6pm

Thursday • 9am–4pm

**B2 Home Furnishings Temporaries**

Sunday – Wednesday • 9am–6pm

Thursday • 9am–2pm



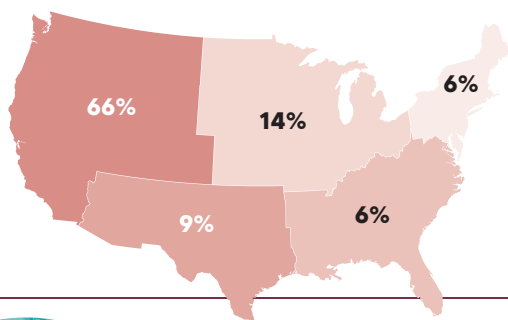
LAS VEGAS  
MARKET™

# EXHIBITORS REPRESENT A WIDE RANGE OF CATEGORIES:

Casegoods • Outdoor Patio Furniture • Dining Tables • Sofas • Chairs • Mattress/Bedding • Recliners • Rustic Furniture • Traditional Wood Furniture • Office Furniture • Occasional Tables • Home Decor

## Las Vegas Market delivers.

Qualified buyers from all regions of the U.S. and around the world.



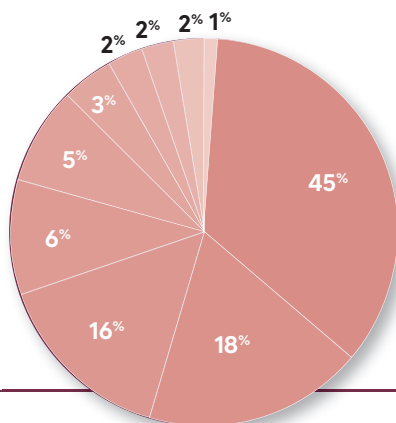
## Attendees From 80+ Countries. Top Countries:

\*32% more International buyers attended Summer '14 Market



1. Canada
2. Mexico
3. Australia
4. Dominican Republic
5. Panama
6. Ecuador
7. China
8. Colombia
9. Guatemala
10. United Kingdom

## Purchasing Power From All Buyer Types



- 45% Furniture/Mattress
- 18% Gift/Decorative Accessory
- 16% Interior Design
- 6% Specialty Store
- 5% Other
- 3% Internet/Catalog
- 2% Department Store/Chain
- 2% Architect/Contractor
- 2% Exporter/Distributor
- 1% Contract/Hospitality

On average **83%** of the top 100 retailers attend Las Vegas Market.

**90%** of Las Vegas Market buyers do not attend High Point.



## B2 EXHIBIT SPACE INCLUDES:

- Freight handling (drayage)
- Standard flooring and lighting (upgrades available for additional charge)
- 8' MIS Walls (no walls for island booths); 3' wall dividers between booths
- Exhibitor listing in online and printed directory, iPhone app and onsite kiosks
- Cost-effective freight storage program between markets
- WiFi throughout the World Market Center campus
- Free shuttle service to and from host hotels
- Convenient and complimentary parking

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

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