

## NEW LOCATION

We've moved to the  
sixth floor!

# B6

## HOME FURNISHINGS TEMPORARIES AT LAS VEGAS MARKET

## AN UNMATCHED BUYING & SELLING EXPERIENCE

Building B's 6th 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 B6 and plan for a banner week of brand-elevating exposure, sales-building leads and nonstop business opportunities.

### Robust 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.
- Our brand new @Market app allows buyers to connect with exhibitors before, during and after Market, enhancing the at-Market experience.

### B6 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 B6 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.

### Get down to business on B6.

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.



**January 28 – February 1, 2024**

### Las Vegas Market Permanent Showrooms

Sunday – Wednesday · 9am – 6pm  
Thursday · 9am – 4pm

### B6 Home Furnishings Temporaries

Sunday – Wednesday · 9am – 6pm  
Thursday · 9am – 2pm

Contact:

**Jonathan Papesh**

702.599.8128 | JPapesh@andmore.com

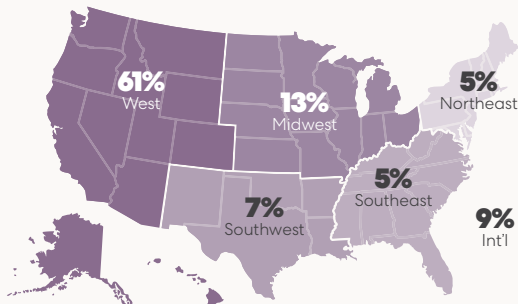
**LAS VEGAS MARKET**  
**ANDMORE**

# 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

## A Unique Buyer Base

Las Vegas Market is the only major home furnishings and gift market in the West.



The top five states represented by buyers at market are all from the West/Southwest region showcasing the value that Las Vegas Market holds for West Coast buyers.

### Top 5 States:

- 1) California
- 2) Nevada
- 3) Arizona
- 4) Utah
- 5) Texas

Attendance from **65+ countries** as well as all **50 states**.

On average, more than half of the **top 100 retailers** attend Las Vegas Market.



## B6 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 most host hotels
- Convenient and complimentary parking

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

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## Our market attracts every distribution channel for wholesale commerce including:

- Furniture Retailers
- Specialty/Lifestyle Stores
- Gift & Home Décor Retailers
- Mass Merchants
- Internet/Catalog Retailers
- Designers/Architects/Builders
- Outdoor/Casual Stores
- Apparel Boutiques
- Buying Groups
- Hospitality/Contract

And More...



## Exclusive new business opportunities. Real results.

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

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**AND MORE**

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