



LAS VEGAS
MARKET

LEASING PROSPECTUS



The Most Comprehensive Furniture, Home Décor and Gift Marketplace in the Western United States.

www.LasVegasMarket.com

Capture the Buying Power of the West & Beyond

Las Vegas Market is the only major home furnishings market in the west and is the fastest growing gift and home décor market in the country. It is also recognized as THE national bedding market, making it the most comprehensive furniture, home décor and gift market in the country.

This unique offering draws tens of thousands of buyers twice a year to the 5 million square foot Las Vegas Market campus. Las Vegas Market attracts buyers from 50 states and 76 countries with a heavy concentration on western buyers who do not attend markets in the East.

Buyers represent distribution channels across furniture, home décor, and gift, including:

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|--|--|----------------------------|
| Antique Stores | Floor Coverings Stores | Internet / Catalogs |
| Apparel Stores | Florists | Internet Retailers |
| Architect / Contractor / Builder / Developer | Furniture Stores | Juvenile / Toy Stores |
| Artisan Stores | Galleries / Museums | Lighting Showrooms |
| Bookstores | Gift Stores | Mass Merchants / Off-Price |
| Buying Groups | Lifestyle Stores | Mattress Stores |
| Chain Stores | Home Décor Stores | Nurseries / Garden Centers |
| Contract Hospitality | Home Improvement Centers / Hardware Stores | Office Supply Stores |
| Department Stores | Hospital Gift Shops | Spas / Salons |
| Drug Stores / Pharmacy | Hotels / Resorts | Specialty Gourmet / Stores |
| Exporters / Distributors | Interior Designers | Specialty Retailers |
| | | Stationery / Paper Goods |

Why Las Vegas Market?

Experience the most diverse and unique industry Market in the Western United States. Located in one of the world's most accessible and dynamic cities, Las Vegas Market connects showrooms and exhibitors with an unprecedented cross-category of buyers throughout three distinct industries: **furniture, home décor and gift.**

WE ARE DIFFERENT



Significant year-over-year **attendance growth**, with accelerated growth in gift buyers.



Attendance from all 50 states, with access to a unique Western US buyer base.



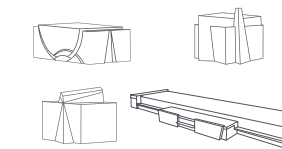
Growing **International audience** from 80+ countries with unparalleled domestic access to Canadian and Latin American buyers.



Access to the increasing number of **cross-category buyers** purchasing furniture, home décor and gift products.



Located in an accessible, **affordable**, convenient, service-oriented **city**.



State-of-the-art, **easy to navigate campus**, making for an efficient buying trip.



Unparalleled promotional programs, **marketing support**, and **buyer outreach**.



More than **4,300** leading manufacturers, lines & brands.

The Only Major Home Furnishings Market in the West

Home to leading domestic and international furniture manufacturers and suppliers, Las Vegas Market attracts on **average 79 of the top 100 furniture retailers as well as retailers** from all other channels of distribution including Big Box, Catalogue, Internet, Wholesale Clubs, Home Centers, and Specialty Retailers which allows for growth and new business opportunities. **87%** of the buyers who attend **do not attend High Point Market**.

THE National Bedding Market

Home to the Top 14 bedding producers, Las Vegas Market provides access to the national mattress, sleep product and bedding purchasing power. With more than 300,000 square-feet and **over 70 showrooms from leading mattress and bedding suppliers**, buyers come to Las Vegas for the latest innovations and forward-thinking trends presented by the bedding industry.

The Fastest Growing Gift and Home Décor Market in the West

Las Vegas Market has grown into the most significant gift and home décor market in the western US. Driven by a thoughtful, strategic growth plan, the market now has 16 floors and **over 4,300 product lines across a wealth of categories**. In The Expo, buyers can access **over 500** innovative gift and home temporary exhibits, joining thousands of other retailers who have discovered the power of cross-category selling.



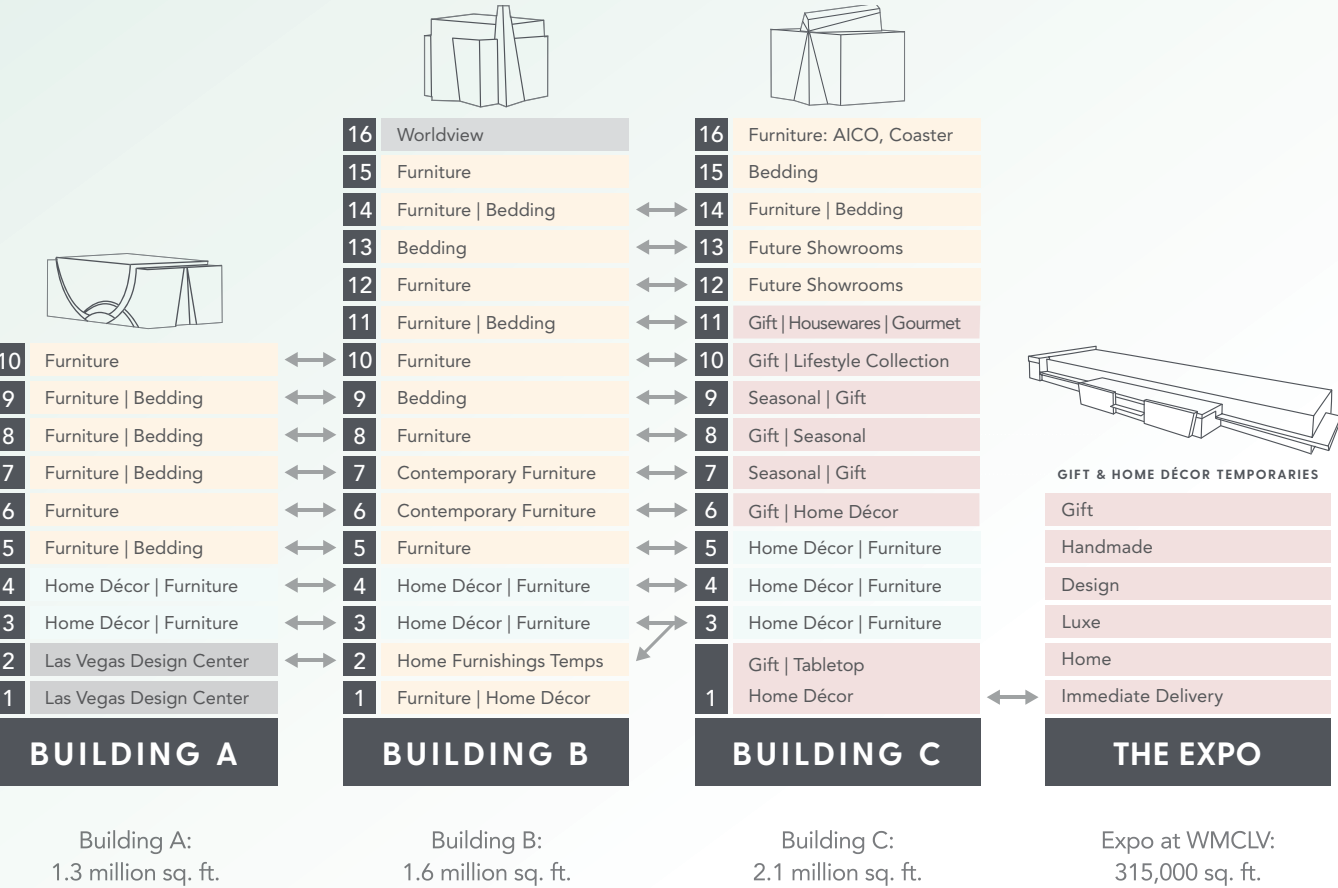
A Broad Product Selection Appeals to Buyers

More and more buyers are purchasing across multiple categories, and Las Vegas Market is designed to meet diverse buying needs. Shop one market for all inventory requirements and source from the following product categories:

- Accent Furniture
 - Antiques
 - Area Rugs
 - Art
 - Bath
 - Books/Publishing
 - Broadloom Floor Coverings
 - Candles
 - CaseGoods
 - Casual
 - Decorative Accessories
- Decorative Fabrics & Trim
 - Edibles
 - Educational Products
 - Electronics
 - Fabric
 - Fashion Accessories
 - Fixtures
 - Floor Coverings
 - Floral/Garden/Permanent Botanicals
 - Found Objects
- Furniture
 - Gear
 - Gift
 - Gourmet
 - Handcrafts
 - Home Office
 - Handmade
 - Home Textiles
 - Home Theatre
 - Housewares
 - Jewelry
 - Juvenile Furniture
- Juvenile/Baby Products
 - Kitchen
 - Lifestyle
 - Lighting
 - Mattress
 - Outdoor Furniture
 - Outdoor Lighting
 - Personal Care/Spa
 - Pet
 - Picture Frames
 - Pillows
 - Portable Lighting
- RTA
 - Seasonal/Holiday
 - Specialty Food
 - Stationery
 - Sustainable
 - Tabletop
 - Textiles
 - Toys/Games/Plush
 - Upholstery
 - Vintage
 - Wall Décor

This diverse product offering

is carefully organized to create a compelling buying experience for our guests so they can easily find what they need.



CAMPUS HIGHLIGHTS:

- Centrally located in downtown Las Vegas, 20 minutes from McCarran Airport
- World class dining & hotels to entertain customers
- Open, easy-to-walk floor plans with efficient race track circulation
- Easy access freight elevators and loading docks
- Unparalleled hotel options including luxury, affordable, gaming, and non-gaming
- Complimentary market shuttles to and from hotels
- Fully equipped internet lounges
- Grab & Go food options in each building
- Exceptional customer service

Permanent Showroom Options To Meet Your Needs

If your business requires a large amount of space, a custom build out, a controlled environment, or access between markets, a permanent space is your best option.

- 500 occupied permanent spaces across 40 floors and 4.3 million available sq. ft.
- Spaces ranging size from 400 to 30,000 sq. ft. (please check with a leasing agent for availability)
- Long term lessees can take advantage of lower rates, maintain an impactful, effective showcase both during and in between Markets, and have adequate time to re-design spaces and change products between Markets.
- Permanent locations build equity so buyers know exactly where to find you each Market.
- Ability to leverage the showroom for off-Market sales opportunities, including appointments, crossover trade shows in Las Vegas, and access to the local hospitality market.





Temporary Exhibit Options To Meet Your Needs

Las Vegas Market offers multiple temporary space options featuring a wide range of product categories.

Temporary Exhibits – All-Inclusive

If you have an up-and-coming business, an established company, or are looking for a wide range of footprint options and sizes, Las Vegas Market offers an unique temporary destination in a brand new state-of-the-art venue. The Expo features a wide range of product categories and inclusive booth packages with hard wall or pipe and drape options, including drayage and booth signage. Standard booth size is 10x10. Find the exhibit area that is right for you.

B2 Home Furnishings – Products spanning the entire furniture category including tables & bases, chairs & seating, desks & home office furniture, beds & headboards, case goods, juvenile, upholstered furniture, patio furniture, and more.



GIFT AND HOME TEMPORARIES AT LAS VEGAS MARKET

Now located in the NEW Expo at World Market Center, adjacent to building C.

The latest addition to the Las Vegas Market campus, the Expo is a stunning year-round venue AND the new home for the dynamic Gift and Home temporaries. Showcase your brand along some of the most creative, one-of-a-kind products on the West Coast. Six product categories make up the Gift and Home Temporaries at Las Vegas Market including:

Design

The platform for the best contemporary and design-focused gift and home décor resources. This curated collection of established and emerging designers showcases the latest aesthetics in innovation, functionality and thoughtful design. JURIED COLLECTION.

Handmade

An always-expanding category at Las Vegas Market, Handmade features handcrafted, artisanal and designer maker products including ceramics, decorative glass, tabletop, home décor, letterpress, apparel, jewelry and fair-trade products. JURIED COLLECTION.

Luxe

Luxe is a fresh showcase of high-end luxury goods for the gift, home furnishings and home décor markets. JURIED COLLECTION.

Gift

Find an integrated collection of traditional and contemporary giftware including decorative gifts, tabletop & housewares, gourmet foods, jewelry, apparel, personal care, baby & kids' resources, stationery and innovative lifestyle products.

Home

Enter Home, a purposeful destination for all things home that features decorative accessories, accent furniture, home textiles, decorative pillows, bedding and top-of-bed, rugs, lighting and wall décor.






Immediate Delivery

A resource area of products available for immediate delivery including: vintage, antiques, jewelry, accessories, gift items, found objects, repurposed and recycled home decor, apparel and more.



For space availability and rates, please contact a leasing agent or email leasing@imcenters.com.

Unparalleled Marketing Support Designed to Reach Key Buyers

BUYER SERVICES	ADVERTISING	PRINT/DIRECT MAIL	EMAIL
<ul style="list-style-type: none"> Personal telemarketing outreach to key buyers More than 72,000 buyers called each market Incentive programs offered to top buyers Partnerships with key industry organizations and buying groups 	<ul style="list-style-type: none"> Advertisements in more than 50 industry trade publications In-house publication advertising including Market Preview, Market Resource Guide, and more. 	<ul style="list-style-type: none"> Targeted Direct Mail to Buyers promoting market attendance On-site publications * Market Resource Guide * First Look * Pocket Guide 	<ul style="list-style-type: none"> Targeted buyer emails promoting market attendance and product discovery Exhibitor email newsletters promoting free and paid opportunities E-blasts to industry trade publication subscription lists 2 million total email impressions
WEB/DIGITAL	PR/SOCIAL MEDIA	SEMINARS & EVENTS	ONSITE BRANDING
<ul style="list-style-type: none"> LasVegasMarket.com serves as a year-round product sourcing destination Robust exhibitor profile and product gallery included in cost of lease Extensive search engine marketing campaign Smartphone App Compelling video content to encourage market attendance and promote exhibitors 	<ul style="list-style-type: none"> Robust Press Release schedule supporting market offerings, exhibitors and attendance. Editorial coverage in top trade publications Comprehensive social media campaign <div>      </div>	<ul style="list-style-type: none"> Year-round seminars, webinars and special events CEU-accredited programming Complimentary hospitality & refreshments Daily entertainment Networking events 	<ul style="list-style-type: none"> Floor plans, product locator maps and directional signage throughout campus Juried product displays Interactive experiences

STAND OUT with Sponsorship Marketing

Our sponsorship and advertising opportunities will spotlight your brand, providing exposure to thousands of companies and billions of dollars in purchasing power.

Whether you’re reaching out before Las Vegas Market to offer special opportunities and entice buyers to visit your space, looking to reinforce your brand at Market, or both, we offer a broad menu of advertising and sponsorship selections to help you make the most of your participation.



For more information and a list of opportunities, visit lvmkt.com/sponsorship or call 336.821.1509

See new buyers and do more business at the most comprehensive furniture, home décor, and gift market in the west.

Furniture 702.599.3046 leasing@imcenters.com	Home Décor 336.888.3722 leasing@imcenters.com	Gift 702.599.3344 leasing@imcenters.com
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LasVegasMarket.com



#LVMKT



Las Vegas Market is owned and organized by International Market Centers, L.P.

International Market Centers (IMC) serves as the center of commerce for the furniture, gift, home décor and apparel industries, bringing buyers and sellers from all over the world together through physical markets in Atlanta, High Point and Las Vegas.

With the launch of the IMC_Digital Innovations division in January 2020, IMC offers the premier omnichannel solution for the home, gift and apparel industries that seamlessly connects physical and digital wholesale commerce.

www.imcenters.com