



LAS VEGAS
MARKET

Exhibitor Marketing Checklist

Maximize your ROI at Las Vegas Market by taking advantage of free & easy marketing opportunities designed to increase your exposure. It is not too late to participate! A number of our marketing opportunities have been extended due to the new April market dates.

Take advantage of these marketing opportunities today!

Submit your Product Photography and descriptions

For possible inclusion in these FREE marketing opportunities: [Market Snapshot](#), Trade Publication Ads, Email Campaigns, Print Project, Social Media and more.

- Email your high-res assets and product descriptions to exhibitors@imcenters.com with subject line "LVMW21 EXH Photos". If your file is too large to email, please send using a file sharing site such as WeTransfer or Dropbox.

*Note: Product descriptions required for submissions to Trade Publication editorial content

Update your [Exhibitor Listing](#) on the Las Vegas Market website

Buyers will rely even more on our online tools to discover products and exhibitors. Increase your discoverability and connect with buyers by updating your listing with the following:

- New, best-selling and/or in stock products
- Catalogs, show specials or discount offers
- Videos, images and press releases
- Link to your website
- Link to your social media channel

Submit to FIRST LOOK

FIRST LOOK is Las Vegas Market's premier products and trends program, highlighting exhibitor products to buyers through relevant themes/trends each market cycle. All Las Vegas Market exhibitors are encouraged to submit new product debuts and best sellers for consideration to be featured in the program. FIRST LOOK continues a virtual showcase of product via a digital flipbook and webinar series.

[View Winter 2021 Trends and Submit Products here.](#)
Submission Deadline: February 5, 2021

Advertising & Sponsorship

While you may be evaluating where you can tighten up your spending, maintaining a certain level of marketing signals to the industry that you plan to survive this unique challenge and are poised to help when life returns to normal. **Deadlines for our market publications are:**

Preview Guide: **January 19, 2021**

Market Resource Guide: **February 19, 2021**

Pocket Guide | Gift & Home

Temporaries Magazine: **March 1, 2021**

For questions, please review our [Media Kit](#) and contact your Account Executive.

Marketing Contacts:

Renee Loper-Boyd

Vice President, Marketing
rloper-boyd@imcenters.com
(336) 888-3795

Julia Roach

Marketing Manager
jroach@imcenters.com
(336) 821-1546



LAS VEGAS
MARKET

Exhibitor Marketing Checklist

Editorial Opportunities

Las Vegas Market has compiled a list of free industry press opportunities. Several deadlines are coming up in the next few weeks. [View editorial opportunities here.](#)

Media Relations

Request a copy of the Las Vegas Market registered media list and reach out to media who want to hear about your company and products.

List available beginning March 22, 2021

Leverage Lead Retrievals

Capture the contact information of buyers visiting your showroom or booth at Market. By leveraging lead retrieval, you can follow up with your new accounts to secure deals.

Pre-order and onsite order options available.

Submit Show Specials & New Products

Share your new products and exclusive show specials for Las Vegas Market! The information you provide will be shared with registrants and attendees. [Login to the Exhibitor Portal to submit your show specials.](#)

Deadline: March 31, 2021

Upload Media Kit to our Virtual Press Center

Exhibitors can upload press kits to Las Vegas Market's new Virtual Press Center. Share your new product information and images, as well as company background, with trade and consumer media through this new online resource.

The Virtual Press Center will be open before, during and after market. [Upload your press kit here.](#)

Social Media

Connect with us on social! A few ways we can collaborate:

- Send over Webinar/Facebook Live/Instagram Live info to social@imcenters.com so we can help promote
- Send us a vertical short (30-second max) showroom tour for us to share on our social media & tag you! Please send to social@imcenters.com
- [Facebook](#) • [Instagram](#) • [Pinterest](#) • [YouTube](#)

Marketing Contacts:

Renee Loper-Boyd

Vice President, Marketing
rloper-boyd@imcenters.com
(336) 888-3795

Julia Roach

Marketing Manager
jroach@imcenters.com
(336) 821-1546