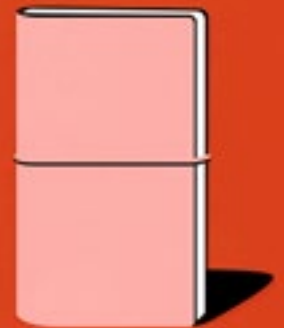
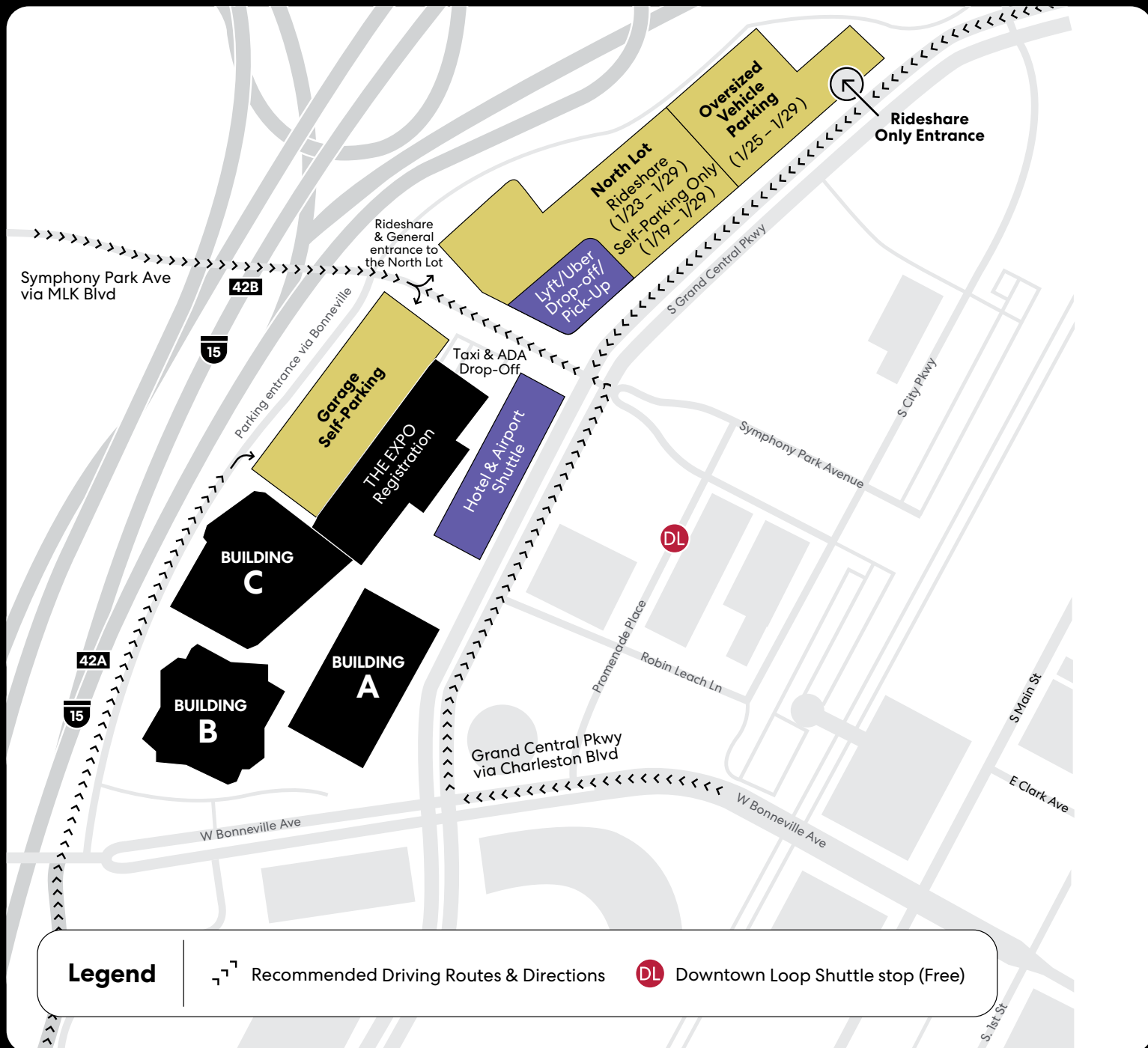


NEW BUYER TOOL KIT



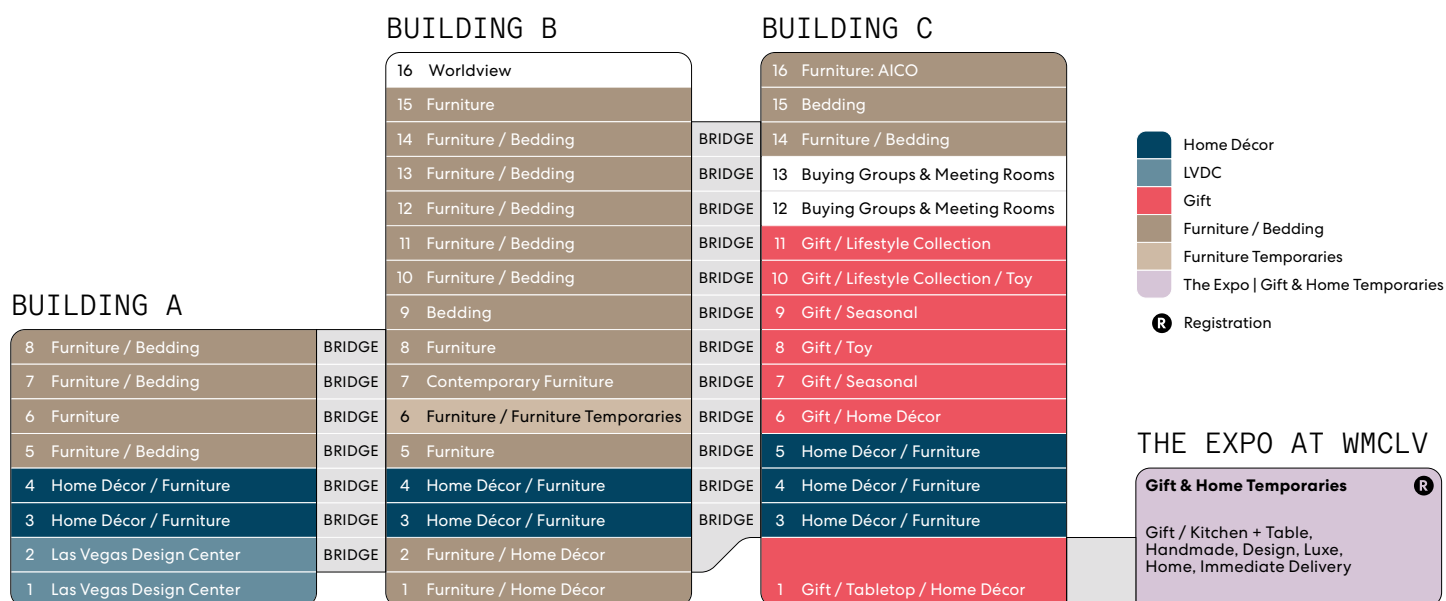
CAMPUS GUIDE

CAMPUS OVERVIEW



CAMPUS GUIDE

FLOOR PLANS



PERMANENT SHOWROOM KEY

Building
Floor
Showroom

A, 1 - 19 = A119

Building A, Floor 1, Showroom 19

TEMPORARY BOOTH KEY

Building
Aisle
Booth

E, 10 - 19 = E-1019

Expo, Aisle 10, Booth 19

The Las Vegas Market is made up of four buildings, named: A, B, C and The Expo, conveniently connected by breezeways on most floors. Similar product categories are grouped together for ease of sourcing.

MARKET DICTIONARY

Advertising Allowance

Additional funds offered to enable a retailer to advertise a vendor's product. This isn't always available.

Average Sale

Total sales divided by number of transactions made.

Bill Of Lading

Document for shipments as evidence of the carrier's receipt of the shipment and as a contract between carrier and shipper.

Back Order

Merchandise that's not shipped with initial order but will ship at a later date.

C.O.D.

Cash on Delivery means merchandise must be paid for when it arrives in store.

Closeout

Merchandise offered at a reduced price to clear out existing vendor inventory.

Consignment

Merchandise shipped to a retailer with the understanding that the ownership remains with the vendor until merchandise is sold.

Dating

A retailer can pay for merchandise at a later than normal due date (30 days, 60 days, etc.). Always inquire if dating is available.

Delivery Window

The time frame in which the vendor is required to deliver your product. Delivery windows can be in two-week increments. (For example: February 1–15 or February 2–28)

F.O.B.

Freight on Board indicates the location where the merchandise was shipped. For example, FOB factory means the retailer will pay for freight from factory whereas FOB Las Vegas means vendor will pay freight from Las Vegas.

Freight Allowance

Allowance given to retailer to cover all or part of freight cost. Vendors sometimes offer market-only show specials which may include freight allowances, so be sure to ask.

Guaranteed Sale

An agreement that a buyer can return unsold goods after they have been exposed for sale for a given time. It's important to get this in writing.

HFC

"Hold for Confirmation" means that an order is placed but must have the retailer's confirmation before it is shipped.

Immediate Delivery

Wholesale vendors that allow you to pay for your goods in full and take them with you the same day.

Keystone

Getting a 50 percent mark-up on merchandise purchased and priced at retail. It also means doubling the cost of the merchandise to obtain a retail price.

Markup

The amount added to cost to determine the retail price of the item. For example, an item that has a cost of \$5 and is marked up to \$10 equals a 50 percent mark-up. Mark-up is always calculated off retail.

O.H.

Stock "on hand"

O.O.

Merchandise "on order"

Open-To-Buy

A term used to inform a buyer of the amount of dollars and/or units that are available for a given period.

Permanent Showroom

Also referred to as just "Showroom," these are permanent spaces in the building. They can be corporate showrooms or multi-line rep showrooms that sell multiple brands or lines.

Purchase Journal

Records of all purchases along with the retail value for a specific month.

Temporaries

Sometimes called "Temps," these are tradeshow booths in The Expo and Building B, Floor 6, that typically sell only one brand or product line.

Terms

The combination of the length of time to pay an invoice and any arranged discounts.

Turnover

Term used to describe the number of times merchandise is bought and sold during the year. It's calculated by dividing the average inventory into annual sales.

Zip Code Protected

The vendor won't sell the same or similar products to other retailers in your area, unless another store already holds exclusive rights.



NEW BUYER TIPS

1.

Know your **target customer**, your **price points**, and the **products** you are looking for in order for sales professionals to better assist you find the right products. Prepare by doing research and making a plan.

2.

Familiarize yourself with the terms in the Market dictionary prior to meeting with wholesale vendors.

3.

Create a list of questions to determine if a vendor is the right fit for your brand and budget. Include questions like:

- **What is your opening order minimum?**
- **What are your wholesale price ranges?**
- **What payment terms do you offer?**
- **Where is your product produced?**
- **Where do you ship from?**

4.

Ask about **Show Specials** or other offers you can access during Market. Many vendors offer exclusive price or shipping discounts.

5.

Take time to connect with vendors. Creating new partnerships and finding unique products is part of the at-Market experience. Visit a booth or showroom, confidently tell the sales professional you are a new buyer, and ask for assistance or recommendations.

6.

Check out our Events Listing. Attending Market events such as our New Buyer Orientation, Market Kickoff Party and educational and networking opportunities is a great time to learn, connect with fellow buyers and get inspired.

PRE-MARKET CHECKLIST

Register for Market for FREE and get your show badge online [HERE](#). Be sure to register all staff members attending in advance.

Download the **ANDMORE Markets App** in the App Store or Google Play. Log into the app with the same credentials for your registration login.

Book your travel plans through LasVegasMarket.com. We work with local hotels and airlines to secure cheaper rates for our buyers.

Know your target consumer and create a list of your target price points by category (e.g. accent furniture, decorative accessories, lighting, general gift, etc.).

Have a buying plan and budget, often called an open to buy. Identify planned delivery dates so exhibitors can meet your merchandising needs.

Research new brands and trends and create a wish list of brands to see.

Have payment options established and ready for purchasing inventory (i.e. company credit card, line of credit or NET30 terms).

Study the campus map, review the category layouts, and map out your itinerary by show floor. Use the Market Plan tool in the ANDMORE Markets App to help!

Pack comfortable clothes and shoes to support a long day on your feet. Bring a personal bag with you to store other essentials like a water bottle, chap stick, business cards, etc.

Check out the Events Listing to efficiently plan your day at Market.

PRE - SHOW

AT - SHOW

POST - SHOW

AT-MARKET CHECKLIST

Review the ANDMORE Markets App to take advantage of events, amenities and free resources available, including the new buyer orientation. Check our events listings [HERE](#).

We recommend starting at the top floor of a building and working your way down via the escalators. This reduces time waiting for elevators.

If you are planning to attend multiple days, walk the first day and take notes. Review your notes that evening, make any necessary edits and prepare for placing orders the following day.

Collect contact info from new vendors for future reference. Often, there are multiple representatives, so be sure to connect with the correct representative for your territory or specialty.

Use our ANDMORE Markets App to take photos of the products you order. This makes it easier to remember your buys post show.

Ask about the pricing options and understand buying factors other than product price, such as delivery or support services.

Record the freight charges for orders you write at Market so you can verify throughout the shipping process. This will also help you price your merchandise after Market.

Ask about cancelation dates, refund dates or any other queries you have about the products and freight in the showroom.

Keep all copies of orders placed at Market so you can check them with the order information you receive with the order.

Several food vendors are located throughout campus. Plan your lunch early or later to avoid long lines, and keep water and snacks with you. Showrooms often provide refreshments, too.

Write your orders at the show to not miss out on merchandise and show-exclusive specials.

Capture content during Market to share with your social media followers.

Make sure to visit our Buyers Lounge (Building C, Floor 1, C174) if you need assistance.

PRE - SHOW

AT - SHOW

POST - SHOW

POST-MARKET CHECKLIST

Review and confirm your orders to make sure the delivery dates, prices, styles/colors and quantities are correct.

Reach out to vendors and ask to join their email lists so you are first to know when they launch new product.

Use your ANDMORE Markets App to recap your vendor visits, photos and notes.

Share images of the product you ordered with your staff to help with merchandising your store floor.

Create a social media content calendar to promote new incoming merchandise.

Plan your next trip to Las Vegas Market.

MAXIMIZE YOUR MARKET ANDM()RE[®] MARKETS

See More. Do More. Find More.

- Search for brands
- Navigate between showrooms and floors with step-by-step directions
- Take photos and make notes
- Share photos and notes via text



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HAVE A QUESTION?

ASK US ANYTHING!

Info.LasVegasMarket.com/Ask-Us-Anything



STAY TUNED IN

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