Forms (pages 1 & 2) and Production Specifications (pages 3 & 4) are included for all Market publications in the media kit package. Additional forms are available at www.lasvegasmarket.com.

<table>
<thead>
<tr>
<th>OFFICIAL LAS VEGAS MARKET PUBLICATIONS</th>
<th>DEADLINES</th>
<th>WINTER</th>
<th>SUMMER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Preview Product Photo</td>
<td>11/10/17</td>
<td>05/04/18</td>
</tr>
<tr>
<td></td>
<td>Preview Advertising</td>
<td>11/10/17</td>
<td>05/04/18</td>
</tr>
<tr>
<td></td>
<td>MRG Listing</td>
<td>12/01/17</td>
<td>06/01/18</td>
</tr>
<tr>
<td></td>
<td>MRG Product Focus / Advertising / Logo</td>
<td>12/08/17</td>
<td>06/08/18</td>
</tr>
<tr>
<td></td>
<td>Pocket Guide / Pavilions</td>
<td>12/08/17</td>
<td>06/22/18</td>
</tr>
<tr>
<td></td>
<td>Magazine Advertising</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Highlight Your Brand

Tens of thousands of buyers, designers and media outlets depend on the Official Las Vegas Market Publications. These decision-makers actively use the Las Vegas Market Previews, Market Resource Guide, Pocket Guide and Pavilions Magazine—before, during and after Market. These publications connect top industry professionals with the companies and products they need.

Reach Decision-Makers

The Official Las Vegas Market Publications deliver up-to-date Market information to buyers, retailers and designers. We offer premier distribution during Market. Increase your showroom traffic with an effective advertising message that has the highest visibility and best distribution before, during and after the show.

Create Excitement with your Advertising Message

The Las Vegas Market offers strong retail traffic, increased sales opportunities and exciting new showrooms. Create excitement with your advertising message to retail buyers, interior designers and international buyers. The Las Vegas Market Publications provide the most targeted advertising approach, the best distribution, and deliver your ad during key pre-Market and Market dates. Las Vegas Market offers:

- Recent double digit increase from Latin American, Middle Eastern and Canadian buyers
- 79 out of the top 100 furniture retailers attended
- Over 5,000 new U.S. and International Buyers

The Best Target Audience – With the Best Distribution – at the Best Times

Compelling Content:

To give your messaging maximum exposure, the Previews keep the audience engaged with highly useful content.

The Las Vegas Market Preview: Seminars and event calendar, New & Noteworthy editorial section, full listings of exhibitors and lines and includes tabbed Product Preview sections—Casual, Furniture, Home Décor, Gift—dedicated to high resolution product photos and description.

The Bedding Preview: Full list of Bedding exhibitors, sponsored editorial and Bedding Product Preview.

Advertising Options:

Both Previews offer attractive options to create top-of-mind awareness for your brand and products.

Las Vegas Market Preview: full- and half-page ads, sponsored editorial, your Product Photos, featuring your product photo, up to 30 words of product description, and your company contact information (submit up to two photos per tabbed section).

Bedding Preview: full-page ads, sponsored full-page editorial, Product Photo).

Targeted Tools Tempt Buyers and Drive Traffic

Market visitors plan their shopping and set their agendas with the help of the Las Vegas Market Preview and Bedding Preview. The Print editions are mailed together six weeks ahead of Market to 25,000 key buyers, designers and media. Additionally, the digital e-versions are sent to another 200,000 subscribers. These two highly anticipated and widely used publications deliver your product messaging when your target is most interested in receiving it.

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Bedding Preview: full-page ads, sponsored full-page editorial, Product Photo).
MARKET RESOURCE GUIDE: THE ENTIRE MARKET IN YOUR HANDS

One of the most-used publications at Market, The MRG quickly and efficiently connects motivated buyers and sellers. This comprehensive product buyers’ guide is found in prominent locations of every building during Market.

Compelling Content: Complete exhibitor and lines listings, floor plans, events schedule, Market information, New & Noteworthy and product focus section.

Advertising Options: Full-Pages, listing with logo and Product Focus.

POCKET GUIDE: IT GOES WHERE BUYERS GO

This popular, pocket-sized, easy-to-use tool helps buyers navigate the show and is distributed throughout Market in all buildings.

Compelling Content: Alphabetical listings of exhibitors and lines, listings by location and floor plans.

Advertising Options: Full-Pages.

PAVILIONS MAGAZINE: GUIDE TO ONE OF MARKET’S HOTTEST DESTINATIONS

Hundreds of emerging talents are showcased in The Pavilions, 90,000 square feet of temporary show space that is Market must-see. The Pavilions Magazine captures what’s coming.

Compelling Content: Market information, seminars and events, show specials, alphabetical listings of The Pavilion exhibitors and lines, listings by location and floor plans.

Advertising Options: Full-Pages, Product Focus.

CONTACTS:

Renae Brown
Director of Advertising and Strategy
336.888.3759 | rbrown@imcenters.com

Vanessa Gentile
Sr. Account Executive
336.821.1528 | vgentile@imcenters.com

Bill Utley
Account Executive
336.888.3782 | wutley@imcenters.com

Trey Shalley
Account Executive
336.822.0433 | tshalley@imcenters.com

Diane Rice
Account Executive
336.888.3703 | drice@imcenters.com

Ansley Spencer
Production Manager
336.888.3751 | aspencer@imcenters.com

Mary Malcolm
Advertising Production Specialist
336.888.3746 | mmalcolm@imcenters.com
## Preview Advertising Confirmation Form

Advertiser Name: ______________________________________________________________
Showroom Location: _______________________

Billing Information:  _____ Agency     _____ Advertiser

Authorized Contact Name: ___________________________________________________
Title: _______________________________________

Billing Address: _________________________________________________________
City: __________________ State: ______ Zip: ______
Phone: _____________________ Fax: ____________________ Email: ___________________________
Website: ___________________________

### Preview Product Photo Editorial

<table>
<thead>
<tr>
<th>Color</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>$395</td>
</tr>
</tbody>
</table>

NOTE: Only two product photos are allowed per category.

Deadline: **Nov. 10, 2017**

### Preview Advertising

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,295</td>
</tr>
<tr>
<td>Full Page Special Positions* (pages 1-16)</td>
<td>$3,495</td>
</tr>
<tr>
<td>Tabs*</td>
<td>$3,695</td>
</tr>
<tr>
<td>Covers*</td>
<td>$5,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,650</td>
</tr>
</tbody>
</table>

*NOTE: Limited advertising space available. Contact your Account Executive to make sure space is available.

Deadline: **Nov. 10, 2017**

### Bedding/Mattress Preview

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page plus Full Page Advertorial</td>
<td>$4,900</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,295</td>
</tr>
</tbody>
</table>

Contact your Account Executive for special placement, spread ad, and package pricing and discounts. No cash discounts. No cancellations accepted after closing dates. Materials submitted will be discarded after one year. All advertising subject to LVM approval.

### Terms & Conditions:

Signing this agreement indicates a firm space commitment in accordance with the corresponding rate card. This agreement may be executed in counterparts. Cancellations are nonrefundable. All rates are net. Payment by credit card is available. No agency or cash discounts are offered or permitted. A $500 late fee will be charged for materials received after the materials deadline. Advertiser agrees that the publisher’s liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for this agreement; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred, whichever is less. No adjustments will be made to any free listing or advertisement.

### Contact Information:

Renae Brown, Director of Advertising & Strategy 336.888.3759 rbrown@imcenters.com
Vanessa Gentile, Sr. Account Executive 336.821.1528 vgentile@imcenters.com
Bill Utley, Account Executive 336.888.3782 wutley@imcenters.com
Trey Shalley, Account Executive 336.822.0433 tshalley@imcenters.com
Diane Rice, Account Executive 336.888.3703 drice@imcenters.com
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Mary Malcolm, Advertising Production Specialist 336.888.3746 mmalcolm@imcenters.com

2018 JAN. 28 – FEB. 1

Las Vegas Market/Publications

2018 JAN. 28 – FEB. 1

Las Vegas Market

Las Vegas Market - 495 S. Grand Central Pkwy, Las Vegas, NV 89106
High Point: 204 South Main Street, High Point, NC 27260

The Official Las Vegas Market Publications

2018 / JAN. 28 – FEB. 1

World Market Center Las Vegas, An International Market Centers Property

International Market Centers

Please complete your listing on the Las Vegas Market website. Go to [www.lasvegasmarket.com](http://www.lasvegasmarket.com) and click on the Exhibitor Login link at the top of the page to update your directory listing.

**MRG/Pocket Guide/Pavilions Magazine Confirmation Form**

- **Advertiser Name:** __________________________
- **Showroom Location:** __________________________
- **Billing Information:**
  - Agency: ___  Advertiser: ___
- **Authorized Contact Name:** __________________________
- **Title:** __________________________
- **Billing Address:** __________________________
  - City: __________________________ State: ______ Zip: __________
- **Phone:** __________________________
- **Fax:** __________________________
- **Email:** __________________________
  - Website: __________________________

**Market Resource Guide (MRG) & All Materials Deadline: Dec. 8, 2017**

<table>
<thead>
<tr>
<th>Service</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,295</td>
</tr>
<tr>
<td>Full Page Special Positions* (pages 1-32)</td>
<td>$3,495</td>
</tr>
<tr>
<td>Tabs*</td>
<td>$3,695</td>
</tr>
<tr>
<td>Covers*</td>
<td>$5,000</td>
</tr>
<tr>
<td>Product Focus</td>
<td>$395</td>
</tr>
<tr>
<td>Listing with Logo, 4/color</td>
<td>$395</td>
</tr>
</tbody>
</table>

**Pocket Guide & Ad Deadline: Dec. 8, 2017**

<table>
<thead>
<tr>
<th>Service</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,695</td>
</tr>
<tr>
<td>Covers*</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

**Pavilions Magazine & Ad Deadline: Dec. 8, 2017**

<table>
<thead>
<tr>
<th>Service</th>
<th>Fee</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$?</td>
</tr>
<tr>
<td>Covers*</td>
<td>$?</td>
</tr>
</tbody>
</table>

*NOTE: Limited advertising space available. Contact your Account Executive to make sure space is available.

Contact your Account Executive for special placement, spread ad, and package pricing and discounts. No cash discounts. No cancellations accepted after closing dates. Materials submitted will be discarded after one year. All advertising subject to LVM approval.

**Total Cost $_______________________________**

### Terms & Conditions:

- Signing this agreement indicates a firm space commitment in accordance with the corresponding rate card. This agreement may be executed in counterparts. Cancellations are nonrefundable. All rates are net. Payment by credit card is available. No agency or cash discounts are offered or permitted. A $500 late fee will be charged for materials received after the materials deadline. Advertiser agrees that the publisher’s liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for this agreement; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred, whichever is less. No adjustments will be made to any free listing or advertisement.

- (I agree to Standard Terms & Conditions)

Document setup for Ads

- Set the document page size to the actual trim size of the ad with bleeds extending 1/8” (.125”) beyond the trim on all sides.
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- No embedded profiles or ICC tagged images should be included.
- Text 12 points or smaller should be black only.
- Reversed text must be a minimum of 10 points.
- All images must be 300 dpi at actual size. Line art and rasterized type must be at least 600 dpi.

Materials required for Ads

- PDF/X-1a files are required. NO other file formats will be accepted.
- Fonts must be outlined or embedded.
- Include crop marks with .125” offset selected and .125” bleed on all sides.
- Output Settings: select “convert to destination” selecting the destination as “Generic CMYK Profile” when exporting options are available.
- Only one ad/page per PDF document. Submit spreads as two single-page files, including bleed on all sides on each page, and indicating right-hand page [RHP] and left-hand page [LHP] in the name of the file.

Preview Product Photo Submissions

- Photos must be 300 dpi and a minimum of 5” high or wide as separate .tif, .jpeg or .pdf files. Type your 30 word (or less) description into the box provided.
- NO text and/or logos are allowed inside photos.

MRG Logo Submissions

- Logos must be 600 dpi at actual size and a maximum of 2.5625” wide or 0.6875” high, submitted as a .tif, .jpg or .pdf file.

Submitting digital files

- Go to www.imclv.com and log in to your account. See full instructions on Page 5.

Important notes

- All advertising is subject to IMC approval.
- All signed agreements are firm. Cancellations are nonrefundable.
- Additional charges will apply for any necessary alterations to files.
- IMC uses Virtual Proofing technology for all print publications. Proofs are no longer required but if you opt to send one, please provide a SWOP approved proof. No other types of proofs accepted.

Design Services:

Our in-house advertising agency can help you with your production needs. Costs vary depending on the complexity, size and materials provided. Costs will be billed with your ad insertion invoice. Contact Ansley Spencer, Production Manager, with any questions: 336.888.3751, aspencer@imcenters.com

Las Vegas Market Advertising Guidelines

These are specific guidelines for advertising in Las Vegas Market products. Materials that do not meet with these requirements will be returned to the advertiser for adjustments before they can be approved.

Please contact us at exhibitors@imcenters.com to obtain the Las Vegas Market logo for use in your advertisement.

Location & Space References

- The Las Vegas Market showroom/booth number must be included on all advertisements.
- The showroom/booth number should stand on its own, i.e. “Furniture Company A230” not “Furniture Company Floor 2 (230)” or “Furniture Company #230”.
- Indicate the building (A, B, C, P1- or P2-) with the showroom number. For example, “Home Décor Company B100” or “Home Décor Company, Building B, B100”.
- Make no reference to the floor number.
- Do not use the # symbol to reference the space number.

Las Vegas Market references

- The proper name is Las Vegas Market. See Examples of correct and incorrect usage of the name at right.
Ad Sizes: The Las Vegas Market Preview and the Bedding Preview

Deadlines:
Product Photos: Nov. 10, 2017
Space Close, Ad Materials: Nov. 10, 2017

Preview Product Photo Submissions
When uploading your photo, include your 30 word (or less) description in the box provided. Photos must be 300 dpi and a minimum of 5” high or wide as a separate .tif, .jpg or .pdf file. No text and/or logos are allowed inside photos.

Ad Sizes: Market Resource Guide

Deadlines:
Space Close, Ad Materials, Product Focus, Logos: Dec. 8, 2017

MRG Logo and Product Focus Submissions
Upload your .pdf, .tif, or .jpg. Logos must be 600 dpi at actual size and a maximum of 2.5625” wide or 0.6875” high. Photos must be 300 dpi and a minimum of 5” high or wide. No text and/or logos are allowed inside photos.

Ad Sizes: Pocket Guide

Deadlines:
Space Close, Ad Materials: Dec. 8, 2017

Ad Sizes: Pavilions Magazine

Deadlines:
Space Close, Ad Materials: Dec. 8, 2017

Full Page Spread Ads: Submit spread ads as individual single page files for all publications, including bleed through center on each, and indicate right-hand page [RHP] and left-hand page [LHP] in the name of the file.

2018 JAN. 28 – FEB. 1

CONTACTS:
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Ansley Spencer, Production Manager ............................................................ 336.888.3751 ...................... aspencer@imcenters.com
Mary Malcolm, Advertising Production Specialist ...................................... 336.888.3746 ...................... mmalcolm@imcenters.com
Ad Confirmation & Art Upload Instructions: Preview Product Photos | Ads | Logos | Product Focus Photos | Plasma TV Ads

To upload your print or digital ad file, you must first “confirm” each ad on our ad portal. For detailed instructions, read below.

AD CONFIRMATION INSTRUCTIONS

• Log in to your account at www.imcv.com.
• In the blue Confirm Your Ads box click the orange Click Here button.
• Choose Season, Publication, and Adspace from the dropdowns in the pop up window, then click Confirm.
• VERY IMPORTANT: Confirm an ad for EACH FILE you need to upload.
• Your ad(s) should now show up in the Current Ads list on your dashboard with an orange Upload a File button to the right.
• Click the orange Upload a File button next to the specific ad you wish to upload and go through the steps of uploading your file on the next screen. (See photo 1 below)

Important Notes:
• Do NOT use the Internet Explorer (IE) browser; Firefox and Chrome browsers are recommended.

ART UPLOAD INSTRUCTIONS

• Click on the orange Upload a File button next to the ad in your dashboard you wish to upload.
• Click in the Upload Your File Here box.
• Browse for your file, select, and click Open.
• If uploading a Product Photo: choose the category from the dropdown to the right; then enter your 30-word description. (See photo 2)
• Enter any Notes you wish to send with your file.
• A yellow dialog box will prompt you to click the Next button just below the upload box. Do NOT click Next before you are prompted.
• Verify your file name and any notes or descriptions you entered.

Important Notes:
• VERY IMPORTANT: For all uploads, be sure to click the orange Submit button to complete the upload process; the Submit button will not appear until you have clicked the Next button; you may have to scroll down to see the Submit button.
• When upload is complete you should see a green box at the top of the page indicating that your upload was successful.

Important Notes:
• Please remember to click the Next AND the Submit buttons to complete your upload.
• You should receive a confirmation email with a thumbnail image of the art you just uploaded; you will NOT see a thumbnail image on the upload page where you upload your file.
• In your confirmation email you will also have the option to click the link below the thumbnail and download the exact file you uploaded to double check and make sure it is correct.
• A note about the Upload Replacement button: do NOT use this to upload a file unless you intend to overwrite the last file you uploaded to that particular adspace. If you intend to send a separate file, please confirm another ad and click the Upload a File button. This ensures that all files you upload are available to our printer for download.

CONTACTS:

Renae Brown, Director of Advertising & Strategy ...........................................336.888.3759 ..................................rbrown@imcenters.com
Vanessa Gentile, Sr. Account Executive ................................................336.821.1528 ...........................vgentile@imcenters.com
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Diane Rice, Account Executive ..........................................................336.888.3703 ..........................drice@imcenters.com
Ansley Spencer, Production Manager .................................................336.888.3751 ................................aspencer@imcenters.com
Mary Malcolm, Advertising Production Specialist ..............................336.888.3746 .........................mmalcolm@imcenters.com

LAS VEGAS MARKET | HIGH POINT: 209 SOUTH MAIN STREET, HIGH POINT, NC 27260

World Market Center Las Vegas, An International Market Centers Property

LAS VEGAS MARKET - 495 S. GRAND CENTRAL PKWY. LAS VEGAS, NV 89106