DALLAS MARKET CENTER

# APPAREL & ACCESSORIES MARKET

## EXHIBITOR OPPORTUNITIES

# The *Leading Marketplace* in North America

More retail buyers from across the U.S. and internationally visit Dallas Market Center each year seeking apparel, accessories, and footwear than any other event or marketplace. Why? Because for more than 66 years, Dallas Market Center continues to be a leading provider of thousands of top brands across fashion, beauty, and complementary lifestyle categories. Spanning more than ***5 MILLION SQUARE FEET***, our marketplace hosts five major trade events annually delivering independent retailers, specialty boutiques, major stores, and buying groups.

### GET HERE FAST

Dallas Market Center is located minutes away from two major airports. Our facility offers more than 10,000 free parking spaces.

### SAFE AND SECURE

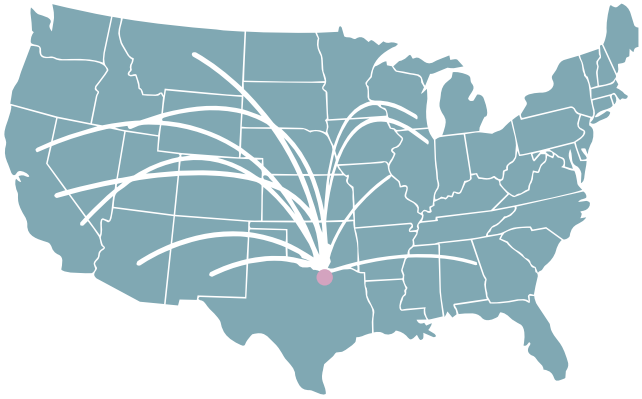
Our self-contained campus, located 3 miles from downtown, has its own full-time Protective Services team (headed up by a former senior member of the Dallas Police Department) and is incredibly safe year-round.

### REST WELL, EAT WELL

Plenty of adjacent hotels to fit every budget and offer comfort after a full day of business. Plus, hundreds of nearby restaurants and bars for every taste.

# *The #1* Marketplace in the U.S.

Dallas Market Center continues to bring together a strong mix of new and returning buyers to the #1 marketplace in the United States. Retailers come to Dallas with purpose—to discover product, build relationships, and write orders efficiently in one centralized marketplace. Over the last three years, a growing number of retailers have chosen Dallas as a reliable destination to do business ***quickly and affordably.***



### ESTABLISHED, TRIED & TRUE

Only Dallas has a deeply loyal buyer base who value the unique, efficient shopping experience we offer in both temporary exhibits and permanent showrooms.

### APPAREL & ACCESSORIES MARKET DATES

January 19-22, 2027
March 16-19, 2027
June 15-18, 2027
August 24-27, 2027
October 19-22, 2027

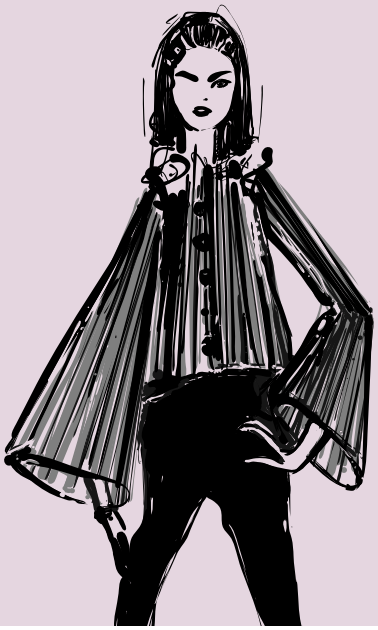
### SHOW HOURS

Tuesday - Thursday | 8:30 AM - 6 PM
Friday | 8:30 AM - 3 PM

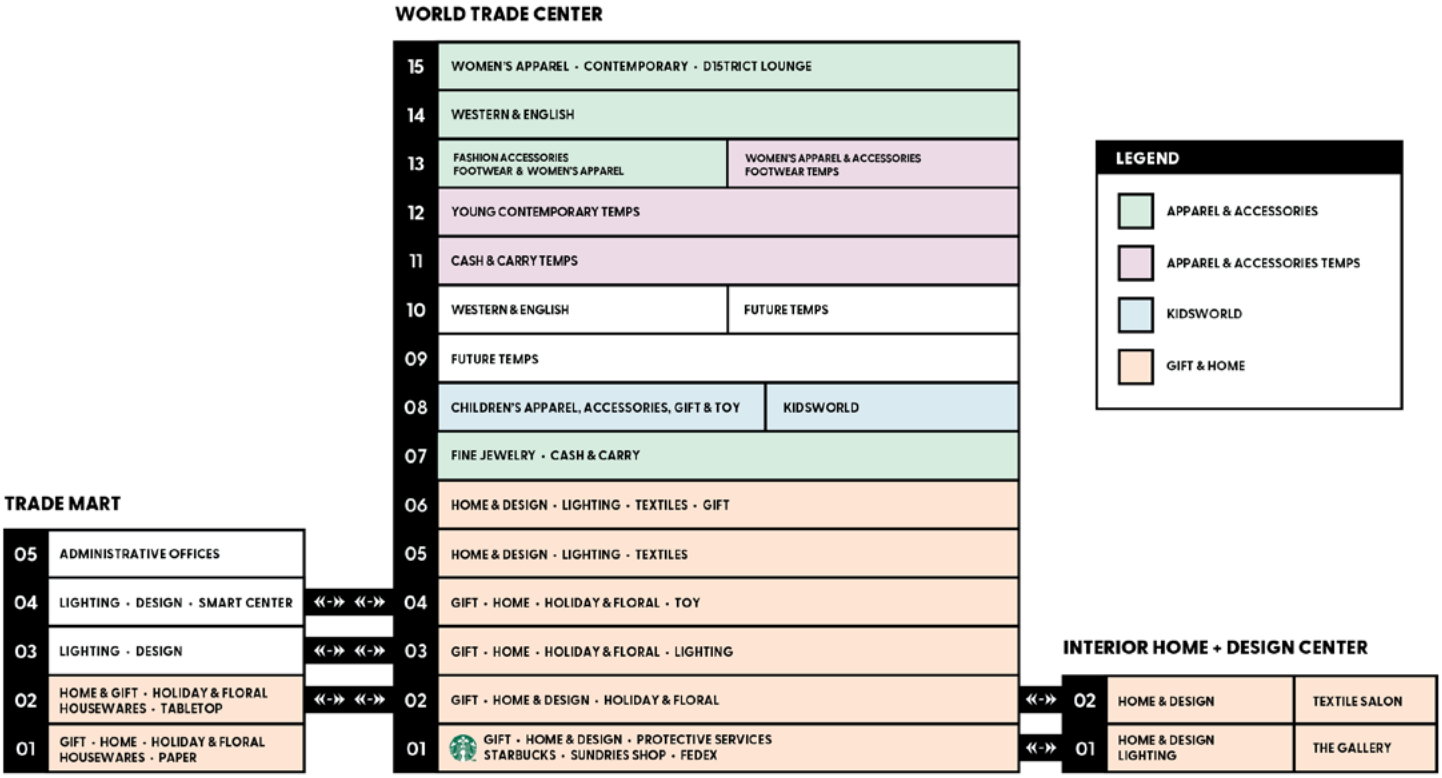
# *Unmatched* Buyer Delivery

Only Dallas has a dedicated team of retail development professionals who make sure that top retailers shop our marketplace. Their mission is simple: develop strong relationships with buyers and deliver them to market. That's why major stores like Belk, TJX, Buckle, Dillard's, Von Maur, Buc-ee's, Apricot Lane, Scheels, Tylers, and many more do business at Dallas Market Center. Joining them are notable specialty stores from across the country, as well as leading buying groups including Boutique Hub and dozens of others. It doesn't stop there, as leading e-commerce retailers, resorts, casinos, and thousands of independent retailers return to Dallas show after show.

***Contact the Retail Development team:***
rdinfo@dallasmarketcenter.com



# Campus Map



# *Your Home* for Better Business

The apparel, accessories, and footwear neighborhoods are all located in premium space at the top of the World Trade Center under the skylights. Find high-traffic destinations where buyers discover styles at all price points. We have plenty of options in great locations for your business.

## *Temporary* Leasing

### KIDSWORLD TEMPS, FLOOR 8

Includes manufacturers showing infant and children's clothing, specialty items, and gifts from traditional to the latest trends.

**Order writing only.*

### CASH & CARRY TEMPS*, FLOOR 11

*Jewelry | Accessories | Apparel | Gifts | Home*

Taking place three times a year, this trade show floor is home to an expansive selection of immediate resources for fashion, lifestyle, and personal care products available for buyers to take home.

**Available only during March, June and October markets.*

### TEMPS ON 12

*Apparel | Young Contemporary*

Dedicated home to hundreds of young contemporary apparel brands offering an expansive assortment of the latest trends and fresh finds that are practically priced. These styles appeal to fashion-minded customers that are young, young-at-heart, and modern.

**Order writing only.*

### TEMPS ON 13

*Women's Apparel | Fashion Accessories | Footwear*

The TEMPS on 13 showcases a juried marketplace of temporary booths featuring contemporary apparel, emerging designers, footwear, and fashion accessories and jewelry.

**Order writing only.*

## *Permanent* Collections

### WORLD TRADE CENTER, FLOOR 7

*Cash & Carry | Fine Jewelry | Menswear*

Includes Cash & Carry showrooms for affordable & immediate merchandise across apparel, fashion, accessories, footwear, gift, and fine jewelry.

### WORLD TRADE CENTER, FLOOR 8

*Childrens | KidsWorld*

Includes manufacturers showing infant and children's clothing, specialty items, and gifts.

### WORLD TRADE CENTER, FLOORS 10 & 14

*Western | English | Tack*

The largest collection of permanent showrooms dedicated to Western and English apparel, accessories, footwear, and tack in North America.

### WORLD TRADE CENTER, FLOOR 13

*Women's Apparel | Fashion Accessories | Footwear*

Permanent showrooms on this floor include women's apparel, accessories, footwear, and Western.

### WORLD TRADE CENTER, FLOOR 15

*Women's Apparel | Contemporary*

The top floor is reserved for more than 100 showrooms showcasing contemporary and bridge collections. This higher-end destination includes trending styles and leading looks from top tier designers in premier denim, women's & men's apparel, dresses, swimwear, activewear, athleisure, outerwear, and more.

# Location | Cost | *What's Included*

**DEPOSIT DUE WITH LEASE:** 35% of Total Booth Cost Due with Contract*

**All rates subject to change.*

## World Trade Center *Floor 8*

**KIDSWORLD TEMPS**

BOOTH SIZE: 50 SF, 75 SF, 100 SF upon availability

***RATE: $1,600***

Lights, Chairs, Table, Racks, Modular Shell Scheme, Booth ID Sign, Wastebasket

## World Trade Center *Floor 11*

**CASH & CARRY TEMPS**

**March, June, October Only*

BOOTH SIZE: 10'x10'/3mx3m

***RATE / NSF: $22***

***ATRIUM FEE: $400*** **Per 10x10*

3 Lights, Chairs, 1 - 4' Skirted Table, Hang Bars or Shelves (Maximum 9), 8' GEM Walls, Booth ID Sign, Wastebasket

## World Trade Center *Floor 12*

**TEMPS ON 12**

BOOTH SIZE: 10'x10'/3mx3m

***RATE / NSF: $26***

***CORNER FEE: $300***

***ATRIUM FEE: $500*** **Per 10x10*

3 Lights, Chairs, Rolling Racks, 8' GEM Walls, Booth ID Sign, Wastebasket

## World Trade Center *Floor 13*

**TEMPS ON 13**

**APPAREL**

BOOTH SIZE: 10'x10'/3mx3m

***RATE / NSF: $30***

***CORNER FEE: $300***

***ATRIUM FEE: $500*** **Per 10x10*

3 Lights, Chairs, Table, Racks, 8' GEM Walls, Booth ID Sign, Wastebasket

**ACCESSORIES**

BOOTH SIZE: 10'x10'/3mx3m

***RATE / NSF: $30***

***CORNER FEE: $300***

***ATRIUM FEE: $500*** **Per 10x10*

3 Lights, Chairs, Table, Shelving Units, 8' GEM Walls, Booth ID Sign, Wastebasket

**FOOTWEAR**

BOOTH SIZE: 10'x10'/3mx3m

***RATE / NSF: $24***

***CORNER FEE: $300***

***ATRIUM FEE: $500*** **Per 10x10*

3 Lights, Chairs, Table, Shelving Units, 8' GEM Walls, Booth ID Sign, Wastebasket

## Pre-Market Planning & Ways to *Save $$$*

### FREE STORAGE BETWEEN MARKETS:

Dallas Market Center offers free storage of booth fixtures between shows as long as you leave your lease for the next show and a 35% deposit which goes towards your booth cost.

### ADVANCED SHIPPING TO WAREHOUSE:

By shipping your freight to the GES warehouse during the Advanced Shipment timeframe, your freight will be delivered directly to your booth with no additional drayage charges. This assumes, of course, that crate size limits are observed. Please refer to your Exhibitor Services Manual for more details.

### SAVE ON SETUP & LABOR COSTS:

Dallas Market Center is a "right to work" facility which means that you can setup and breakdown your own exhibit. This saves you significant money. Supporting labor is available through GES as needed.

# Marketing *Opportunities*

The Marketing and Retail Development teams work hard to promote temporary exhibitors and deliver more buyers to Apparel & Accessories Market. No other marketplace has a dedicated buyer delivery team attracting independent retail, major stores, buying groups, and international. Plus, we offer comprehensive support of our temporary exhibitors from our marketing team including advertising, emails, social media, videos, printed materials, and more. We're doing our part and here's how you can help.

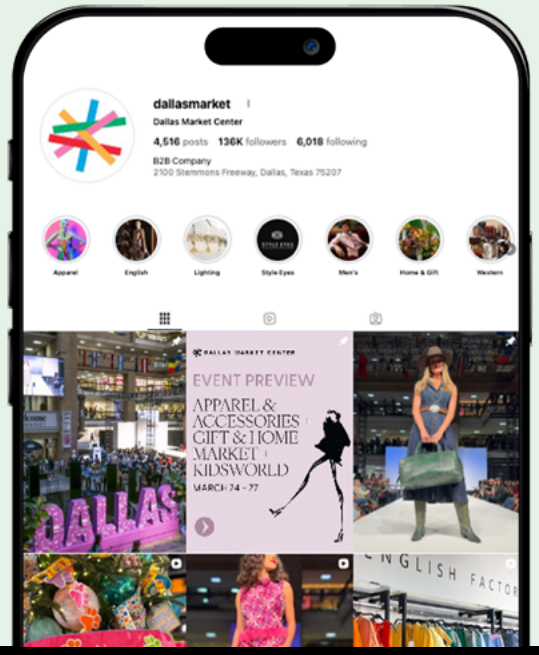
## Send High Resolution *Photography*

Photos of your products may be used in emails, printed pieces, and social media prior to and during the show.

**Send your imagery to:**
images@dallasmarketcenter.com

**Along with the artwork, include:**
- Apparel & Accessories Market - Month
- Your Company Name
- Your Booth Number or Showroom Number

** No logos on images; 300dpi or greater.*




## Sponsorships/ Paid *Opportunities*

Our promotions team wants to help you spread the word and drive traffic to your booth. Sponsorship and advertising opportunities include: on-site sponsorships, email blasts/ online banners, digital/video screen advertising, and magazine advertising.

**Spark Magazine** is perhaps the best option.
The award-winning publication is distributed to more than 55,000 buyers one month prior to January and June Market, thus providing advertisers with maximum exposure and oftentimes pays for your participation – before you even arrive in Dallas. SPARK offers both hardcopy and digital options.

**For more information on sponsorships and advertising, contact:**

**JAMIE MAJECKI** | *Senior Director, Media Sales*
214-655-6174 or jmajecki@dallasmarketcenter.com

# Committed to *Your Success!* MEET OUR SALES TEAM:

**JILL CUNNINGHAM**
*Executive Vice President of Leasing, Apparel & Accessories*
P: 214-655-6231 | F: 214-678-3022
jcunningham@dallasmarketcenter.com

**BAILEY WATSON**
*Vice President of Leasing*
P: 214-749-5401 | F: 214-678-3014
bwatson@dallasmarketcenter.com

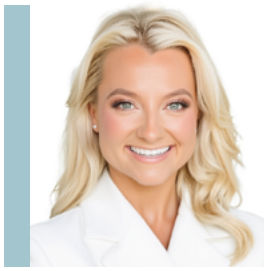
*Permanent Leasing:*
English (WTC-10) | Western (WTC-10 & 14) | Footwear (WTC-13) | Women's Apparel (WTC-13) | Women's Accessories (WTC-13) Cash & Carry (WTC-7) | Diamonds (WTC-7) | Men's Apparel, Accessories & Footwear (WTC-7)

**ALMA HERNANDEZ**
*Executive Director of Leasing*
P: 214-749-5488 | F: 214-879-8175
ahernandez@dallasmarketcenter.com

*Temporary Leasing:*
Young Contemporary Women's Apparel (WTC-12) | Women's Apparel - Total Home & Gift Market (WTC-12)

**EMILY MORRIS**
*Director of Leasing*
P: 214-655-6202 | F: 214-678-3201
emorris@dallasmarketcenter.com

*Temporary Leasing:*
Dallas Men's Show | Women's Apparel (WTC-13)



**CAMILLE BOOTH**
*Manager of Leasing*
P: 214-655-6280
cbooth@dallasmarketcenter.com

*Temporary Leasing:*
KidsWorld Temps
AETA

*Permanent Leasing:*
Children's Apparel, Accessories, Gift & Toy (WTC-8), | General Gift, Home

**DOROTHY SIMMONS**
*Manager of Leasing*
P: 214-655-6220 | F: 214-678-3202
dsimmons@dallasmarketcenter.com

*Temporary Leasing:*
Women's Footwear (WTC-13) | Accessories, Beauty & Wellness | Cash & Carry TEMPS

**EKATERINA KIEHM**
*Manager of Leasing*
P: (214) 655-6252
ekiehm@dallasmarketcenter.com

*Permanent Leasing:*
Footwear (WTC-13) | Women's Apparel (WTC-13) | Women's Accessories (WTC-13) | Women's Better/Bridge Contemporary (WTC-15)

## Reserve Your Booth *Today!*

Visit ***dallasmarketcenter.com*** for further information.