



2018
INTRODUCING
THE MUSEUM
COLLECTIVE



**The Atlanta International Gift
& Home Furnishings Market®**

July 11–15, 2018



TAP AMERICASMART'S GLOBAL BUYING POWER in The Museum Collective.

The Museum Store Association and AmericasMart Atlanta invite you to join us at The Atlanta International Gift & Home Furnishings Market®—**where unmatched global buying power and a market experience unlike any other helps move your business forward!** Beginning this July, **The Museum Collective** will welcome **museum stores, zoos, aquariums, catalogs, online sellers, specialty retailers and select national and international buying groups** to a new, curated collection of quality gifts, décor, collectibles and private label products—all carefully vetted and presented by The Museum Store Association and AmericasMart Atlanta.

The global buying community relies on AmericasMart for the design-driven products—many in juried and curated collections—that propel retail sales across every U.S. state and in more than 70 countries. **As AmericasMart's newest juried destination, The Museum Collective** will offer a showroom-like environment that will function as a central gathering place for buyers and sellers of museum merchandise. Seminars, networking opportunities, sponsored events and product sales will all take place in this ideal location. **We encourage YOU to experience for yourself what exhibiting in The Museum Collective can do for YOUR BUSINESS!**



Building 1

23	AMC Offices
22	AMC Offices
21	AMC Offices
20	Holiday & Floral / Home Décor
19	Holiday & Floral / Home Décor
18	Holiday & Floral / Home Décor
17	Holiday & Floral / Home Décor
16	Holiday & Floral / Home Décor
15	Home & Design
14	Home & Design
13	Home / Furniture
12	Home / Furniture
11	Home / Furniture
10	Home / Furniture / Linens
9	Home / Furniture / Linens
8	Temporaries
7	Temporaries
6	Home & Rug
5	Commercial Design
4	Home & Rug
3	Home & Rug
2	Registration / Temporaries
1	Registration / Temporaries
B1	marta Rail Transportation

Building 2

18	Gift
17	Gift
16	Gift
15	Gift
14	Gift
13	Gift & Home
12	Gift & Home
11	Gift & Home
10	Gift & Home
9	Tabletop & Gift
8	Tabletop & Gift
7	Gift
6	Gift
Parking	
3	The Museum Collective
2	Mezzanine / Parking
1	Registration

Building 2

18	Gift
17	Gift
16	Gift
15	Gift
14	Gift
13	Gift & Home
12	Gift & Home
11	Gift & Home
10	Gift & Home
9	Tabletop & Gift
8	Tabletop & Gift
7	Gift
6	Gift
Parking	
4	Temporaries
3	Temporaries
2	Temporaries
1	Registration / Temporaries
B1	Mezzanine
B2	Registration

Building 3

15	Penthouse Theatre
14	Prom / Bridal / Social Occasion
13	Children's World
12	Prom / Bridal / Social Occasion
11	Women's Apparel
10	Prom / Bridal / Social Occasion
9	Women's Apparel
8	Fashion Accessories / Shoes
7	Immediate Resources
6	Fine Jewelry
5	Temporaries
4	Temporaries
3	Temporaries
2	Registration / Atrium / Temporaries
1	Parking / Temporaries

Top Retailers & Museum Stores Attending:

- AC Moore
- Ah-Tah-Thi-Ki Museum
- Altard State
- Amazon
- American Folk Art Museum
- American Saddlebred Museum
- American Wholesale Book Company
- Anthropologie
- Barnes & Noble College
- Bass Pro Shops
- Bath & Body Works
- Beall's Department Stores
- Bed, Bath & Beyond
- Belk
- Birmingham Museum of Art
- BJ's Wholesale Club
- Blair Corp
- Bloomingdale's
- Bob Jones University Museum & Gallery Inc.
- Boyd Gaming
- Boscov's
- Buffalo Bill Center of the West
- Burlington Stores
- Cantigny Park Foundation
- Cameron Art Museum
- Cato / Versona Corp
- Cedar Rapids Museum of Art
- Charming Charlie
- Christian Book Distributors
- Cincinnati Art Museum
- Colony Brands
- Columbia River Maritime Museum
- Country Music Hall of Fame And Museum
- Cracker Barrel
- Dallas Symphony Store
- Delaware North Companies
- Denver Art Museum
- Deseret Books
- Disney
- Eastern National
- Event Network
- Family Christian
- Fernbank Museum of Natural History
- Five Below
- Francesca's
- Fresh Produce
- Georgia O'Keeffe Museum
- Gordmans
- Gumbo Limbo Nature Center
- Hallmark
- Hamrick's Department Store
- Harn Museum of Art
- Harris Teeter
- HauteLook
- HEB Grocery
- High Museum of Art
- High Point Museum
- Hillwood Estate, Museum & Gardens
- Historic Deerfield
- HMS Host
- Hobby Lobby
- HSN
- Hudson Group
- Huntsville Museum of Art
- Hunter Museum of American Art
- Imagination Network
- Isabella Stewart Gardner Museum
- Japanese American National Museum
- JC Penney
- Jule Collins Smith Museum of Art
- Knoxville Museum of Art
- Kroger Company
- Kohl's
- Kimbell Art Museum
- Kirkland's
- Kirlin's
- Land's End
- LL Bean
- Lifeway
- LTD Commodities
- Mackinac State Historic Parks
- Macy's
- Mardel
- Marmaxx / TJ Maxx
- Meijer
- Milwaukee Art Museum
- Minneapolis Institute of Arts
- Minnetrista Cultural Center
- MGM Resort International
- Morris Museum of Art
- Museum of Fine Arts - Boston
- National Building Museum
- National Civil Rights Museum
- Neiman Marcus
- Nordstrom
- North Carolina Museum of Art
- North Carolina Museum of History
- North Carolina Museum of Natural Sciences
- Off Broadway Shoes
- Olbrich Botanical Gardens
- OMNI Hotel & Resorts
- Orlando Museum of Art
- Orvis
- Overstock
- Personalization Mall
- Philadelphia Museum of Art
- Phipps Conservatory
- Plimoth Plantation, Inc.
- Polk Museum of Art
- Potpourri Group
- Railroaders Memorial Museum
- Red Butte Garden and Arboretum
- Ross
- San Antonio Museum of Art
- Scholastic
- Sea World
- Shopko
- Six Flags
- Smithsonian Enterprises
- South Carolina State Museum
- Southern Museum of Civil War and Locomotive History
- Stage Stores
- Steinmart
- Tampa Museum of Art
- Tennessee Aquarium
- Terrain
- The Butler Institute of American Art
- The Hermitage Museum Store
- The John and Mable Ringling Museum of Art
- The National World War II Museum
- The North Carolina Arboretum
- The Preservation Society of Newport County
- The Paradies Shops
- The Rockwell Museum
- The SUQ—University of Chicago
- Tuesday Morning
- University of Minnesota Landscape Arboretum
- Upcountry History Museum
- Victoria Mansion
- Virginia Living Museum
- Virginia Museum of Fine Arts
- Von Maur
- Wadsworth Atheneum Museum of Art
- Walmart
- Wegmans
- Worcester Art Museum
- World of Speed
- Xanterra Parks & Resorts

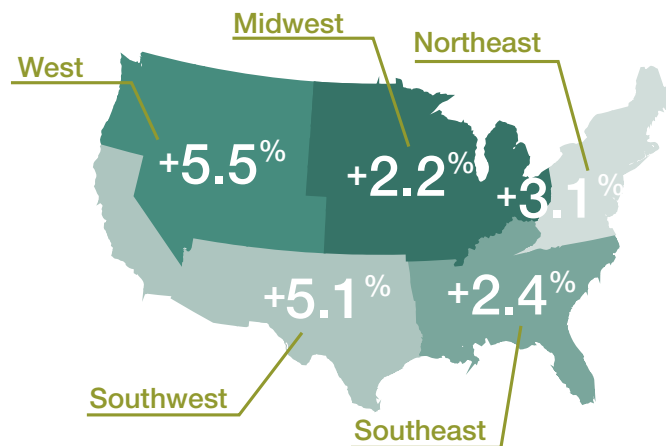
And Many More!

July 2017 saw the buying power out in full force as serious retailers from around the globe discovered and sourced the ever-expanding product mix of AmericasMart® Atlanta—the largest gift and home market in the country.

Total Buyer Attendance Increased +1.4% Over 2016



Total Buyers +1.4% from 2016



New Stores Up Across All U.S. Regions

- West: 27.7%
- Midwest: 25.3%
- Northeast: 24.6%
- Southeast: 19.6%
- Southwest: 3.5%

International Attendance of New Buyers Is Increasing. Top 10 Attended Non-U.S. Countries:

- Canada
- Mexico
- China
- India
- Bahamas
- United Kingdom
- Colombia
- Bermuda
- Dominican Republic
- Panama

*Data from July 2017 Market attendance reports and post-Market survey.

Top 10 Attending Business Types

- Independent Retailer & Museum Stores (5 or fewer stores)
- Interior Design Firm
- Garden / Outdoor / Patio
- Online
- Florist
- Drugstore / Health & Beauty
- Spa / Hair / Nail Salon / Gym
- Multi-Store Retailer (6 or more stores)
- Hardware / Home Improvement
- Department Store

- +16,500 New Followers
49.3k Followers to Date
- +6,200 New Followers
49.7k Followers to Date
- 14.7k Followers to Date

“AmericasMart is dynamic. It isn’t solely a tradeshow. It is a destination. The staff are professional, the customer service top notch, and they truly have the buyer and exhibitor experiences dialed in.

AmericasMart has a sophisticated marketing program that brings buyers in from across the country. Through the years, buyers have come to realize that AmericasMart is a true partner in their business’s success.”

Ari Lowenstein,
Emergent Workshop

WHAT

The Museum Collective — A curated collection of quality gifts, décor, collectibles and private label products suitable for museums, zoos, aquariums, catalogs and other fine and unique specialty retail establishments.

WHERE

The Museum Collective will be located in Building 2, Floor 3. This ideal location is strategically positioned in Building 2, with connecting bridges to other complimentary tradeshow floors.

DETAILS

Exhibit space and display spaces within **The Museum Collective** range in size and price.

Rate / Square Foot: \$32.⁰⁰

Booths include hardwall backwall & sidewalls, booth ID sign, trash can & 1 chair.

Spaces can be purchased as shown or combined to make larger spaces.

UNMANNED DISPLAY OPTION

Tabletop Display: \$1,200

(3' diameter product display surface with tent ID card)



ADDITIONAL EXPOSURE OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES

Further expose your brand by hosting an event on the floor. Select one of these options or share an idea and we will organize a custom event for you.

Full Breakfast for 50 people: \$1,500

Includes sponsorship acknowledgment signage at event & half-page Buyer's Guide ad (if contracted by May 15)

Continental Breakfast for 50 people: \$1,200

Includes sponsorship acknowledgment signage at event & half-page Buyer's Guide ad (if contracted by May 15)

Morning or Afternoon Coffee for 50 people:

\$1,000 per event

Includes sponsorship acknowledgment signage at event & Buyer's Guide logo (if contracted by May 15)

Wine & Beer Event for 50 people: \$2,100

Includes sponsorship acknowledgment signage at event & full-page Buyer's Guide ad (if contracted by May 15)

Afternoon Cookies & Juice Break for 50 people: \$2,500

Includes sponsorship acknowledgment signage at event & full-page Buyer's Guide ad (if contracted by May 15)

Morning or Afternoon Water for 50 people: \$750

Includes sponsorship acknowledgment signage at event & Buyer's Guide logo (if contracted by May 15)

For More Information on Sponsorships, Contact Leah Paskin at 404.220.2181 or lpaskin@americasmart.com

HERE TO HELP



Lecy Sebastiani Tighe

Sales Director—The Museum Collective

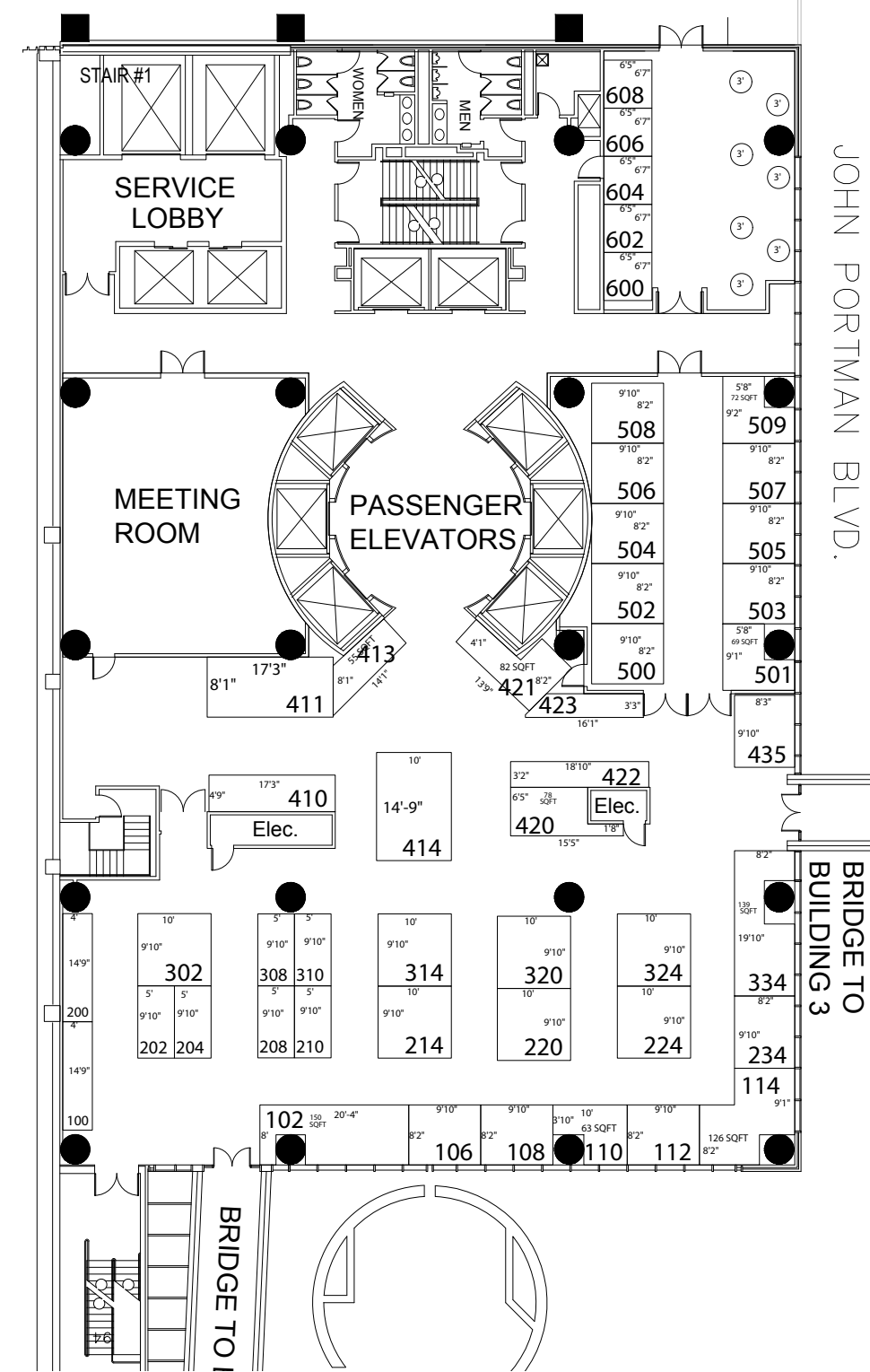
404.220.2262

lsebastiani@americasmart.com

Reserve Your Booth Today!

Call 404.220.2262

THE MUSEUM COLLECTIVE — FLOOR PLAN



Space Number	Square Footage	Price
100	60	\$1,920
102	150	\$4,800
106	81	\$2,592
108	81	\$2,592
110	66	\$2,112
112	81	\$2,592
114	128	\$4,096
200	60	\$1,920
202	49	\$1,568
204	49	\$1,568
208	49	\$1,568
210	49	\$1,568
214	98	\$3,136
220	98	\$3,136
224	98	\$3,136
234	81	\$2,592
302	98	\$3,136
308	49	\$1,568
310	49	\$1,568
314	98	\$3,136
320	98	\$3,136
324	98	\$3,136
334	139	\$4,448
410	86	\$2,752
411	141	\$4,512
413	55	\$1,760
414	151	\$4,832
420	78	\$2,496
421	82	\$2,624
422	66	\$2,112
423	48	\$1,536
435	81	\$2,592
500	80	\$2,560
501	69	\$2,208
502	80	\$2,560
503	80	\$2,560
504	80	\$2,560
505	80	\$2,560
506	80	\$2,560
507	80	\$2,560
508	80	\$2,560
509	72	\$2,304
600	43	\$1,376
602	43	\$1,376
604	43	\$1,376
606	43	\$1,376
608	43	\$1,376

Final Payment Due with Contract

Confirmation of booth assignments will be distributed by email. Contracts will be accepted until the Show is completely sold out. Please complete all areas of the contract. Incomplete contracts will NOT be considered for exhibit space. **The information provided below is for contract purposes only. For Atlanta Buyer's Guide listings, visit the Exhibitor Portal.**

1. _____
COMPANY NAME

CONTACT NAME

COMPANY ADDRESS **COUNTRY**

CITY **STATE** **ZIP**

OFFICE **CELL** **FAX**

EMAIL

WEBSITE

Corporation Sole Proprietorship Other

2. **Please reserve my space in:**
 The Museum Collective

3. **My preferred booth locations:**

1. _____

2. _____

3. _____

4. **My ideal square footage:** _____ Sq. Ft.

5. **My product brochure or website address is attached.** Yes No
(Your application is not complete without product information and will NOT be processed.)

6. **My competitors are:** _____

7. **Companies/product I would like to be adjacent to/nearby:** _____

8. **Other tradeshows I attend:** _____

9. Yes, I will provide AmericasMart with my buyer list to ensure that **MY CUSTOMERS** receive information to attend Market.

10. **I am interested in the following advertising opportunities:**

First Look Lobby Displays Sponsorships AmericasMart® Magazine

Atlanta Buyer's Guide AmericasMart.com Pedestal Displays

11. **Are you a manufacturer or manufacturer's representative?** (Check one)

Manufacturer Manufacturer's Representative Importer

12. **Are your products currently represented in a permanent showroom at AmericasMart?** Yes No
If yes, please specify showroom name and showroom number:

SHOWROOM NAME	NUMBER

13. **Is your company based in the USA?** Yes No
If no, do you currently have a USA distribution network established? Yes No

14. **My full booth payment is attached as a:**

Credit card Wire transfer

Company/cashier's check or money order payable to AmericasMart® Atlanta
(Your application will not be processed until we receive a booth deposit.)

15. **Full payment and authorized signature are REQUIRED. After booth assignment, this agreement cannot be canceled, and no sums paid by Exhibitor will be refunded or transferred to another market. Exhibitor expressly acknowledges that it is responsible to ascertaining any exemption from state or local sales and use taxes for sales made from the Exhibit Space, and for timely returning and remitting all required sales and use taxes to the appropriate taxing authorities. Please provide signature of authorized agent or exhibitor.**

SIGNATURE/TITLE **DATE**

All deposits will be processed by AmericasMart® Atlanta ("AMC") upon receipt, but acceptance of such deposit is not confirmation of a booth assignment. AMC reserves the right to reject ANY application for ANY reason, and this contract becomes binding only upon confirmation in writing of a booth assignment (the "Exhibit Space"). Booth assignments are based on a number of factors including the date of application, seniority, type of product, and booth presentation. AMC reserves the right to alter the floor plan and/or to re-assign Exhibit Space location as it deems appropriate. Following booth assignment, Exhibitor may not change, transfer or cancel Exhibit Space location except upon written approval by AMC. Specific location requests MUST be in writing. AMC will accommodate such requests as space permits, but cannot guarantee requested placement. Upon confirmation of a booth assignment, all monies are nonrefundable and nontransferable. No exceptions. The balance of the fee payable hereunder is due on or before the Final Payment Due Date noted above. AMC reserves the right to reject any payment received after such date. This contract is subject in all respects to the Terms and Conditions attached hereto and incorporated herein by this reference: <http://go.americasmart.com/exhibitor-space-contract-terms>. By executing this Contract, the above-signed consents to receiving communications from or on behalf of AMC and its affiliates via telephone, email, and/or facsimile at the telephone number(s), email address(es) and facsimile number(s) indicated above.

16. **Mail Completed Contract to:** **AmericasMart® Atlanta**
240 Peachtree Street NW
Suite 2200 – Temps/July2018
Atlanta, GA 30303-1327
Email to: lsebastiani@americasmart.com

Questions? Call 404.220.2262



Full payment is due with contract.
(See pricing on page 9.)

Credit Card Payment – Deposit and Final Payment

By completing this section for credit card payment, the Cardholder understands that AmericasMart® Atlanta will charge the credit card below for the full booth cost at the time of application. Any remaining amount due, for the booth(s) to be occupied by the Exhibitor will automatically be charged to this card on or after May 7, 2018 unless an alternate form of final balance is specified below.

COMPANY NAME

CARDHOLDER'S NAME

CARDHOLDER EMAIL **CARDHOLDER PHONE NUMBER**

CARDHOLDER'S BILLING ADDRESS (As it appears on the credit card account. REQUIRED.)

CITY **STATE/PROVINCE** **COUNTRY** **ZIP**

CARD TYPE: MASTERCARD VISA DISCOVER

CORPORATE CARD: YES NO
*AmericasMart does not accept American Express

CARD NUMBER **EXP DATE** **SECURITY CODE**
(3 digits on back of card)

CARDHOLDER'S SIGNATURE

PRINT NAME

TITLE **DATE**

I, the Cardholder, authorize AmericasMart Atlanta to charge the above credit card for the amount due under this application AND for any balance(s) then due or thereafter coming due under this agreement—including, without limitation, the balance due for the contracted booth(s) as well as additional booths or booth upgrades requested by Exhibitor and furnished by AmericasMart. I understand that the charges are non-refundable and non-transferable, even in the event of booth cancellation. No exceptions. Furthermore, I, the Cardholder, agree this payment is made pursuant to, and I am bound by, the AmericasMart Exhibit Space Terms and Conditions.

Alternate Form of Payment for Balance

I, the Cardholder, prefer to pay my final booth balance using an alternate form of payment and have indicated this intent by initialing below.

Alternate Credit Card _____ (Initial Here) Wire Transfer _____ (Initial Here) Check _____ (Initial Here)



Mail or Fax Completed Form to:

AmericasMart® Atlanta
240 Peachtree St. NW
Suite 2200 – Temps/July2018
Atlanta, GA 30303-1327
Email: lsebastiani@americasmart.com

Added Resources Designed For You



Advertise

The key to having a successful Show is spreading the word about new product offerings, special events, where buyers can find you at Market, and how they can make appointments.

Contact Leah Paskin at 404.220.2181 or lpaskin@americasmart.com



Travel

We provide special benefits to make your trip to AmericasMart more enjoyable and affordable. Take advantage of our exclusive discounts and offerings when planning your visit to Atlanta.

AmericasMart.com/Travel



Logistics

Ship your freight via AmericasMart Logistics and avoid drayage fees when your freight arrives at the Advanced Warehouse between May 14 – June 22, 2018. Call 877.588.8930 or logistics@americasmart.com



First Look Lobby Displays

Promote your products in displays located in high-traffic, visible lobby areas, for greater exposure to Market attendees.

Contact Natillia Robinson at 404.220.2127 or nrobinson@americasmart.com



Lead Retrieval

Capture more leads at Market. Lead retrieval devices offer quick badge scanning, easy lead qualifying and note taking, and organized follow up. Call 484.751.5131



Product Photography

Supply us quality, print-ready product images and your products could be featured in our buyer marketing communications and campus signage.

Email photography@americasmart.com



Buyer Invitations

Let us help bring your buyers to Market. Provide your current and prospect buyer lists and our Retail Services team will contact your buyers with exclusive Market incentives.

Contact Sarah Ann Hilton at 404.220.2433 or shilton@americasmart.com



Webinars

From booth set up to increasing your brand exposure, watch these exhibitor webinars to learn tips on making your Market experience a success.

Visit AmericasMart.com/Exhibit and click on “Exhibitor Webinar Series.”



DIGITAL ADVANTAGES JUST FOR YOU

Put our recent exhibitor enhancements to work on driving more buyers to your booth!



Increase your digital presence via our AmericasMart App—search, navigation and scheduling helps buyers find you.



Enjoy free Wi-Fi on every floor throughout campus.



New campus location feature helps buyers easily navigate directly to your booth.

Download the app at AmericasMart.com/App



QUESTIONS?

CONTACT
LECY SEBASTIANI TIGHE

Sales Director—
The Museum Collective

Ph: 404.220.2262

lsebastiani@americasmart.com