



FURNITURE MARKET

WINTER 2020 MARKET

JANUARY 9TH-12TH, 2020





JOIN THE INDUSTRY'S LEADERS!

Listed are just a few of the major retailers who recently attended our market:

American Wholesale Furniture, Inc
 D Noblin Furniture Mart
 Stash
 Gardner White Furniture Company
 Spiller Furniture
 Peak Furniture Sales
 Nationwide Furniture Distributors
 Big Lots, Inc
 Standard Furniture
 Orleans Oriental Rugs & Furniture
 Slumberland
 Regency Furniture
 Comeaux Furniture & Appliance
 Brown's Furniture
 Wayfair
 Zak's Fine Furniture
 Story & Lee
 The Great American Homestore
 WA Akins & Sons
 Hinline Home Furnishings, Inc.
 Haynes Furniture
 Sutherland
 Bedding Mart
 Planned Furniture Promotions
 Gallery Furniture
 Raymour & Flanigan Furniture

Affordable Home Furnishings
 ABC Warehouse
 A-Z Furniture
 Atlantic Bedding & Furniture
 The Furniture Gallery
 Unclaimed Freight Company
 Folds Furniture
 Heavner's Furniture Market
 Home Furniture
 Roten's Furniture Company
 Gordman's
 Hubbard & Hoke Furniture
 Hainjies, Inc
 Dixie Furniture
 Wood Stock Furniture
 Nunn Company
 Furnishings Unlimited
 Corvin's Furniture
 Statements Furniture

Chelsea Home Furniture, Inc
 HOM Furniture
 Buddy's Home Furnishings
 Kyser Furniture
 Galleria Home Furnishings
 Knight Furniture Company
 Grand Furniture
 AAA Mattress & Furniture
 7 Day Furniture
 Grand Home Furnishings
 Huntington Wholesale
 Steinhafels
 Smart Buys Furniture
 Amazon.com
 Mattress Land USA
 Barrow Fine Furniture
 FFO Home



FOR MORE INFORMATION

1.800.844.0841

TUPELOFURNITUREMARKET.COM



MISSISSIPPI MEANS UPHOLSTERY

The Tupelo Furniture Market is held twice each year in Mississippi. More than 200 furniture manufacturers and 500 suppliers to the furniture industry operate in the state. More upholstered furniture is shipped from Mississippi than from any other state in the country!

**FOR MORE INFORMATION ON
EXHIBITING COMPANIES GO TO
TUPELOFURNITUREMARKET.COM**

MAKE A STATEMENT TO YOUR COMPETITION

Listed are just a few of the companies that have exhibited recently:



Behold Washington Furniture
Malouf
Coaster Company of America
Beyond Borders
Affordable Furniture
A & H Woodworking
VCNY Home
Split Nickel Warehouse
Solstice/Jamison Bedding
Kith Furniture
Seven Wonders Furniture
Symbol/Englander
USA Premium Leather
Snap Finance
American Woodcrafters
Albany Industries
Serta Mattress Company
Simply Bunk Beds
Sealy Mattress Company
Jackson/Catnapper
Furniture Factors, Inc
Classic Furniture
Cottage Creek
Dutch Craft Mattress
Crestview Collections

Artist Guild of America
Million Dollar Rustic-East
Hillsdale Furniture
Corsicana Bedding
Heritage Sleep Concepts
Brazil Furniture
United Weavers of America
Jenkins Lamps
Moss + Industry
Synchrony
StyleCraft
Harris Wholesale Furniture
Sleeptronic
England Furniture A La-Z-Boy Co
Bedding Technology
Kingston Casual
Brooks Furniture
Collums Home Inc
AA Importing Company
The Global Swap Shop
Mexsol
W Silver Products
Okinus
StyleCraft Home Collections
The Tin Can Gypsy

Mlily
Acima Credit
American Cover Design
Simmons Bedding
J Furniture
American Made Silks
Cassady Closeouts
Stacy Furniture
Monday Company
Synchrony
Hinkle Chair Company
M & W Curios & Poly Furniture
Acme Furniture
Southerland INC
India's Heritage
American Furniture Mfg
Tennessee Enterprises
Delta Furniture
A Plus International
Leather Italia
Capital Bedding
Great American Finance
Pine Crafters Furniture
Merchants Preferred
AFD Home
Forever Green Art
Arkansas Homefurnishings
Association



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SPONSORSHIPS & BRAND EXPOSURE OPPORTUNITIES

Increase your exposure on-site at the Tupelo Furniture Market through our numerous sponsorship opportunities.



- SHUTTLE SERVICE SPONSORSHIP
- LOBBY "FIRST LOOK" DISPLAYS
- BOTTLED WATER & WATER COOLER WRAPS
- OUTDOOR COLUMN BANNER WRAPS
- INDOOR PILLAR WRAPS
- ATTENDEE BADGE LANYARDS
- ATTENDEE BADGE INSERTS
- OFFICIAL SHOW BAGS
- BUYERS' BREAKFAST
- DINNER, BAND, BAR



TOP REASONS TO DO BUSINESS IN TUPELO

- Cost of exhibit space is affordable
- Unmatched sponsorship opportunities
- Ability to promote to pre-registered attendees
- Expect a quick return-on-investment (ROI)
- The best order-writing furniture market in the country
- More than 30% of the Top 100 Buyers in the U.S. attend
- Close to 2 million sq. ft. of show space under one roof
- BEST VISIBILITY per sq. ft. of and furniture show
- Centrally located in the U.S.
- Located in the upholstery capital of the world
- No charge for pallet delivery
- A casual but business-focused atmosphere
- Will accommodate early deliveries
- Buyers' & Exhibitors' Lounge
- Complimentary shuttle service
- New exhibitor targeted buyers
- Many exhibitors ONLY showcase product at the

Tupelo Furniture Market

- Exhibitors offer specials and incentives that Buyers can only get in Tupelo
- 200 to 300 exhibitors from throughout the U.S. and the world
- One level & one combined complex so Buyers can easily walk the entire show
- No scheduled delivery times are necessary during established set-up times/dates
- More than 2 million sq. ft. of complimentary parking adjacent to facilities
- Complimentary cocktails, music and entertainment nightly
- Initiative buyer recruitment
- Social media marketing
- Exhibitor E-Blast marketing
- Affordable hotel rooms & in-house booking agent available for show participants
- Complimentary breakfast and dinner buffet every morning and evening of the show

**FOR MORE
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BEDDING IS BIG BUSINESS!

Tupelo is where mattress manufacturers launch new product. More than 40 bedding companies show. Nearly every mattress company showing will have special pricing that will make a trip to Tupelo MANDATORY for all retailers!

**FOR MORE INFORMATION ON
EXHIBITING COMPANIES GO TO
TUPELOFURNITUREMARKET.COM**

Special Exhibitor Programs & Marketing Opportunities



At the Tupelo Furniture Market, we offer our exhibitors pre-show, on-site and post-show marketing opportunities that will assure exposure to retailers! Prior to the market and after the market ends, we provide many e-marketing and social media exposure options. We also offer numerous sponsorships onsite during the market, as well as advertising in the TFM Show Directory.

1. PRE-SHOW COMMUNICATION BETWEEN EXHIBITORS & PRE-REGISTERED ATTENDEES
2. ON-SITE SCHEDULED MEETINGS BETWEEN EXHIBITORS & GROUPS OF BUYERS
3. POST-SHOW COMMUNICATION AND PROMOTION

NEW/TOP EXHIBITOR TARGET BUYER INITIATIVE

The concept is simple but ALMOST UNHEARD OF! You provide our Buyer Recruitment personnel with your top national and key regional buyers, and our team will allocate a percentage of sales revenue to increase the likelihood of their attendance. The packages we create may include airfare, hotel accommodations, meals or entertainment!



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Special Exhibitor Programs & Marketing Opportunities



TOS EXHIBITOR BENEFITS

You want to make a sale.

Buyers want value.

The TOS (Tupelo Only Special) program has been very successful!

- Inclusion as TOS participant in Show Directory
- TOS signs provided in your showroom or exhibit space
- Pre- and post-show communications to TFM pre-registered attendees
- Inclusion on TOS Show Banners
- Inclusion in TOS Videos



Network Now!

Success at the Tupelo Furniture Market begins long before “set-up” and well after the last day of the event.

- Utilize pre-, post- and between-show e-blast promotions
- Take advantage of our Social Media Posts on Facebook and Instagram

SPECIAL DIRECTORY RATES
TFM offers discounts for our exhibitors that sign up early to advertise in our Show Directory. Our directories are packed with information

**FOR MORE
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Buyer Recruitment Marketing Tactics

Knowing who our attendees are, from where they hail, and their travel and buying habits has its advantages! It allows us to develop packages and programs that make their participation in our event more convenient, enjoyable and more profitable!

SHOW YOUR BADGE PROGRAM

Attendees need only to show their TFM show badge to receive FREE shuttle service, and take advantage of discounts available on hotel accommodations. They may also receive discounts on car rentals, rounds of golf, skeet shooting, use of gym facilities, and get amazing deals at area restaurants!



TFM WEEKEND PASS

Our Buyer Recruitment personnel are working with key exhibitors to develop and fund travel packages for targeted buyers. Buyers chosen for a TFM Weekend Pass may receive hotel accommodations, meals and more! Those accepting this incredible offer must agree to attend the market on the weekend!

EARLY BIRD PACKAGE

Buyers that register before June 15th will receive up to half off hotel accommodations if they book through our reservation office. Additional discounts and specials are provided to Early Birds. Contact TFM's Buyer Recruitment Department to learn more!

TFM MARKETING MIX

- Print and Online Advertising in National Trades
- National and Regional Direct Marketing
- Social Media Marketing - Facebook & Instagram
- E-marketing Campaigns



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MORE CASEGOODS THAN EVER IN TUPELO

TFM and Mississippi are well-known for upholstery, but there are PLENTY of companies showing casegoods. In fact, Mississippi's furniture manufacturing base is growing and some of our most prestigious upholstery companies have expanded into casegoods.

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EXHIBITING COMPANIES GO TO
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Buyer Recruitment Marketing Tactics



NETWORK NOW!

TFM offers many ways for our exhibitors and attendees to stay in touch. Our buyers can benefit from the following:

- Receive e-messages pre-, post- and between each market
- Gain access to special offers from exhibitors in the TOS Section of our website
- Learn about new products and services through Facebook, LinkedIn and Instagram



TOS BUYER BENEFITS

- On-site incentives from participating exhibitors
- Special rates for travel, accommodations, entertainment and meals during the market

HOSTED BUYER PROGRAM

Many of the top 100 buyers and largest retailers in the southeast United States regularly attend the Tupelo Furniture Market, but we want them all. So, TFM contacts every “major player” directly by mail, e-mail and telephone to offer them our “Hosted Buyer Program”. Let’s just say it’s an offer that would be difficult to refuse!



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ACCESSORIES IN EVERY BUILDING!

Every furniture retailer needs accessories and will find them in Tupelo. More and more designers as well as decor and accessory retailers from throughout the southeast are shopping in Tupelo!

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FURNITURE MARKET

1879 NORTH COLEY RD. TUPELO, MS 38801



ACCOMMODATIONS & ATTRACTIONS

FOR MORE INFORMATION

Contact the
Tupelo Furniture Market
in-house booking agent
for New Special Show Rates!
1-800-844-0841 or 662-842-4442