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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 Wavfair Zak's Fine Furniture Story & Lee The Great American Homestore WA Akins & Sons Hineline 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



NATIONAL

BUYER APPRECIATION AWARD

FOR MORE INFORMATION



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

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



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



FOR MORE INFORMATION

1.800.844.0841
TUPELOFURNITUREMARKET.COM

Arkansas Homefurnishings
Assocation

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 INFORMATION





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!



FOR MORE INFORMATION

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

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

FOR MORE INFORMATION



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!



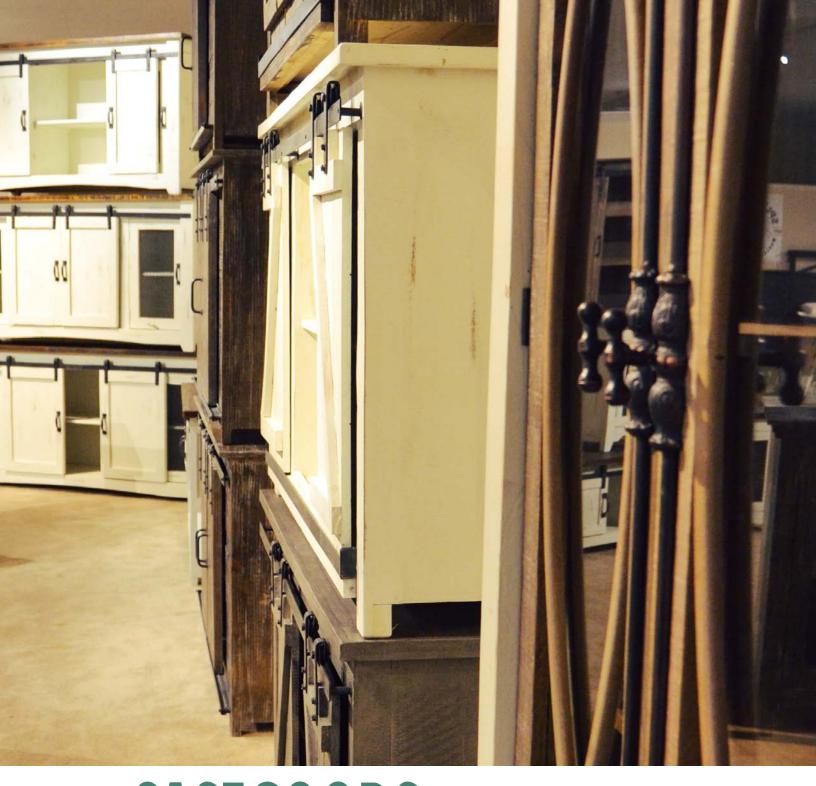
TFM WEEKEND PASS

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!





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.

FOR MORE INFORMATION ON EXHIBITING COMPANIES GO TO

TUPELOFURNITUREMARKET.COM

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

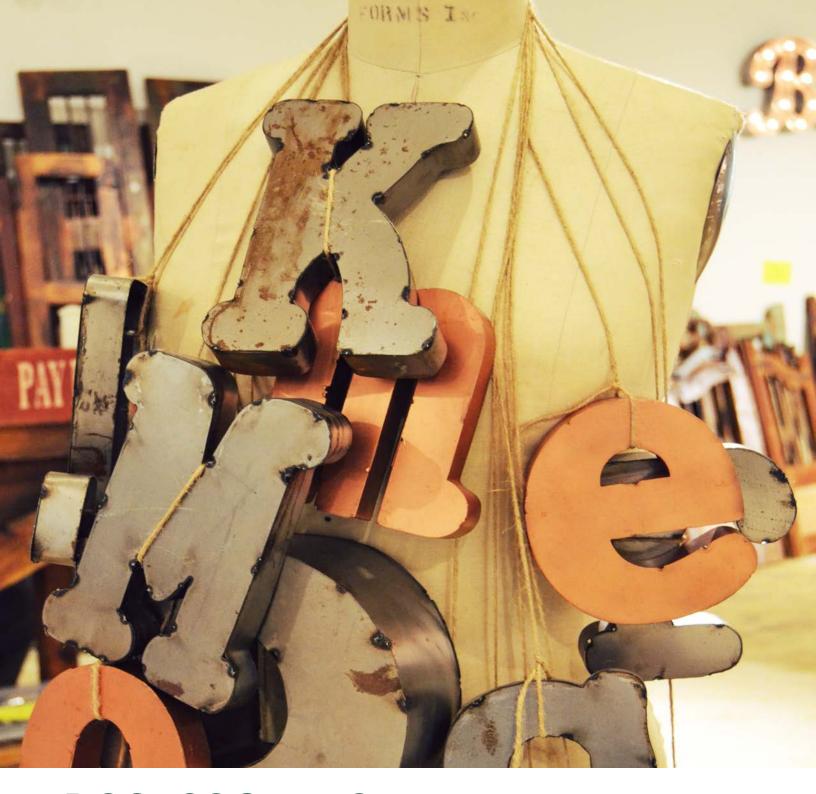
- On-site incentives from participating exhibitors
- Special rates for travel, accommodations, entertainment and meals during the market

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!



FOR MORE INFORMATION



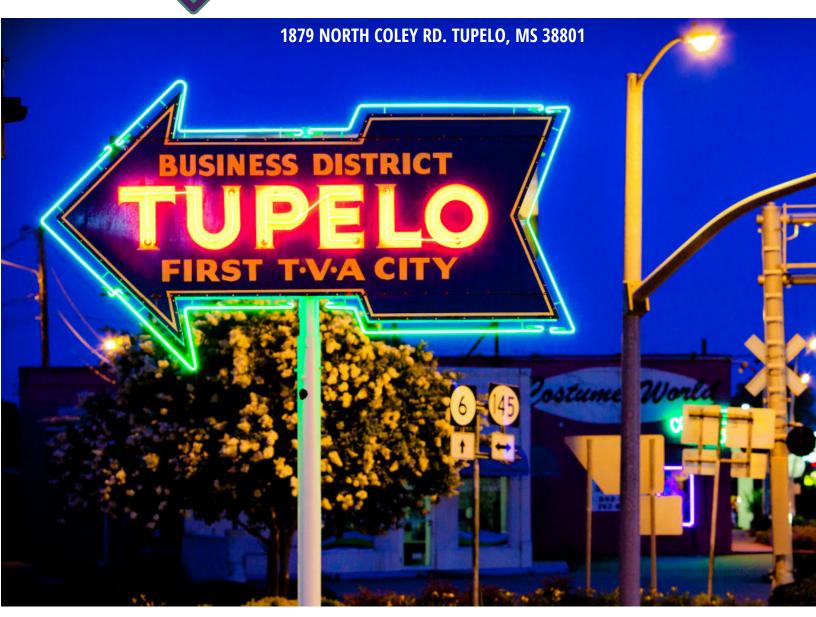
ACCESSORIES IN EVERY BUILDING!

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!

FOR MORE INFORMATION ON EXHIBITING COMPANIES GO TO

TUPELOFURNITUREMARKET.COM





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