



FURNITURE
MARKET

SUMMER 2020 MARKET

AUGUST 13TH-16TH, 2020



TUPELOFURNITUREMARKET.COM

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
Gardner White Furniture Company
Spiller Furniture
Peak Furniture Sales
Nationwide Furniture Distributors
Big Lots, Inc
Wagon Yard, LTD.
Orleans Oriental Rugs & Furniture
Slumberland
TD's Fine Furniture
Comeaux Furniture & Appliance
Malouf
Wayfair
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
Room to Room
Woodland Home 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
The 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
Home Goods

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!

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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
Chromcraft
VCNY Home
Split Nickel Warehouse
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
Murrow's Transfer
Lawncraft
Mayberry Rugs
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

Kingston Casual
Brooks Furniture
Collums Home Inc
AA Importing Company
The Global Swap Shop
W Silver Products
Okinus
StyleCraft Home Collections
The Tin Can Gypsy
Mlily
Acima Credit
American Cover Design
JB Hunt
Classy Art
Simmons Bedding
J Furniture
American Made Silks
Monday Company
Synchrony
Magnolia Furniture
Hinkle Chair Company
M & W Curios & Poly Furniture
Acme Furniture
American Furniture Mfg
Tennessee Enterprises
Delta Furniture
Kornerstone Credit
A Plus International
Leather Italia
WestCreek Financial
Capital Bedding
Pine Crafters Furniture
AFD Home
Tempur + Sealy
Forever Green Art
Everest Sleep
Arkansas HomeFurnishings Association
Freightclub
New Classic Home Furnishings, INC
Baldacci Promotions
Coast to Coast Accents
Restonic

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
- BEST VISIBILITY per sq. ft. of any 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
- 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
- 150 to 200 exhibitors from throughout the U.S.
- 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

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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!

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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



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Buyer Recruitment Marketing Tactics

Knowing who our attendees are 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!

TFM MARKETING MIX

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



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

Some of the top 100 buyers and larger retailers in the southeast United States regularly attend the Tupelo Furniture Market. TFM makes every effort to directly reach retailers 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!

EXPANDED SHUTTLE SERVICES

Attendees living within 60 miles of the Tupelo Furniture Market need only coordinate with us in advance and we will, at NO CHARGE, provide them with shuttle services to and from the show. Attendees living within 100 miles of the Tupelo Furniture Market may also expect shuttle services at NO CHARGE. However, at least a one night stay in Tupelo is required.

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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.

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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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ACCOMMODATIONS & ATTRACTIONS

Tupelo Furniture Market's Host Hotels offer special rates to those attending or exhibiting at the Tupelo Furniture Market. We encourage all those traveling to Tupelo to take advantage of these hotels that have offered discounts to those participating in the market. Be sure and mention the Tupelo Furniture Market to receive special rates.

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