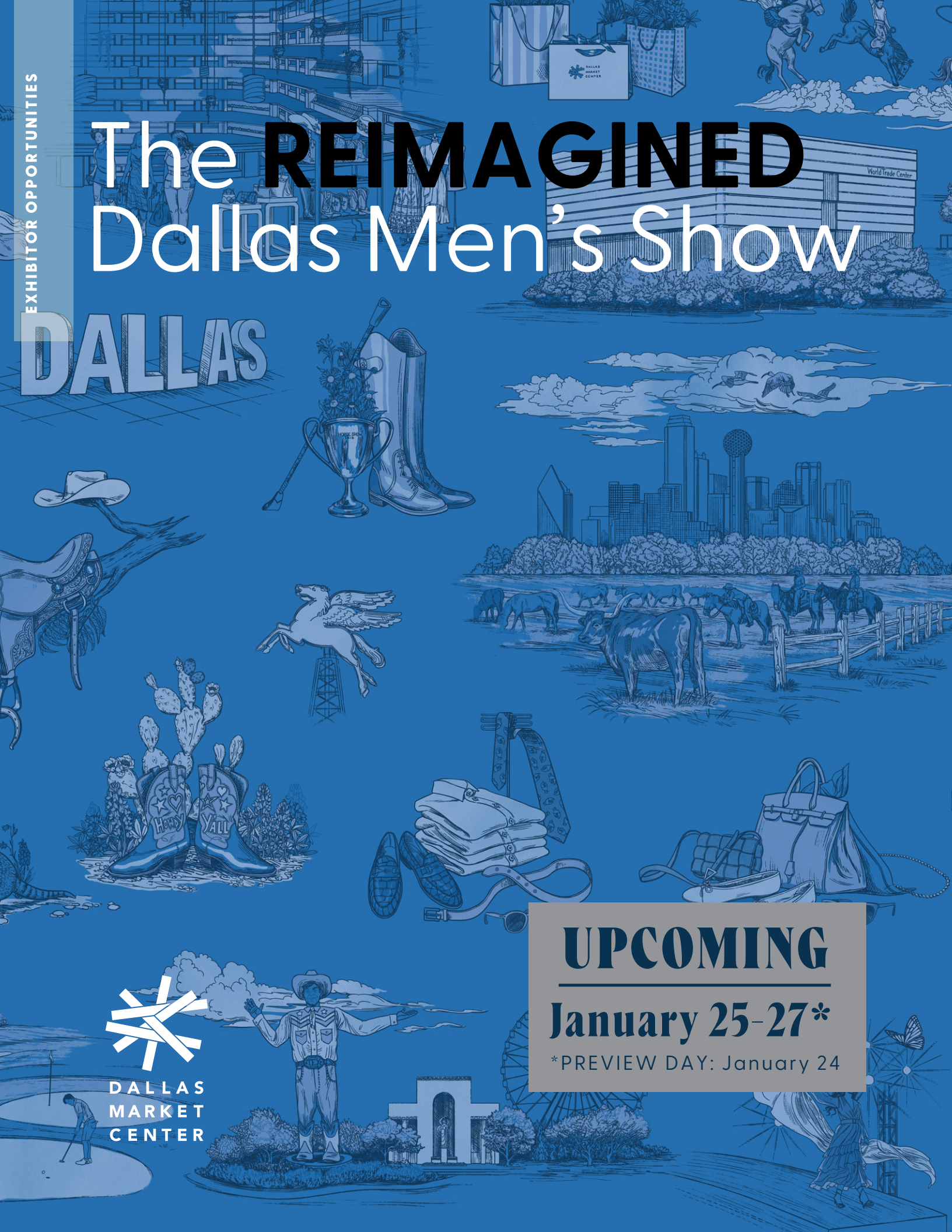


EXHIBITOR OPPORTUNITIES

# The REIMAGINED Dallas Men's Show

# DALLAS



**UPCOMING**

**January 25-27\***

\*PREVIEW DAY: January 24

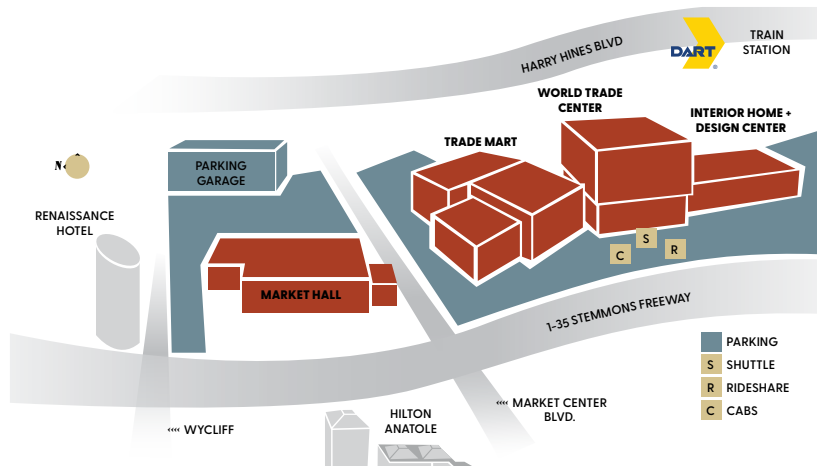


DALLAS  
MARKET  
CENTER

## THE REIMAGINED DALLAS MEN'S SHOW

In January 2025, the fastest growing U.S. men's show will be reimagined: our largest show ever with a new venue for temporary vendors, inspiring events including a runway show, and that legendary Texas hospitality. Welcoming buyers from coast to coast and showcasing more than 60,000 sqft of men's apparel, accessories, and footwear brands.

## DALLAS MARKET CENTER CAMPUS



Temporary exhibits will be held in Market Hall. Permanent showrooms located in the World Trade Center.

Shuttles will operate all day, connecting the buildings and nearby hotels. The campus is also easily walkable.

## JANUARY 25-27, 2025\*

### JOIN TOP BRANDS SUCH AS

- 34 Heritage
- Billy Reid
- Brax
- Bugatchi
- David Donahue
- Emmanuel Berg
- Eterna
- Faherty
- Greyson
- Mizzen + Main
- Paige
- Scott Barber

\*Friday (PREVIEW DAY) 12:00-6:00PM  
 Saturday - Sunday 8:30AM-6:00PM  
 Monday 8:30AM-3:00PM

### EXPANDED COLLECTIONS: LIFE + STYLE

The Dallas Men's Show has tripled in size over the last five years and created the only lifestyle marketplace for men's retail. That's because only the Dallas Men's Show presents a full collection of lifestyle categories for retailers: sportswear, luxury, suiting, casual, golf, outdoor lifestyle, athleisure, accessories, gifts, and more. Retailers can survey the marketplace and create a complete assortment for their store. That's the Dallas difference.

### WELCOMING TOP RETAILERS

Quality buyers from coast to coast attend the Dallas Men's Show:

Berings; Houston, TX  
 Country Gentleman; Greenville, MS  
 Crane's Country Store; Williamsburg, MO  
 J Parker Limited; Savannah, GA  
 Massey's Professional Outfitters; New Orleans, LA

Midland Clothing Company; Basalt, CO  
 Saint Bernard; Dallas, TX  
 Scheels; Fargo, ND  
 Town And Country; Springfield, MO  
 TYLERS; Austin, TX

### ADJACENT EVENTS

In January, the Men's Show will have even more appeal for retailers because immediately preceding the show are trade events for Women's apparel and accessories, Western, and English. The Men's Show will be promoted to these buyers and offer an opportunity to attract new business not seen at a typical men's show.

## MARKETING YOUR MEN'S SHOW

Advertising. Social Media. Email. Our marketing team work hard to promote The Men's Show across industry publications, the Dallas Market Center social media accounts, and email blasts to thousands of prospects and loyal buyers.

## BUYER DELIVERY

No other marketplace has a dedicated buyer delivery team attracting top retailers from across the U.S. They reach out to loyal retailers, new retailers, and stores referred by exhibitors. They are here to help you succeed!

## ONBOARDING FOR YOUR SUCCESS

No other show helps onboard exhibitors quite like Dallas. That's why we've partnered exclusively with Michele Doty Sales, who brings 30 years of experience to help you every step of the way! Whether you are brand new or a veteran, Michele has proven systems and strategies to ensure your success. Her complimentary seminars are included with your booth, plus we provide a handy exhibitor guide and a video tutorial on exhibiting in Dallas.



## 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:**  
socialmedia@dallasmarketcenter.com

Along with the artwork, include:

DALLAS MEN'S SHOW- JAN 2025

Your Company Name

Your Booth Number

*No logos on images*



## 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, e-mail blasts/on-line banners, digital/ video screen advertising, and magazine advertising.

FOR MORE INFORMATION CONTACT:

JAMIE MAJECKI | Senior Director, Media Sales

214-655-6174 or jmajecki@dallasmarketcenter.com

# EXHIBITOR OPPORTUNITIES | DALLAS MEN'S SHOW

## BOOTH PACKAGES

ALL COMPLIMENTARY BOOTH PACKAGES MUST BE ORDERED THROUGH THE GES WEBSITE



### ACCESSORIES:

- GEM 10' x 10' Wall Booth
- (3) EZ Shelves (58"Wx72"H) – (5) removable shelves spaced 12" apart
- (3) Chairs
- (1) 6'x30" or 4'x24 White Skirted Table
- (1) Wastebasket
- (1) Tracklight with (3) Lights
- \*5w power is included. Additional power is available from GES
- (1) Booth Identification Sign
- RATE: \$2,100\*



### APPAREL:

- GEM 10' x 10' Wall Booth
- (5) Rolling Racks (50"Wx64"Hx22"W)
- (3) Chairs
- (1) 6'x30" or 4'x24 White Skirted Table
- (1) Wastebasket
- (1) Tracklight with (3) Lights
- \*5w power is included. Additional power is available from GES
- (1) Booth Identification Sign
- RATE: \$2,100\*



### ACCESSORIES | APPAREL:

- GEM 10' x 10' Wall Booth
- (2) Rolling Racks (50"Wx64"Hx22"W)
- (2) EZ Shelves (58"Wx72"H) – (5) removable shelves spaced 12" apart
- (3) Chairs
- (1) 6'x30" or 4'x24 White Skirted Table
- (1) Wastebasket
- (1) Tracklight with (3) Lights
- \*5w power is included. Additional power is available from GES
- (1) Booth Identification Sign
- RATE: \$2,100\*

### WHAT IS INCLUDED:

- BOOTH & EQUIPMENT PACKAGE READY FOR MERCHANDISING
- COMPLIMENTARY DRAYAGE WITH NO LABOR OR UNION FEES
- DAILY HOSPITALITIES & REFRESHMENTS ON THE SHOW FLOOR
- COMPLIMENTARY STORAGE MARKET-TO-MARKET

CONTACT



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\*Booth renderings are for illustration only. Exact layout may have slight modifications.