

# Custom Booth Guidelines for AmericasMart’s “Juried Collections”:

- HIGH DESIGN
- Handcrafted Design
- BOUTIQUE

To apply to the juried collections above, a custom booth design is ***required***. **Standard pipe and drape back & side walls and standard draped tables are NOT acceptable for AMC’s juried collections.**

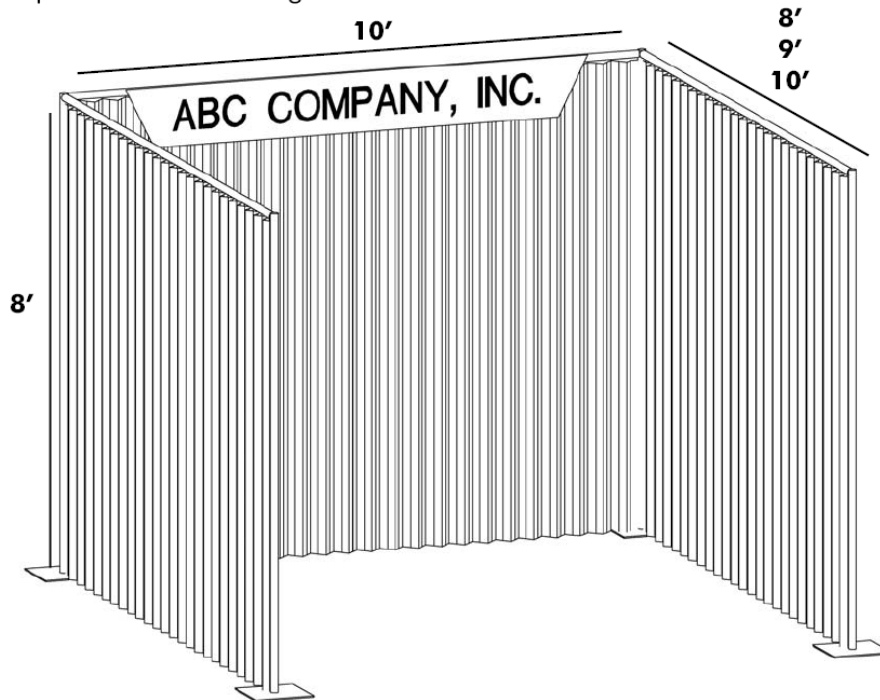
If you do not have a photograph of your custom booth from a previous show, please use the attached worksheet to draw and describe your booth. The worksheet will also need to be signed. Please note that half of the selection consideration based on your booth design, so creativity is very important! The standard booth size in each Category is as follows, although odd size space may also exist.

## STANDARD BOOTH SIZES:

- HIGH DESIGN: 8’ X 10’
- Handcrafted Design: 10’ X 10’
- BOUTIQUE: 10’ X 10’

## **Typical Booths**

- A) 8’ Deep x 10’ Wide x 8’ High
- B) 9’ Deep x 10’ Wide x 8’ High
- C) 10’ Deep x 10’ Wide x 8’ High



# JURIED COLLECTION BOOTH DESIGN WORKSHEET

## BACK WALL & SIDE WALLS

Please describe the material that will be used to cover your back wall & side walls:  
(The use of standard Freeman drape is strictly prohibited!)

---

Please note: Foamcore can be ordered from Freeman, and can be further customized by you! Foamcore comes in several colors, and custom colors can be produced as well. Freeman can be reached at 404-253-6494 with questions.

## FLOORING

Please describe the type of flooring that will be used in your booth.  
(Please note that the floor must be covered completely.)

---

Please note: carpet can be ordered from Freeman, and comes in several colors. Freeman can be reached at 404-253-6494 with questions.

## DISPLAY FIXTURES

Please describe the type of fixtures that you plan to use in your booth:  
(Custom fixtures are required. Standard draped tables are not acceptable in juried collections)

---

Please note: IKEA is a great resource for shelving, tables, etc. and is very close to AmericasMart. Go to [www.ikea.com](http://www.ikea.com) for ideas. Freeman also rents custom furnishings that may be acceptable in juried collections. Call Freeman at 404-253-6494 for complete catalog of booth furnishings.

## LIGHTING

Lighting is an important element in booth design and can be used to spotlight areas & products within your display. If you plan on ordering lights through AmericasMart, or ordering electrical service to your booth and bringing in your own lighting it will be necessary for you to complete the appropriate form within your Exhibitor Services Manual upon acceptance into the Show.

Contact Hope Clark with any electrical questions at 404-220-2244 or [hclark@americasmart.com](mailto:hclark@americasmart.com)

## ADDITIONAL DESIGN FEATURES

Please indicate any additional booth descriptions below- including merchandising, signage, theme of display, coordinated clothing, giveaways, etc:

---

---

---

---

## **DRAWING OF BOOTH PRESENTATION & LAYOUT**

### **SIGNATURE OF APPLICANT**

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

*I verify that the above description/attached drawing are the booth that I will display at the January 2008 Atlanta International Gift & Home Furnishings Market. If accepted into a juried collection, any major changes made between now and Market are to be approved through the Category Manager.*

If you have any questions, please rely on these contacts:

**HIGH DESIGN:** Elizabeth Turnipseed/ 404-220-2201/ [eturnipseed@americasmart.com](mailto:eturnipseed@americasmart.com)

**Handcrafted Design:** Grace Creta/ 404-220-2223/ [gcreta@americasmart.com](mailto:gcreta@americasmart.com)

**BOUTIQUE:** Elizabeth Turnipseed/ 404-220-2201/ [eturnipseed@americasmart.com](mailto:eturnipseed@americasmart.com)

**Exhibitor Helpline:** 404-220-2200

**Freeman:** 404-253-6494