

# The LARGEST APPAREL MARKET on the EAST COAST

## Press Room Open During Market

The press room is open every Market (excluding the June Market) and is located in the 3rd Floor Conference Center in the Candler Room.

Hours of operation are as follows:

Saturday: 9 a.m.–4:00 p.m.

Sunday: 9 a.m.–4:00 p.m.

Monday: 9 a.m.–4:00 p.m.

Please note: The press room is NOT open on the last day of Market (Tuesday).

We encourage you to drop off press kits and/or press information that is relevant to our attending media. This may include (but not limited to) company information, press releases about the company and/or new products and fashion-forward trends portrayed through your merchandise. We encourage you to get in front of the media and display your press kits during Market. There is a much greater chance of driving media traffic to your showroom/booth if you grab their attention in the press room.

The press room will open on Saturday morning at 9 a.m. Starting Saturday, you can drop off press kits. They can be picked up on Monday afternoon by 4 p.m. (They are discarded that evening if not picked up).

We are not responsible for product left in the press room after Monday at 4 p.m. Also, the press room has a supervisor and is secured at night, but we can not be responsible for any product left in the room. Because of this, please only leave samples that you would feel comfortable having the media pick up to take back to their offices.

If you have any questions or concerns about the press room, press kits or the media, please feel free to contact our media relations specialist, Tara Tuschinski, at 404-220-2384 or [ttuschinski@americasmart.com](mailto:ttuschinski@americasmart.com).