New or Returning Buyer?

Use this guide as a quick overview of everything you need to know to get started sourcing.
Locations are the “address” of the showroom or booth. Each building follows a different format. Here’s how:

1. **Locations in Building 1** contain the building number followed by the hallway letter and showroom number:
   - B1 12-B-6 = Building 1, Floor 12, Corridor B, Showroom 6

2. **Locations in Building 2** contain the building number followed by the combined floor and showroom number:
   - B2 731B = Building 2, Floor 7, Showroom 31B

3. **Locations in Building 3** contain the building number, followed by the quadrant (North, South, East or West) and the showroom number:
   - B3 13-E110A = Building 3, Floor 13, East Quadrant, Showroom 110A

### Questions?
Locate an Information Kiosk during Markets for assistance in person. You can also use @AskAmericasMart or #AtlMktHelp on Twitter to get assistance from our Customer Relations team.
New? Here’s How to Shop!

USE THE ATLANTA BUYER’S GUIDE / DOWNLOAD THE AMERICASMART APP at AmericasMart.com/App

- Look in the Classified Listings (Atlanta Buyer’s Guide) and Product Categories (AmericasMart App search function) to find product categories that apply to you. Use the Alphabetical Listings (Atlanta Buyer’s Guide) and Exhibitors (AmericasMart App) to locate specific exhibitors/lines.
- Study the color-coded building schematic and match your purchase plan to the categories/floors.
- Use the detailed maps to locate showrooms or bridges (maps are also on the floors in each elevator lobby).
- Locate exhibitors on campus year round with turn-by-turn navigation (app only).
- Search a full schedule of events ranging from lunches to parties to special surprises.

WALK HALLWAYS
Shop appropriate floors for your product categories by going through each hallway.

USE BRIDGES
Buildings are connected via bridges—there’s no need to go outside unless you want to.

TAKE ESCALATORS
During busy Market days, use escalators and stairways to move between floors quicker.

STAY HYDRATED
Complimentary water is available on the Floor 1 lobbies of all three buildings during Market.

ATTEND NEW BUYER BREAKFASTS
Come to informal sessions to ask questions and get assistance during markets. Contact Kaitlin Tolle for details at 404.220.2435 or ktolle@americasmart.com.

Business Reminders

Check off these items with showrooms and exhibitors when planning your purchases.

- Remember that you are a purchasing agent for your customers, not a selling agent for the manufacturer.
- Learn the difference between direct manufacturers (company sales reps) and manufacturer representatives (multi-company sales reps).
- C.O.D. shipments aren’t recommended. Be prepared to present the necessary credit information to place an order.
- Remember to buy what sells—don’t sell what you decide to buy.
- Ask questions in each showroom and/or temporary booth.
- Always convert all orders placed to retail to determine the real value of your order.
- Find out the freight charge to accurately calculate the total cost of the order and the method of shipping.
- Include a shipping date on every order—never assume it will be shipped unless the date has been confirmed.
- Ask about cancellation policies, back order policies, and always include a cancellation date.
- Finalize any and all open issues before leaving Market.
- Take all copies of all orders and double check ship dates and cancellation dates.

AmericasMart.com/Buyer
ACCESSIBILITY
Building 2: Elevators to the left of the elevator rotunda are designed for wheelchair use and may be accessed from the Floor 1 lobby. A wheelchair lift also is available on Floor 1.

Buildings 1 and 3: Wheelchair lifts are available in Buildings 1 and 3 at the bridges; on Floor 1 of Building 1 near the Registration desk; and near the JP Atlanta entrance.

Handicap-accessible restrooms are denoted on the floor plan maps in The Atlanta Buyer’s Guide.

LOST & FOUND
Building 2, Security Command Center (404.220.2552)

PHOTOGRAPHY POLICY
All photography in or of showrooms and on all exhibit hall floors is strictly prohibited without the express permission of each affected exhibitor.

FIRST AID / MEDICAL
Building 2, Floor 2 (404.220.2553)

ATMS
Building 1, Floor 1, Registration Lobby
Building 2, Floor 2, Registration Lobby
Building 3, Floor 1, Outside Market Café

ROLLING CART ADVISORY
Rolling carts smaller than 12”(H) x 16”(W) x 5”(D) are welcome. All others must be checked during Market.

MARKET LUGGAGE / COAT CHECK
Building 1, Floor 1
Building 2, Floor 1, Registration Lobby
Building 2, Floor B2, Registration Lobby
Building 3, Floor 1, Hallway Past Market Café

COMPLIMENTARY INTERNET ACCESS
Connect to the free guest Wi-Fi network “AmericasMart.” Enjoy high speed internet access on tradeshow floors/common areas.

AMERICASMART APP / MARKET PLAN
Use the AmericasMart app while on campus year round for turn-by-turn navigation to exhibitors, events, and more.

Visit AmericasMart.com or use the AmericasMart app to search for exhibitors, lines, and brands, add them to your Market Plan, and organize your visit, set your budget and learn about events.

INTERNATIONAL BUSINESS CENTER
Building 1, Floor 9, Room 9-D-9B (During markets only)

ATLANTA BUYER’S GUIDE
Pick one up at any of the Registration desks for detailed information like floor maps, exhibitor locations, campus dining and more.

OPEN YEAR ROUND
AmericasMart is open Monday–Friday, 10 a.m.–4 p.m., between markets for shopping, workshops, education and more. Visit AmericasMart.com/OYR for details.

FIND MORE INFORMATION ONLINE
Get more details on the information in this guide, as well as:

- Parking / Shuttles / Courtesy Car
- Hotels / Travel Assistance
- Floor Maps / FAQs / Market Events
- Dining / Atlanta City Guide

Visit AmericasMart.com/Buyer or download the app at AmericasMart.com/App.
### The Atlanta International Gift & Home Furnishings Markets (January & July Only)

#### BUILDING 1
- **Floor 1:** HD Home
- **Floor 2:** ANTIQUES
- **Floor 7:** Home Accents, Home Furnishings, Fine Linens, Home Textiles, Décor | Light & Lifestyles

#### BUILDING 2
- **Floor 1:** HIGH DESIGN®, HIGH DESIGN LUXE®
- **Floor 2:** Housewares, Tabletop & Entertaining, Tabletop LUXE
- **Floor 3:** Gourmet Foods, Gourmet LUXE, The Museum Collective

#### BUILDING 3
- **Floor 1:** Cash & Carry Jewelry, Halloween, Holiday, Floral, Baskets
- **Floor 2:** Emerging Artists, Global Designs, Handmade Designs, Handmade Jewelry, Made in America, Museum Gifts & Fine Gifts
- **Floor 3:** Body & Soul, Spa Products, Body & Soul LUXE, Children’s World, Modern Baby & Contemporary Kid
- **Floor 4:** Boutique, Gentlemen’s Boutique, Jewelry & Fashion Accessories, Luggage & Travel Accessories
- **Floor 5:** General Gifts, On Trend Gifts

### Atlanta Apparel Markets
(February, April, June, August, September, & October Only)

#### BUILDING 3
- **Floor 2:** Premiere, Premiere Accessories, Premiere YC
- **Floor 3:** READY! Ready-to-Wear, J.F.A. Jewelry & Fashion Accessories, Display / Packaging / Fixtures
- **Floor 4:** NOW! Young Contemporary, Shoe Studio
- **Floor 5:** NOW! Young Contemporary, IMPULSE! Cash & Carry Accessories

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