

MARKETING CHECKLIST

All the things that make our industry great are still with us today.
We're all in this together.

Our commitment during this challenging time is to support you with tools and resources to digitally connect with retailers and designers between Markets. We are heavily promoting showrooms and exhibitors to our universe of buyers. Between IMC's three market websites, we see over 3 million unique visitors annually — so you do not want to miss a chance to get your company and products in front of this engaged buyer audience.

OPPORTUNITIES AVAILABLE NOW

ShopZio — powered by IMC_di

IMC_di is offering IMC tenants and exhibitors complimentary access to ShopZio — a B2B selling platform that connects you and your reps with retailers. As a result of the current crisis, IMC_di is extending a special offer to current IMC exhibiting vendors. We will waive all onboarding fees and all monthly charges for ShopZio for the remainder of 2020.

[Learn more here](#)

To begin working with our team, complete a simple interest form [here](#)

Once we receive your interest form, our IMC_di Customer Success team member will contact you to schedule and begin the onboarding process and answer your questions

Online Exhibitor Portal

We encourage you to enhance your exhibitor portal by adding product detail, descriptions, specials, links to your websites and other resources. Your information is accessible to buyers in the [Exhibitor Directory](#).

Login to AmericasMart.com [here](#)

Add your lines and product photography

Add a description of your company

Add your contact information

Add links to your social media profiles

Product Photography

We are actively seeking your best-sellers and new products to be featured in our marketing campaigns and trend programs like [Market Snapshot](#), [Shop the Show](#) and throughout our social media and email channels.

Submit your imagery [here](#) or email hi-res photography to photography@americasmart.com

Advertising & Sponsorship

While you may be evaluating where you can tighten up your spending, maintaining a certain level of advertising signals to the industry that you plan to survive this unique challenge, have resources to work with buyers now and are poised to help when life returns to normal.

Atlanta Market Magazine— Mailed to +70k retailers and designers, the Atlanta Market Magazine is essential for awareness and sourcing. Secure a print ad to communicate your message, link to your website and more. The Magazine will be digitally enhanced and emailed to buyers and promoted via social media

Custom digital — Connect with us to discuss your unique needs and budget

Contact [Rhonda Jackson](#), VP of Advertising to discuss your budget and advertising plan

Share Your Story

Is your company doing something to support your community during COVID-19? Tag us in you social media posts so we can re-share the good news: [@americasmartatl](#) | [#ATLMkt](#)

Engage with us on social — use the official Market hashtag [#ATLMkt](#)

Facebook [/americasmartatl](#)

Instagram [@americasmartatl](#)

Twitter [@americasmartatl](#)

Atlanta NEXT

Construction at the AmericasMart Atlanta campus remains steadfast during this time. Stay up to date on the progress by visiting [AmericasMart.com/AtlantaNext](#).

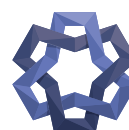
Marketing during COVID-19

Our marketing strategy during this difficult time is to ensure we're connecting buyers with content and brands between Markets. We have enriched our website with industry articles, links, webinar series, product-centric programs and more.

See more here: [AtlantaMarket.com](#)

Webinar series here: [AmericasMart.com/AtlantaRemote](#)

For the latest COVID-19 updates from IMC, please visit our corporate website [here](#)



INTERNATIONAL
MARKET CENTERS