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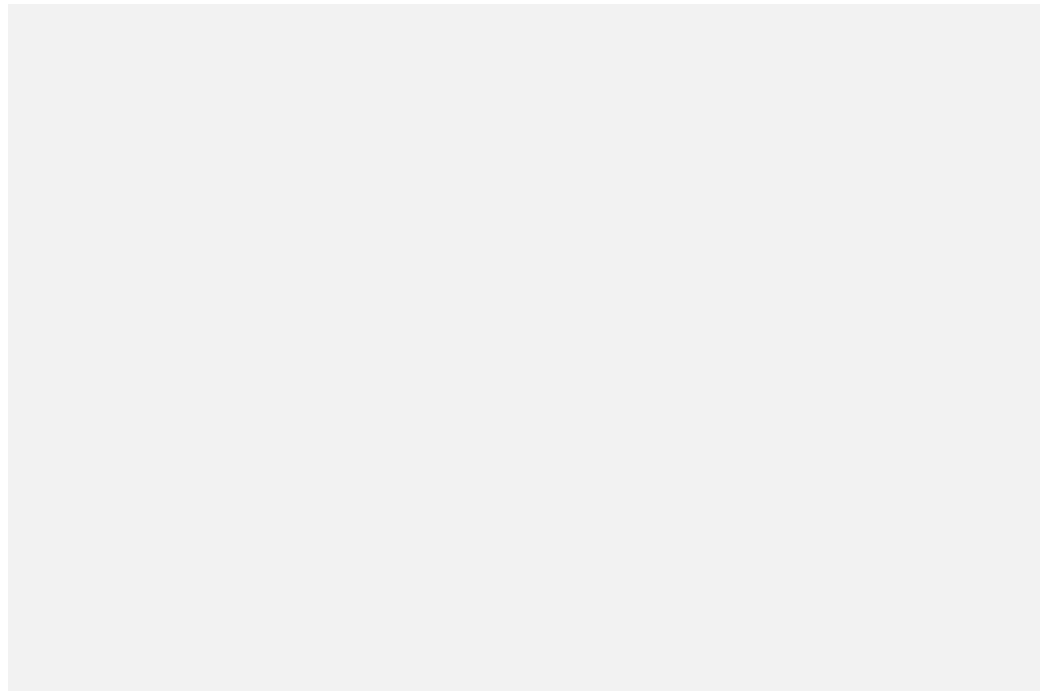
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Home > Atlanta Market > IMC repositions August markets as 'showroom-only buying opportunities'



IMC repositions August markets as 'showroom-only buying opportunities'

Furniture Today Staff // Staff Editors // July 15, 2020

International Market Centers (IMC) has announced that its August markets in Atlanta and Las Vegas will run as scheduled, but they will be staged as showroom-only buying opportunities — with no tradeshow component — based on recent developments and guidelines related to the COVID-19 pandemic.

"IMC's mission is to create efficient, effective and compelling markets, but our markets must also be safe, secure and comfortable experiences for our customers, both tenants and buyers," said CEO Bob Maricich.

Participating permanent showrooms, which will be appointment-focused, will be open during previously published dates, including the Atlanta Market (Gift & Home), Aug. 13-18, at AmericasMart Atlanta, and the Las Vegas Market, Aug. 30-Sept. 3, at World Market Center Las Vegas.

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Based on recent surveys of tenants, as well as current buyer registrations, IMC estimates that 50% of its tenants will open at each market and approximately 40% of the traditional buyer base will attend.

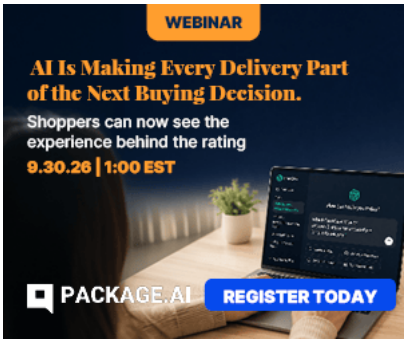


Participating tenants and buyers are encouraged to set appointments for more effective management of traffic density and flow, and IMC will share lists of pre-registered buyers with participating showroom tenants to facilitate scheduling.

In addition, IMC also will employ a number of digital resources, such as online exhibitor directories, way-finding apps, and new digital tools to help virtually connect buyers and suppliers before, during and after market. Additionally, a full slate of virtual programming will complement the product offerings and provide a robust market experience.

To facilitate a safer environment and to manage traffic flow and social distancing, pre-registration is required for all IMC markets this summer. Temperature screening, contactless registration and the use of personal protective equipment are among required components of IMC's Together Safely daily and market operation protocols.

Fall markets will operate as previously scheduled, including the High Point Market, Oct. 13-21.



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