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Live events return to Atlanta Market

GDA Staff // June 24, 2021

ATLANTA — In time for the summer [Atlanta Market](#), International Market Centers has detailed the return of in-person events and celebrations with a schedule of industry parties, culinary demonstrations and expanded amenities set for the July 13-19 staging at AmericasMart Atlanta.

“With market attendance and activity returning to more ‘normal’ conditions, we are delighted to resume the live education, networking and industry celebrations that are a hallmark of the market experience,” said Dorothy Belshaw, IMC executive vice president, chief marketing and customer officer. “We will celebrate industry reconnection in Atlanta Market style with an opening night party, daily networking events and the relaunch of our one-of-a-kind Demonstration Kitchen. We also will introduce a new series of free buyer amenities to address current market transportation needs.”

The Market Kick-Off Party on July 14, open to all market attendees, will feature entertainment and complimentary light bites and drinks beginning at 3 p.m. in the Building 3, Floor 2 atrium. The celebration continues Thursday through Saturday with free daily happy hours from 3-5:30 p.m. in the atrium.

Atlanta Market’s Demonstration Kitchen in Building 2, Floor 8 reopens with a live demonstration and book signing by tastemaker and author Danny Seo, publisher and co-principal of *Rue* magazine and editor-in-chief of *Naturally*, Danny Seo, who will prepare a new dessert recipe from his *Naturally Delicious Desserts* cookbook on July 15 at 11 a.m. Also in the Demonstration Kitchen will be a series of videos featuring all-star Atlanta chef, restaurateur and “Top Chef” fan favorite Kevin Gillespie preparing his char sui pork dish and a classic mai tai cocktail.

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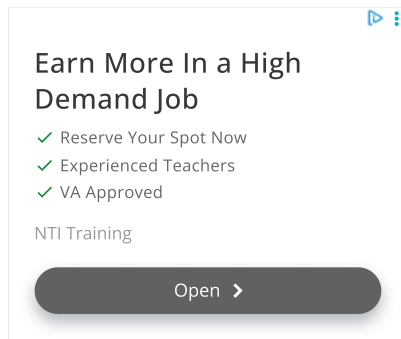
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Additional in-person experiences include at-market installations featuring a tribute to the 2021 Greeting Card Assn. LOUIE Award finalists in Building 2, Floor 2; a vignette of Market Snapshot finalists in Building 1, Floor 1; and instagrammable moments throughout Buildings 1, 2 and 3.

Attendees will be able to access a new [free shuttle](#) to Atlanta Hartsfield-Jackson International Airport and expanded free buyer parking. The airport shuttle leaves AmericasMart from the new bus terminal at Building 1 every hour on the hour from 1-7 p.m., July 14-17. Free buyer parking is available close to the AmericasMart campus in the Peachtree Center Garage and American Cancer Society Building (connected by bridge to Building 3) July 13-19 on a first-come, first served basis until full.

Atlanta Market’s buyers’ lounges return, with sponsorship by Juniper, IMC’s omnichannel B2B e-commerce platform. Buyers can use the lounges located in Building 1, Floor 6 and Building 2, Floor 8 for meetings, networking and taking a break. In the lounges, they also can learn more about the Juniper platform, pre-register for the JuniperMarket and pick up branded swag items.

New this summer, a new outdoor art exhibit planned for Peachtree Street in front of Building 1. The expanded pedestrian space extends the sidewalk for three blocks in front of AmericasMart, including an art installation is a chalk art street mural designed to celebrate and welcome market attendees.



“Through our Atlanta NEXT physical updates, we’re improving the arrival experience – from transportation and street-level into the building– as well as the at-market experience to show attendees how much we value them and how excited we are to see them again in person,” added Belshaw.

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