



AmericasMart® Atlanta

The Atlanta International Gift & Home Furnishings Market®

Showrooms: January 12-19, 2016 Temporaries: January 14-18, 2016

The Atlanta International Area Rug Market®

featuring the National Oriental Rug Show

Showrooms: January 13-16, 2016

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FOR IMMEDIATE RELEASE

**THOUGHT LEADERS AND TASTEMAKERS PRESENT
COMPREHENSIVE MARKET PROGRAMMING
AT AMERICASMART® JANUARY 2016 MARKET**

ATLANTA – December 18, 2015 – AmericasMart® Atlanta presents an engaging and inspirational program of design, retail, media and culinary thought leaders and tastemakers at **The Atlanta International Gift & Home Furnishings Market®** (Showrooms: January 12-19, Temporaries: January 14-18) and **The Atlanta International Area Rug Market® featuring the National Oriental Rug Show** (Wednesday, January 13 – Saturday, January 16).

Style arbiters appearing at the Market include **“Southern Style Now”** author **Robert Leleux**, **celebrity wedding and style expert Anya Sarre**, **PANTONE® Color Institute Vice President Laurie Pressman**, **global trend ambassador Patti Carpenter**, and a litany of designers and influential retailers including **Eddie Ross**, **Jaithan Kochar**, **Gerrie Bremermann**, **Michelle Nussbaumer**, **Shaun Smith**, **Beth Webb**, **Brian Patrick Flynn**, **Barclay Butera**, **Young Huh**, **Krista Nye Schwartz**, **Tami Ramsay**, **Kristin Alber**, **Karin Bennett**, **Amy Wheeler** and **Marty T. Garrison**. **Super Design Campus Live** also returns to AmericasMart with an expanded three-day summit featuring educational presentations, networking events and guided showroom tours.

Media influencers including **“Property Virgins** and **“Flipping Virgins”** host **Egypt Sherrod**, **“Good Morning America”** Gift Expert **Tory Johnson**, Executive Editor of **“Luxe Interiors + Design”** **Arlyn Hernandez**, Editor in Chief of **“Home Accents Today”** **Jenny Heinzen York**, **Susanna Salk** and **Stacey Bewkes** of the **“At Home With”** video series, and **Becky Tyre** of the **“Retail Details”** blog also share their expertise at the Market.

Atlanta’s renowned culinary scene is celebrated with the **AmericasMart Loves Local** series in the **Riedel Gourmet Demonstration Kitchen** throughout the Market. Influential culinary trendsetters including celebrity chef, cookbook author and television personality **Richard Blais** and celebrity

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Chef Marvin Woods of Asante stop by the kitchen to showcase some of the dishes that have made Atlanta a foodie destination. Buyers also enjoy mixology classes lead by the bartenders at Atlanta's newest hot spot, **JP Atlanta**.

Leading rug trade association **ORRA** presents two educational events for its members and guests on Thursday, January 14. The organization's plans for the future are discussed in "**New Era Beginning for ORRA, Rug Education Association, Members**" followed by a discussion of member rug designs in "**Knot to be Missed**"

The Education Center, AmericasMart's celebrated business educational programming, presents a series of mini workshops throughout the Market. The 15 to 30 minute informational sessions include "**Using Social Media for Success**" presented by **Linley + Lauren of the LP2 Boutique Agency**; "**What Retailers Need to Know Now**" presented by **EVP of Strategy and Analytics for Target Data Scott Bailey** and retail expert **Mercedes Gonzalez**; and "**Technology Tips & Tricks**" presented by **Brian Ewing** and **Tara Ronel of SnapRetail**.

AmericasMart celebrates the home, gift and rug industries through a series of at-Market events including **Party on Peachtree** (tickets available at <http://partyonpeachtree.splashthat.com/#rsvp>) on Thursday, January 14 and **America's Magnificent Carpets® Awards** and the January 2016 Market's signature event – the **Colors of The Year Launch Party** – set for Friday, January 15.

New buyers get tips on navigating the AmericasMart campus, finding specific product and exhibitors, and more at a series of **New Buyer Breakfasts** Thursday, January 14 through Saturday, January 16.

The Market center also hosts the **PANTONE® Design Exhibition** throughout the Market and the **Museum of Introductions**, the rug and home industry's exclusive showing of new product introductions in a sophisticated museum setting, January 13 through 16.

A full list of Market programming follows and can be found at www.AmericasMart.com/January.

SPECIAL PROGRAMMING AND CELEBRATIONS

Week-Long Exhibition

Market Hours	PANTONE Design Exhibition Market Hours Building 1, Floor 14, 14-D-9 AmericasMart is proud to present our signature vignette exhibition for January 2016 featuring the PANTONEVIEW® home + interiors 2016 color forecast and the 2016 Color of the Year. We will unveil brand new vignettes curated by top
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interior designers and share how the color forecast will affect home and gift trends this year.

Wednesday, January 13 – Saturday, January 16

9 a.m. – 5 p.m. | Museum of Introductions (MOI) Gallery
9 a.m.–5 p.m. | Building 1, Floor 4, Room 4-B-1
The rug and home industry's exclusive showing of new product introductions in a sophisticated museum setting.

Thursday, January 14

6:30 p.m. | Party on Peachtree 2016
6:30 p.m. | 200 Peachtree, 200 Peachtree St NW, Atlanta, GA 30303

Friday, January 15

6 p.m. | America's Magnificent Carpets® Awards
6 p.m. | The Westin Peachtree Plaza, Peachtree Ballroom
The rug and home industry's signature event, recognizing the newest area rug introductions in a night of dreams, imagination and artistry.

7 – 9 p.m. | Pantone Colors of the Year Party
7 – 9 p.m. | Building 1, Floor 14, Space 14-D-9
Join us in the Pantone Vignette Gallery as we celebrate the launch of the **PANTONE Colors of the Year** and toast our participating vignette designers. Hosted by AmericasMart, The PANTONE Color Institute, Rue Magazine, REstyleSOURCE, CODARUS, Currey & Co, Up Country, Vietri and Castelle.

Friday, January 15 – Sunday, January 17

9 a.m. – 5 p.m. | Super Design Campus Live
9 a.m.–5 p.m. | Campus-Wide and Building 3 Fashion Theater
Design Campus is back and bigger than ever! Join founders Kelli Ellis and Lori Dennis, internationally known from HGTV, Bravo, NBC, Oxygen, TLC, Food Network and coverage in worldwide publications, for a three-day educational Design Campus Summit at January Market. Space is limited, register at DesignCampusLive.com and receive a \$100 discount with coupon code: EARLYBIRD100

EDUCATIONAL SEMINAR SERIES

Thursday, January 14

11 a.m. | Through the Looking Glass: A Study In Contrasts
Presented by Patti Carpenter
11 a.m. | Building 1, Floor 15, Designer Workspace
Join Global Trend Ambassador Patti Carpenter on an interactive journey through emerging international macro trends in color, print, surface design and materials with a focus on the influence of European trends on the current US home and gift industries. Your guide at the crossroads of business and creativity, Carpenter distills the broad-based themes directing trends around the world and their impact on American markets, while offering a first look at the must-see product innovations people will be talking about in the seasons ahead. Carpenter's insightful, carefully curated presentations continue to be an indispensable resource for US-retailers and designers looking to stay abreast of

groundbreaking trends on the global horizon.

- 1 p.m. | From Brick-and-Mortar to Click-and-Order**
Presented by Jenny Heizen York, Editor in Chief of “Home Accents Today”
1 p.m. | Building 1, Floor 10, 1003
The retail market is undergoing a permanent change with more consumers shopping online, buying on mobile devices and even purchasing through social media. Join Jenny Heizen York, editor in chief of “Home Accents Today”, and a panel of successful e-tailers, for a frank and open discussion of the how and why behind the expansion into the world of e-commerce, seeking to answer perhaps the biggest question store owners have – is it worth it? Attendees will get advice from fellow retailers who have made the transition themselves, as well as action steps to implement e-commerce into their own businesses.
- 1:30 p.m. | New Era Beginning for ORRA, Rug Education Association, Members Discussion led by Rob Leahy, current ORRA president with Jim Garner, Education Committee and Frank Eways, Jr., Website Committee**
1:30 p.m. | Building 1, Floor 4, 4-G-7
Join the Board of Directors of ORRA for a discussion of the organization’s 2016 programs and objectives.
- 2 p.m. | How to Create the Perfect Television Pitch**
Presented by Egypt Sherrod Host of HGTV's “Property Virgins” and “Flipping Virgins”
2 p.m. | Building 1, Floor 10, 1004
America’s most beloved real estate agent and home space expert, Egypt Sherrod, presents a tutorial on pitching yourself and your brand to a television network. From HGTV to your local television station, Sherrod will break down the dos and don’ts on how to land yourself a spot on your favorite network.
- 3 p.m. | Southern Style Icons: A Conversation with the Region’s Most Beloved Interior Designers**
Moderated by Robert Leleux, Author of “Southern Style Now”
Featuring Gerrie Bremermann, Michelle Nussbaumer, Shaun Smith, Beth Webb and Brian Patrick Flynn
3 p.m. | Building 1, Floor 15, Designer Workspace
These acclaimed tastemakers embody the “Spirit of the South” while also making their mark on the national design scene. They collectively represent extraordinary talent as well as the humor and humility required to educate, nurture and enlighten clients and fans across generations. In this entertaining panel discussion, five of the region’s most prolific interior designers will share the defining moments that helped shape their careers, salient advice for designers developing their own unique brand, and the importance of finding a mentor in an industry that’s always changing but where collaboration is universal.
- 3 p.m. | Knot to be Missed**
Discussion led by Jim Garner, Education Committee with Mike Joseph, ORRA past president and Education Committee, and Rich Amatulli, ORRA past president and Membership chairman.

1:30 p.m. | Building 1, Floor 4, 4-G-7

The focal rug education event of the January 2016 International Area Rug Market, this popular program will discuss a variety of designs by member rug purveyors.

4 – 6 p.m.

Eddie Ross Live!

4 – 6 p.m. | Building 2, Floor 2

Eddie Ross will create a one-of-a-kind tablescape using products sourced here at Market, from both temporary and permanent exhibitors. See Eddie's picks, toast the opening day of temporaries, and hear about his Market inspiration firsthand! Join Eddie for an encore presentation, Modern Mix book signing, and meet and greet on Saturday, January 16 at 1:30 pm in the same location.

Friday, January 15

10 a.m.

The Colors and Trends Driving Design in 2016

Presented by Laurie Pressman, VP of the PANTONE Color Institute

10 a.m. | Building 1, Floor 14, Room 14-D-9

With tastes consistently evolving, the old color rules have changed. Color stories for 2016 highlight a more spontaneous approach with new harmonies in both color and design. Join Laurie Pressman, VP of the PANTONE Color Institute, as she reveals the key color trends for 2016 and enjoy an inside glimpse into the selection of PANTONE's 2016 Color of the Year. Plus, see these trends realized first-hand while in the PANTONE Design Exhibition – featuring curated vignettes from top designers all showcasing the latest colors from the PANTONEVIEW® home + interiors 2016 color forecast.

11 a.m.

Top Gift Trends Seminar with Tory Johnson

Presented by Tory Johnson, ABC's "Good Morning America" Gift Expert

11 a.m. | Building 2, Floor 8, Room 841B

From personalized items to gift baskets, gift trends are constantly changing and so are customers' tastes. Whether you're stocking your inventory, planning an event, or getting ready for the holidays, Johnson will share her expertise and this season's hottest gift trends to keep your customers coming back for more.

2 p.m.

**Behind the Design: Business Insights from Today's Brightest Talents
Moderated by Arlyn Hernandez, Executive Editor of "Luxe Interiors + Design"**

Featuring Barclay Butera, Young Huh, Krista Nye Schwartz and Tami Ramsay

2 p.m. | Building 1, Floor 15, Designer Workspace

Barclay Butera, Young Huh, Krista Nye Schwartz and Tami Ramsay are some of the fresh faces that are changing the game in the design field. They pull together amazing interiors that manage to check all of our dream-design boxes. These designers are defining themselves by their malleable approach to decorating that adapts personal instincts to individual projects. This same philosophy holds true in how they run their businesses. Behind the bright spotlight are the behind-the-scenes challenges of growing their own firm, handling today's savvy clients and navigating the demanding media and publishing landscape. Join an insightful conversation that will inspire designers with new ways to think about their business behind the design.

3 p.m. | **How to Get Your Products on TV**
Presented by Tory Johnson, ABC's "Good Morning America" Gift Expert
3 p.m. | Building 2, Floor 8, 841B
Do you dream of having your products featured in the press and on TV? Learn from the gift expert herself on what it takes to make it into the spotlight. Tory will teach you how to best pitch your products for high-profile media coverage and answer your questions about getting exposure.

Saturday, January 16

11 a.m. | **At Home with Susanna Salk and Stacey Bewkes**
11 a.m. | Building 1, Floor 15, Designer Workspace
Stacey Bewkes is the voice behind the "Quintessence" design blog, a trusted source for original lifestyle content ranging from interiors, fashion, art, architecture and more. Susanna Salk is a popular design author and stylist, and host of the "At Home With" video series. This dynamic design duo has been a guest at some of the most extraordinary homes of design icons, rising A-listers and international tastemakers as part of their popular program, "At Home With". They'll share how their video series took off, and take us with them on an adventure through the gorgeous places and spaces they've visited around the world—from Lake Como, to Brooklyn, to Los Angeles to Paris. Journey through the lifestyles of the world's most celebrated designers, their process, and their most cherished pieces at home. You will leave inspired with notes on how these magnificent design moments can be translated into your business. Salk and Bewkes will also share their story on the power of collaboration and connecting with a "design buddy" to help your ideas flourish.

1 p.m. | **Holiday Unwrapped: Entertaining with Style and Trend Forecast**
Presented by Celebrity Wedding and Style Expert Anya Sarre
1 p.m. | Building 1, Floor 16, Seminar Area 16 D-9
Hollywood style expert Anya Sarre is a celebrity "go-to" for entertaining and lifestyle. As the hostess with the mostess, she will share her style secrets to transform events from ordinary to extraordinary, explore new trends in gift giving, plus offer tips to maximize each season with fresh fabulous décor. She has scouted the Market to pick some of her favorite seasonal gifts for Valentine's Day, Mother's Day and Holiday—don't miss her predictions on what will be the hottest retail items in the year ahead.

1:30 p.m. | **Book Signing with Eddie Ross and Jaithan Kochar, Authors of Modern Mix**
1:30 p.m. | Building 2, Floor 2
Meet the authors of Modern Mix, Eddie Ross and Jaithan Kochar, and get your signed copy of the year's most sought-after design book. In this richly illustrated style guide from an unabashed hoarder of all things beautiful, design editor and entertaining expert Eddie Ross reveals his insider secrets to creating exciting interiors, table settings and parties with chic and accessible finds that celebrate who you are and what you love.

2 – 4 p.m. | **Eddie Ross Live! Encore Presentation and Meet and Greet**
2 – 4 p.m. | Building 2, Floor 2
Join Eddie Ross as he shares the inspiration behind his one-of-a-kind tablescape, created using products sourced from both temporary and permanent

exhibitors here at Market. See Eddie's picks, toast his one-of-a-kind tablescape, and hear about his Market inspiration firsthand!

2 p.m. Cultivate ~ Collaborate ~ Escalate: Increase Exposure and Drive Traffic To Your Store

**Moderated by Becky Tyre, Owner of "Retail Details" blog
Featuring Kristin Alber, Karin Bennett, Amy Wheeler, and Marty T. Garrison**

2 p.m. | Building 2, Floor 8, 841B

From organizing store events to marketing customer loyalty initiatives, panel participants will share first-hand solutions and strategies for increasing customer engagement and sales. This dynamic panel of retailers and industry experts will address challenges facing brick and mortar stores, share collaboration ideas, discuss opportunities to connect with customers and creative ways to enhance the store experience.

3:30 p.m. Hot Wedding Trends and Gifts, Hollywood Edition

Presented by Celebrity Wedding and Style Expert Anya Sarre

3:30 p.m. | Building 2, Floor 8, Room 841B

Stylist to the Stars Anya Sarre is no stranger to red carpets, Hollywood weddings and fetes. A lifestyle guru, she will share the latest trends in the bridal, gift and event industry—and how to translate those into winning retail and design strategies for your business.

COOKING DEMONSTRATION SERIES

Wednesday, January 13

**Noon Cooking Demonstration Series: AmericasMart Loves Local
Noon | Building 2, Floor 8, Riedel Gourmet Demonstration Kitchen**
Take a culinary tour of Atlanta without leaving the Riedel Gourmet Demonstration Kitchen as the city's top chefs share their favorite dishes in this most delicious series.

**1:30 – 2:30 p.m. Coastal Soul
Presented by Celebrity Chef Marvin Woods of Atlanta's Asante Restaurant
1:30–2:30 p.m. | Building 2, Floor 8, Riedel Gourmet Demonstration Kitchen**
Join us in the Riedel Gourmet Demonstration Kitchen as Chef Marvin Woods introduces his Coastal Soul Simmering Sauce and Marinades and whips up some delicious bites.

Thursday, January 14

**Noon Cooking Demonstration Series: AmericasMart Loves Local
Noon | Building 2, Floor 8, Riedel Gourmet Demonstration Kitchen**
Take a culinary tour of Atlanta without leaving the Riedel Gourmet Demonstration Kitchen as the city's top chefs share their favorite dishes in this most delicious series.

**3 – 4 p.m. Mixology Class
3–4 p.m. | Building 2, Floor 8, Demonstration Kitchen**

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Learn how to mix specialty cocktails like the masters in this free, hands-on seminar. You'll make Hilliard's Atrium, Mai Way Whiskey, and Draper Redux (Old Fashioned) just like the pros. **RSVP required.**

Friday, January 15

12 p.m. | **Cooking Demonstration Series: AmericasMart Loves Local**
Presented by Chef Richard Blais
Noon | Building 2, Floor 8, Riedel Gourmet Demonstration Kitchen
Calling all foodies! Celebrity chef, cookbook author and television personality Richard Blais helped make Atlanta a culinary destination. Join Chef Blais in the Riedel Gourmet Demonstration Kitchen as he showcases some of the spectacular flavors that make our dining scene so legendary.

Saturday, January 16

Noon | **Cooking Demonstration Series: AmericasMart Loves Local**
Noon | Building 2, Floor 8, Riedel Gourmet Demonstration Kitchen
Take a culinary tour of Atlanta without leaving the Riedel Gourmet Demonstration Kitchen as the city's top chefs share their favorite dishes in this most delicious series.

4:30 – 5:30 p.m. | **Mixology Class**
4:30 – 5:30 p.m. | Building 2, Floor 8, Demonstration Kitchen
Learn how to mix specialty cocktails like the masters in this free, hands-on seminar. You'll make Hilliard's Atrium, Mai Way Whiskey and Draper Redux (Old Fashioned) just like the pros. **RSVP required.**

THE EDUCATION CENTER: Mini Workshops

Thursday, January 14: Using Social Media for Success

11 a.m. | **Shop Talk A Latte**
Presented By Linley + Lauren, LP2 Boutique Agency
11 a.m. | Building 1, Floor 10, Room 1002
Rise and shop, retailers! But first, coffee. Connect and caffeinate with retail marketing coaches Linley+Lauren during a sip and share convo on market finds and faves. Discover what trends are new to market for 2016 and the formula for sharing them with your shoppers to increase sales, all while sipping coffee from your new (free!) travel mug.

1 p.m. | **WTF (Why The Facebook?!?)**
Presented By Linley + Lauren, LP2 Boutique Agency
1 p.m. | Building 1, Floor 10, Room 1002
Let's face it... it's hard for retailers to get face time with shoppers on Facebook these days. The average post reaches just 2 percent of your followers. Retail marketing coaches Linley + Lauren have you covered (and your phone too!). You'll take away a three-step system to making Facebook posts and ads count - as in, counting all the money you'll make - plus a free iPhone 6 cover.

2 p.m. | **Instaglam**
Presented By Linley + Lauren, LP2 Boutique Agency
2 p.m. | Building 1, Floor 10, Room 1002

Sure, it's the fastest growing social media site, but are your store's sales growing with it? From your profile to your pictures, retail marketing coaches Linley + Lauren will share the secret formula to dressing your Instagram for success. And by success, we mean sales. After this session, your future will be so bright you'll need shades, so you'll get a free pair of sunglasses too!

3 p.m.

Work From Phone

Presented By Linley + Lauren, LP2 Boutique Agency

3 p.m. | Building 1, Floor 10, Room 1002

There's no time like show time to get your customers excited about what's coming soon to your store. Get the download from retail marketing coaches Linley + Lauren on how to share product previews with your shoppers using the On The Go Guide, including a list of the latest and greatest apps that make "working from phone" feel like working at home. You'll be so juiced up to use it right away that your phone may need more juice. That's why you'll also get a free phone battery booster to charge on the go without an outlet.

4 p.m.

iPhotogenic

Presented By Linley + Lauren, LP2 Boutique Agency

4 p.m. | Building 1, Floor 10, Room 1002

A picture's worth a thousand bucks, or it can be when done right. Don't "shutter" at your photos anymore. B.Y.O.P. (that's Bring Your Own Phone) to this hands-on "faux-to" shoot with retail marketing coaches Linley + Lauren. Take away 10 tips guaranteed to help you style, shoot and share pics of your showroom picks like a pro, plus get something for your-selfie... a free selfie stick!

5 p.m.

Wine Seller

Presented By Linley + Lauren, LP2 Boutique Agency

5 p.m. | Building 1, Floor 10, Room 1002

Say yes way rosé to Linley + Lauren's signature clink and think event - Wine Seller. See market through rosé colored glasses and share it with your customers using an at-market social media plan that gets them talking and, more importantly, shopping. During this MARKET//ING workshop, sip wine and learn how to market to your shoppers while you're at market - see what they did there? - so you can start selling before you receive your first shipment. Cap the event off with a toast to your success and a free wine glass. Everything's coming up rosé!

Friday, January 15: What Retailers Need to Know Now

11 a.m.

Know Your Customers – Now!

Presented By Scott Bailey, EVP of Strategy and Analytics for Target Data

11 a.m. | Building 1, Floor 10, Room 1002

Know who your customers are and know how much they are worth. Gift and home furnishings retailers -- from boutiques to brick and mortar stores to larger retailers -- should know each customer by name, address and what they have purchased in the past, if you capture transactions. If you don't capture transactions, you should survey a representative sample of your customers and gather the same information. Why now? Most retailers' revenue and profit comes from a relatively small percentage of your current customers. And there is more data to look at – or drown in – to discover them. You need to be smart about how you spend your marketing dollars, targeting the customers that keep

your business profitable and protecting them from competitors.

- 1 p.m. Retail Team building**
Presented by Mercedes Gonzalez
1 p.m. | Building 1, Floor 10, Room 1002
The backbone of any successful business are its people. Learn how to create an enthusiastic team and not just a staff.
- 2 p.m. The New Math for Retailers**
Presented by Mercedes Gonzalez
2 p.m. | Building 1, Floor 10, Room 1002
Learn why traditional keystoneing won't make you a profitable business and other numbers that are critical to know.
- 3 p.m. Protecting your Creative Works**
Presented by Angie Avard Turner
3 p.m. | Building 1, Floor 10, Room 1002
Are you concerned with others copying or knocking off your designs? This is a beginners/intermediate level seminar on the ins and outs of intellectual property. We will discuss copyrights, trademarks, patents, trade secrets, and licensing.
- 4 p.m. Trademark Basics**
Presented by Angie Avard Turner
4 p.m. | Building 1, Floor 10, Room 1002
Are you worried about someone trading on the brand name that you have built? Is someone knocking off her products? This is a beginners/intermediate level seminar on the basics of trademark law. We will discuss registration, infringement, and protecting your brand.
- 5 p.m. How to Make Money From Intellectual Property**
Presented by Angie Avard Turner
5 p.m. | Building 1, Floor 10, Room 1002
Are you creating products or designs but don't know quite what to do? This seminar will discuss how to inventory your intellectual property so that you may assess how to make money from your assets.

Saturday, January 16: Technology Tips & Tricks

- 11 a.m. Online Marketing Technology: Three Relevant Connection Channels.**
Presented by Brian Ewing and Tara Ronel from SnapRetail
11 a.m. | Building 1, Floor 10, Room 1002
Savvy independent retailers are using online marketing to generate additional sales and foot-traffic to their brick-and-mortar location. If your business isn't utilizing a website, email marketing, and social media to reach customers, you're missing them. Learn best practices and trends for these three crucial channels.
- 1 p.m. E-Commerce: Maximize Your Online Store and More**
Presented by Brian Ewing and Tara Ronel from SnapRetail
1 p.m. | Building 1, Floor 10, Room 1002
Consumers demand shopping options. Independent businesses must consider selling online, if only to complement their in-store offering. Learn how to get started with e-Commerce (on a small or large scale) and selling options beyond

the typical website store.

- 2 p.m. Revamp Your Website Design: 4 Tips in 30 Minutes**
Presented by Brian Ewing and Tara Ronel from SnapRetail
2 p.m. | Building 1, Floor 10, Room 1002
Find four actionable tips to implement on your website in order to make the most of this virtual storefront. Design and layout are crucial to your customers' experience and the overall success of your online presence.
- 3 p.m. SEO: The Need to Know**
Presented by Brian Ewing and Tara Ronel from SnapRetail
3 p.m. | Building 1, Floor 10, Room 1002
Learn the basic tips and strategies to ensure your business is being found online. Discussion will include what search engines "see" on your site, as well as common reasons for suppression.
- 4 p.m. The Do's and Don'ts of Effective Email Marketing**
Presented by Brian Ewing and Tara Ronel from SnapRetail
4 p.m. | Building 1, Floor 10, Room 1002
Email marketing still drives the majority of in-store and online sales for many retailers. Discover how to craft a powerful email message - from design to CTA and more - to get your emails opened and noticed.
- 5 p.m. Craft Compelling Subject Lines for Higher Email Open Rates**
Presented by Brian Ewing and Tara Ronel from SnapRetail
5 p.m. | Building 1, Floor 10, Room 1002
33% of subscribers decide whether or not to open your email based on the subject line alone. Learn the formula that helps create powerful subject lines and other approaches to grab your audience's attention right from the inbox.

ABOUT AMERICASMART

AmericasMart Atlanta is the nation's only global wholesale marketplace housing the world's single-largest collection of home, gift, area rug and apparel merchandise. The largest of AmericasMart's 14 annual Markets and shows, The Atlanta International Gift & Home Furnishings Market and The Atlanta International Area Rug Market in January and July are the ignition switch for global retailing with buyers from every U.S. state and as many as 90 countries discovering product in more than 1,400 showrooms and more than 10,300 temporary exhibiting companies. [ICON HONORS](#), the home and gift industry's most celebrated recognition program, is produced and staged annually by AmericasMart.

Located in downtown Atlanta, the AmericasMart complex contains more than seven million square feet of space. It's a huge global stage on which manufacturers, designers and sales representatives unveil new lines, launch new designs and introduce new categories – all for the benefit of buyers seeking all that is fresh and first in the home, rug, gift and apparel arenas. For more information, please visit www.AmericasMart.com. Follow us @AmericasMartATL or @AtlantaApparel.

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