

Buyer Resource Guide

New or Returning Buyer?

Use this guide as a quick overview of **everything you need to know** to get started sourcing.



AmericasMart[®]Atlanta

Building 1

23	AMC Offices
22	AMC Offices
21	AMC Offices
20	Holiday & Floral / Home Décor
19	Holiday & Floral / Home Décor
18	Holiday & Floral / Home Décor
17	Holiday & Floral / Home Décor
16	Holiday & Floral / Home Décor
15	Home & Design
14	Home & Design
13	Home / Furniture
12	Home / Furniture
11	Home / Furniture
10	Home / Furniture / Linens
9	Home / Furniture / Linens
8	Meeting Space
7	T Tradeshow Hall
6	Home & Rug
5	Commercial Design
4	Home & Rug
3	Home & Rug
2	T Tradeshow Hall
1	T Registration / Tradeshow Hall
B1	marta Rail Transportation

Building 2

BRIDGE	18	Gift
BRIDGE	17	Gift
BRIDGE	16	Gift
BRIDGE	15	Gift
BRIDGE	14	Gift
BRIDGE	13	Gift & Home
BRIDGE	12	Gift & Home
BRIDGE	11	Gift & Home
BRIDGE	10	Gift & Home
BRIDGE	9	Tabletop & Gift
BRIDGE	8	Tabletop & Gift
BRIDGE	7	Gift
BRIDGE	6	Gift
		Parking
	3	T Tradeshow Hall
BRIDGE	2	Mezzanine / Parking
	1	Registration
	4	Meeting Space
	3	T Tradeshow Hall
	2	T Tradeshow Hall
	1	T Tradeshow Hall
	B1	Mezzanine
	B2	Registration

AmericasMart's campus expands over three integrated buildings connected by bridges. **To find product, use the AmericasMart app, AmericasMart website, or see floor plans** at every elevator bank to locate showrooms, temporaries and bridges.

T During January and July Markets, tradeshow halls in Buildings 1, 2 and 3 feature temporary exhibitors. Atlanta Apparel (Building 3 only) also offers temporaries during their markets.

Building 3

15	Penthouse Theatre
14	Prom / Bridal / Social Occasion
13	Children's World
12	Prom / Bridal / Social Occasion
11	Women's Apparel
10	Prom / Bridal / Social Occasion
9	Women's Apparel
8	Fashion Accessories / Shoes
7	Immediate Resources
6	Fine Jewelry
5	T Tradeshow Hall
4	T Tradeshow Hall
3	T Tradeshow Hall
2	T Registration / Atrium / Tradeshow Hall
1	T Parking / Tradeshow Hall

Building 2

BRIDGE	
BRIDGE	
BRIDGE	The Gardens*
BRIDGE	The Gardens*
BRIDGE	Gourmet & Housewares
BRIDGE	Gift
BRIDGE	Gift
	4 Meeting Space
	3 T Tradeshow Hall
	2 T Tradeshow Hall
	1 T Tradeshow Hall
	B1 Mezzanine
	B2 Registration

T Temporaries

KNOW BEFORE YOU GO: LOCATION KEY

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 [#AtiMktHelp](#) on Twitter to get assistance from our Customer Relations team.



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.



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.



Need to Know: Quick Facts



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.

Market Calendar

- Gift & Home Market
- Apparel Market
- VOW Bridal
- Design Week
- Cash & Carry Show

JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	OCT./NOV.	DEC.
											Happy Holidays!

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