**AMERICASMART® HOSTS HOUZZ® CONFERENCE**

**AT ATLANTA SPRING GIFT, HOME FURNISHINGS**

**AND HOLIDAY MARKET®**

**ATLANTA – March 2, 2015 –** AmericasMart® Atlanta and **Houzz®** will host an exclusive home and design business educational event, **Houzz Your Business? in conjunction with the Atlanta Spring Gift, Home Furnishings and Holiday Market®, March 13-15, 2015. The two-day event – March 12–13 – features seminars, networking opportunities and one-on-one consultations with both the Houzz and AmericasMart design experts. Modern Luxury’s** newest publication **“Interiors Atlanta”** is the conference media sponsor.

**Design trend-makers Libby Langdon** and **Mary Knackstedt** serve as the conference keynote speakers. On March 12, Langdon discusses how to leverage the Houzz platform for design business branding on social media. Knackstedt leads a discussion on March 13 on the top 10 questions that designers need answered to successfully grow their businesses.

**Phebe Wahl**, editor-in-chief of **“The Atlantan”**, **“Men's Book Atlanta”**, **“Modern Luxury Brides Atlanta”** and **“Interiors Atlanta”** moderates a panel discussion of growing a business through social channels with designers **Joann Kandrac** and **Kelly Kole** of **Kandrac & Kole Interior Designs, Inc.**, retailer **Steve McKenzie** and **Tyler Lynch**, social media expert and interior design territory manager for **CODARUS** on March 12. The Houzz team shares insights and best practices for using this unique online tool in a panel discussion on March 13.

Other conference events include cocktail receptions in conference sponsor showrooms, networking dinners at local restaurants and office hours with the Houzz and AmericasMart teams.

“The Houzz Your Business conference is not just about social media, it’s about working on your business,” says Mark Furlet, senior vice president of Leasing for AmericasMart’s Home collection. “We are proud to add this educational opportunity to the myriad designer resources at AmericasMart.”

The complementary conference is open to all AmericasMart buyers. Registration can be completed on [www.AmericasMart.com/Houzz](http://www.AmericasMart.com/Houzz).

**HOUZZ YOUR BUSINESS EVENT SCHEDULE**

**THURSDAY, MARCH 12, 2015**
10 a.m. – 1 p.m. | Event check-in: designers receive Houzz event schedule and RSVP for dinner

1 p.m. – 2 p.m. | Keynote Speaker, Libby Langdon, discusses how to leverage the Houzz platform to brand a design business through social media

2 p.m. – 2:30 p.m. | Networking in Open Year-Round showrooms

2:30 p.m. – 3:30 p.m. | HOUZZ social media bringing you more business? Social media designer and retailer experts answer questions about growing a business through social outlets. Moderated by Phebe Wahl of Modern Luxury with Joann Kandrac and Kelly Kole of Kandrac & Kole Interior Designs, Inc., Steve McKenzie and Tyler Lynch of CODARUS.

3:30 p.m. – 5 p.m. | Cocktail receptions in sponsor showrooms

Grab a bite! | Additional networking opportunities over dinner at featured restaurants: Ray’s in the City, Sundial, Alma Cocina and Polaris

**FRIDAY, MARCH 13, 2015**
9:30 a.m. – 10 a.m. | Coffee reception

10 a.m. – 11 a.m. | Keynote speaker, Mary Knackstedt, leads a discussion on the top 10 questions designers need answered to successfully grow their businesses.

11:15 a.m. – 12 p.m. | HOUZZ It Going? The Houzz team shares how its platform can help build a business.

Noon – 2 p.m. | Houzz Office Hours

**ABOUT HOUZZ**
Houzz is the leading platform for home remodeling and design, providing people with everything they need to improve their homes from start to finish - online or from a mobile device. From decorating a room to building a custom home, Houzz connects millions of homeowners, home design enthusiasts and home improvement professionals across the country and around the world. With the largest residential design database in the world and a vibrant community powered by social tools, Houzz is the easiest way for people to find inspiration, get advice, buy products and hire the professionals they need to help turn their ideas into reality. Headquartered in Palo Alto, CA, Houzz also has international offices in London, Berlin and Sydney. For more information, visit [www.houzz.com](http://www.houzz.com/).

**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](http://www.americasmarticonhonors.com/), 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 7.2 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](http://www.AmericasMart.com" \t "_self). Follow us @AmericasMartATL or @AtlantaApparel.

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