

EXHIBITOR
OPPORTUNITIES



DALLAS MEN'S SHOW

January 23 - 25, 2027 | Preview Day January 22



DALLAS
MARKET
CENTER

dallasmarketcenter.com | [@dallasmarket](https://www.instagram.com/dallasmarket)

TEXAS SPIRIT. GLOBAL STYLE.

Join us this January as we bring together leading men's apparel, accessories, and footwear brands inside one building, creating more energy and more opportunity for your brand. In Dallas, experience unmatched hospitality, dynamic events, and coast-to-coast community of buyers ready to work with the best brands.

DALLAS MARKET CENTER CAMPUS MAP

Permanent showroom located on the 7th, 10th, 13th, 14th and 15th floors of the World Trade Center and Temporary exhibits will be held on the 9th floor of the World Trade Center

TRADE MART

05	ADMINISTRATIVE OFFICES
04	LIGHTING • DESIGN • SMART CENTER
03	LIGHTING • DESIGN
02	HOME & GIFT • HOLIDAY & FLORAL HOUSEWARES • TABLETOP
01	GIFT • HOME • HOLIDAY & FLORAL HOUSEWARES • PAPER

WORLD TRADE CENTER

15	MEN'S APPAREL, ACCESSORIES & FOOTWEAR	
14	MEN'S WESTERN APPAREL, ACCESSORIES & FOOTWEAR	
13	MEN'S FOOTWEAR	
12	FUTURE TEMPS	
11	FUTURE TEMPS	
10	MEN'S APPAREL, WESTERN APPAREL, ACCESSORIES & FOOTWEAR	FUTURE TEMPS
09	MEN'S TEMPS	
08	CHILDREN'S APPAREL, ACCESSORIES, GIFT & TOY	KIDSWORLD
07	MEN'S APPAREL, ACCESSORIES & FOOTWEAR	
06	HOME & DESIGN • LIGHTING • TEXTILES • GIFT	
05	HOME & DESIGN • LIGHTING • TEXTILES	
04	GIFT • HOME • HOLIDAY & FLORAL • TOY	
03	GIFT • HOME • HOLIDAY & FLORAL • LIGHTING	
02	GIFT • HOME & DESIGN • HOLIDAY & FLORAL	
01	GIFT • HOME & DESIGN • PROTECTIVE SERVICES STARBUCKS • SUNDRIES SHOP • FEDEX	

January 23-25, 2027

Preview Day, January 22 | Noon – 6pm

Hours

Saturday – Sunday 8:30am – 6pm

Monday 8:30am – 3pm

Select showrooms open by appointment only

INTERIOR HOME + DESIGN CENTER

02	HOME & DESIGN	TEXTILE SALON
01	HOME & DESIGN LIGHTING	THE GALLERY

JOIN TOP BRANDS SUCH AS:

- 7 Diamonds
- Bugatchi
- Duck Head
- Faherty
- Luchiano Visconti
- Rye 51
- 34 Heritage
- David Donahue
- Emmanuel Berg
- Greyson
- Mizzen + Main
- Scott Barber
- Brax
- Duck Camp
- Eterna
- Liverpool Los Angeles
- Paige

PREVIEW DAY: MORE CONNECTIONS, MORE OPPORTUNITY

Men's Preview Day on January 22 coincides with the final day of Apparel & Accessories Market, AETA, and WESA creating a unique crossover opportunity across markets. Connect with new buyers who may not typically attend the Men's Show while gaining additional face time with existing customers. **That's the Dallas difference.**

WELCOMING TOP RETAILERS

- Anderson & Co; Spokane, WA
- Andrew Davis Clothiers; Bloomington, IN
- Association of Golf Merchandisers (AGM); Rocklin, CA
- Big Cedar Lodge; Hollister, MO
- Craig Ryan Fine Menswear; Grand Blanc, MI
- Culwell & Son Inc; Dallas, TX
- Guffey's; Atlanta, GA
- John Craig Clothiers; Winter Park, FL
- Lansky Brothers; Memphis, TN
- Loeb's; Meridian, MS
- Maloufs; Southlake, TX
- Nic's Toggery, Tallahassee, FL
- Perlis; New Orleans, LA
- Roman James Mens; Ada, MI
- Rubenstein Bros; New Orleans, LA
- Saint Bernard; Dallas, TX
- Satels; San Antonio, TX
- Southworth Development Clubs; Greer, SC
- Town and County; Springfield, MO
- Travers Mahan; Tulsa, OK

MARKETING YOUR MEN'S SHOW

Advertising. Social Media. Email. Our marketing team works hard to promote the Dallas Men's Show across industry publications, social media accounts, and email blasts to thousands of prospects and loyal buyers.

BUYER DELIVERY

No other marketplace has a dedicated buyer delivery team attracting top retailers from across the U.S. They reach out to loyal retailers, new retailers, and stores referred by exhibitors. They are here to help you succeed!

SEND YOUR RETAILER REFERRALS TO:

Amanda Smith | Retail Development Manager
214-655-6143 or asmith@dallasmarketcenter.com

ONBOARDING FOR YOUR SUCCESS

No other show helps onboard exhibitors quite like Dallas. We provide exclusive access to resources whether you are brand new or a veteran. Our complimentary resources included with your booth, include a handy exhibitor guide and a video tutorial on exhibiting in Dallas.

SEND HIGH RESOLUTION PHOTOGRAPHY

Help us promote your brand. Photos of your products may be used in emails, printed pieces, and social media prior to and during the show.

SEND YOUR IMAGERY TO:

images@dallasmarketcenter.com

ALONG WITH THE ARTWORK, INCLUDE:

DALLAS MEN'S SHOW- JANUARY 2027

Your Company Name

Your Booth Number

No logos on images

SPONSORSHIPS/PAID OPPORTUNITIES

Our promotions team wants to help you spread the word and drive traffic to your booth. Sponsorship and advertising opportunities include: on-site sponsorships, email blasts/online banners, digital/ video screen advertising, and magazine advertising.

FOR MORE INFORMATION CONTACT:

JAMIE MAJECKI | Senior Director, Media Sales
214-655-6174 or jmajecki@dallasmarketcenter.com



BOOTH PACKAGES

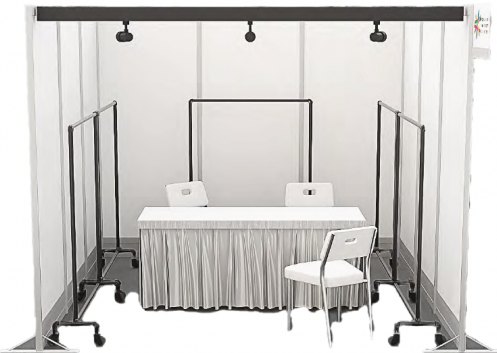
**ALL COMPLIMENTARY BOOTH PACKAGES
MUST BE ORDERED THROUGH THE GES WEBSITE**

Additional electrical rental required for steaming



ACCESSORIES:

- GEM 10' x 10' Wall Booth
- (3) EZ Shelves (58"Wx72"H) – (5) removable shelves spaced 12" apart
- (3) Chairs
- (1) 6'x30" or 4'x24 White Skirted Table
- (1) Wastebasket
- (1) Tracklight with (3) Lights
**5w power is included.
Additional power is available from GES*
- (1) Booth Identification Sign
- RATE: \$2,100*



APPAREL:

- GEM 10' x 10' Wall Booth
- (4) Rolling Racks (50"Wx64"Hx22"W)
- (3) Chairs
- (1) 6'x30" or 4'x24 White Skirted Table
- (1) Wastebasket
- (1) Tracklight with (3) Lights
**5w power is included.
Additional power is available from GES*
- (1) Booth Identification Sign
- RATE: \$2,100*



ACCESSORIES | APPAREL:

- GEM 10' x 10' Wall Booth
- (2) Rolling Racks (50"Wx64"Hx22"W)
- (2) EZ Shelves (58"Wx72"H) – (5) removable shelves spaced 12" apart
- (3) Chairs
- (1) 6'x30" or 4'x24 White Skirted Table
- (1) Wastebasket
- (1) Tracklight with (3) Lights
**5w power is included.
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- (1) Booth Identification Sign
- RATE: \$2,100*

What is Included:

- booth & equipment package ready for merchandising
- complimentary drayage with no labor or union fees
- daily hospitalities & refreshments on the show floor
- complimentary storage market-to-market



CONTACT:

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