



DALLAS
MARKET
CENTER

High Style Dallas

A new, curated lifestyle collection of distinguished gifts & décor



DEBUTING AT
Dallas Total Home & Gift Market

JUNE 22 - 25, 2022

High Style Dallas

Distinguished Design for Discerning Buyers

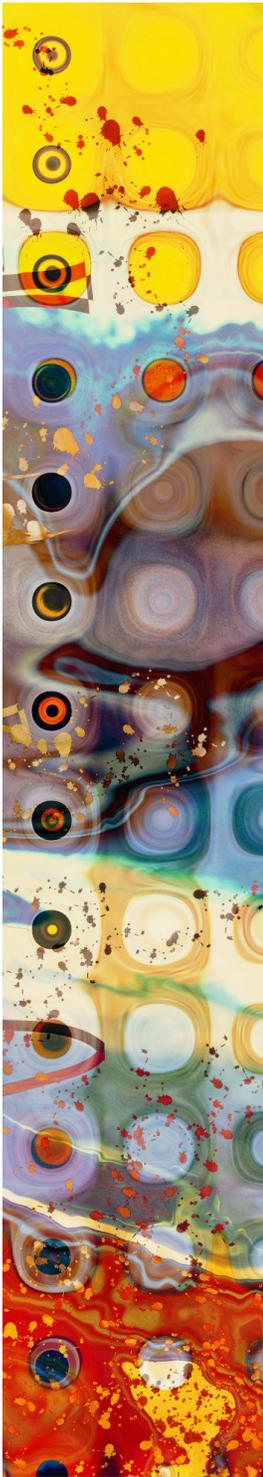
THE DEBUT OF SOMETHING FABULOUS

Dallas Market Center is proud to debut our most prestigious, curated collection of design-oriented lifestyle products from the most visionary manufacturers and artists.

HIGH STYLE DALLAS will be a top design destination for retailers, interior designers, influencers, and media seeking the top-tier producers of visionary merchandise.

HIGH STYLE DALLAS will include the “best of the best” merchandise from the following categories:

- Furniture & Decorative Accessories
- Pillows, Throws & Softgoods
- Original Artwork
- Tabletop & Housewares
- Home Fragrance & Candles
- Fashion Accessories & Fine Jewelry
- Stationery, Paper & Invitations
- Holiday & Seasonal Gifts & Décor
- Gourmet Foods
- Garden & Outdoor Décor
- Children's Items, Apparel & Decor
- Artisan Items



Pascoe Gallery



Your Host

DALLAS MARKET CENTER

For 65 years, Dallas Market Center has served retailers and interior designers as a highly respected, leading provider of home décor and complementary categories of merchandise from top brands. Spanning more than 5 million square feet, the Market Center hosts more than a dozen trade events annually, serving 200,000 buyers visiting from all 50 states and more than 30 countries.

The Total Home & Gift Markets taking place each summer and winter showcase thousands of Temporary exhibitors annually and welcome tens of thousands retail buyers and interior designers at each show seeking best-sellers, new products, and one-of-a-kind items in Home Décor and Specialty Gift.



The Buyers

GROWING AND EXPANDING

Dallas has historically hosted a deeply loyal regional buyer base from Texas, Louisiana, Oklahoma and Arkansas and the central USA. However, over the last two years we've experienced a surge of buyers including out-of-region buyers and NEW buyers at trade events including Total Home & Gift Market.

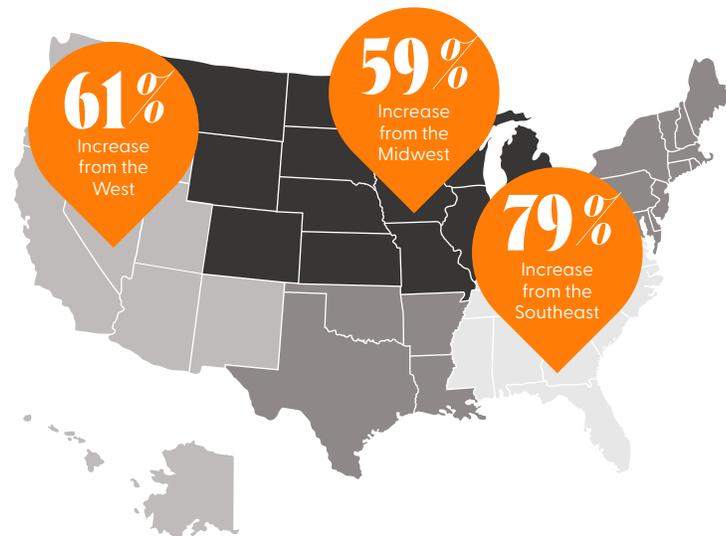
200K
BUYERS ANNUALLY

from

50
STATES

and more than

30
COUNTRIES





High Style Dallas

Distinguished Design for Discerning Buyers

Total Home & Gift Market | Dallas Market Center | June 22-25, 2022

SHOW DATES & HOURS

Wed, June 22, 2022
8:30AM - 6PM
Thurs, June 23, 2022
8:30AM - 6PM
Fri, June 24, 2022
8:30AM - 6PM
Sat, June 25, 2022
8:30AM - 4PM



KAROL SULLINS

Executive Director, Temp Leasing
P: 214-749-5468
M: 678-923-5735
ksullins@dallasmarketcenter.com

BOOTH SPECIFICS & COST

LOCATION:

World Trade Center, Floor 10

STANDARD BOOTH SIZE:

10' x 10' (and multiples there-of)

RATE:

\$28.00 per NSF

CORNER FEE:

\$325.00

ATRIUM CORNER FEE:

\$820.00

DEPOSIT:

\$800 / Booth Requested

BOOTH AMENITIES:

GEM Walls, 3 Spotlights per 10' x 10',
2 Chairs, Booth ID Sign, Wastebasket

Limited space available.

SUBMISSION REQUIREMENTS:

- **HIGH STYLE DALLAS** Lease Agreement
- Booth Deposit: \$800 / Booth Requested
- High Resolution Photography, both product and lifestyle. (for promotional purposes)
- Buyer List / Wish List

DISPLAY REQUIREMENTS

In keeping with the elevated presentation standards of a curated collection, each participant in **HIGH STYLE DALLAS** is required to outfit their space with custom display fixturing, flooring and other aesthetic accoutrements such as fresh flowers, custom signage, etc. Vendors will be reviewed at each Market to ensure that the highest level of display standards has been observed. Vendors falling short of an elevated display will not be "grandfathered" into the next Market, but instead will be "invited to re-apply."

MAP KEY	
★	RIDESHARE
Ⓡ	REGISTRATION LOCATIONS
🍷	FOOD OUTLETS
☕	STARBUCKS
⬅️➡️	CROSSOVER FLOORS
🏢	DMC OFFICES
🔴	TEMP AREAS*
👕	APPAREL/ACCESSORIES
🏠	HOME/GIFT/LIGHTING

*Open on a Market-to-Market basis. Consult the DMC App or Market Guide for Details.

TRADE MART

5	ADMINISTRATIVE OFFICES
4	LIGHTING & LAMPS SPECTRUM
3	LIGHTING & LAMPS
2	GIFT HOME ACCENTS TABLETOP HOUSEWARES HOLIDAY THE 2301 COLLECTION
1	GIFT HOME ACCENTS HOUSEWARES HOLIDAY & FLORAL PAPER

WORLD TRADE CENTER

15	WOMEN'S APPAREL CONTEMPORARY	D15TRIC LOUNGE
14	WESTERN	
13	FASHION ACCESSORIES FOOTWEAR WOMEN'S APPAREL	TEMPS*: APPAREL & ACCESSORIES
12	TEMPS*: GIFT, HOME AND HANDMADE	
11	TEMPS*	
10	HOME ACCENTS LIGHTING FURNITURE	TEMPS*: HIGH STYLE DALLAS
9	HOME ACCENTS FURNITURE OUTDOOR FURNITURE	
8	CHILDREN'S APPAREL CHILDREN'S ACCESSORIES CHILDREN'S GIFT TOYS THE STUDIO AT KIDSWORLD	
7	FINE JEWELRY CASH & CARRY MEN'S APPAREL MEN'S ACCESSORIES MEN'S FOOTWEAR	
6	HOME ACCENTS FURNITURE LIGHTING GIFT TEXTILES	
5	GIFT HOME ACCENTS FURNITURE LIGHTING TEXTILES	
4	GIFT HOME ACCENTS HOLIDAY & FLORAL TOYS	
3	GIFT HOME ACCENTS HOLIDAY & FLORAL LIGHTING	
2	GIFT HOME ACCENTS HOLIDAY & FLORAL	
1	GOURMET MARKET RUG GALLERY STARBUCKS PROTECTIVE SERVICES SUNDRIES SHOP UPS FEDEX RIDESHARE	

INTERIOR HOME + DESIGN CENTER

2	HOLIDAY & FLORAL GIFT HOME ACCENTS
1	HOME ACCENTS THE GALLERY FURNITURE LIGHTING

MARKET HALL

1	TEMPS*: IMMEDIATE GOODS: GIFTS, JEWELRY, HOME, ANTIQUES
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High Style Dallas

Distinguished Design for Discerning Buyers

Total Home & Gift Market | Dallas Market Center | June 22-25, 2022

"I'm always attracted to the show because of the new, fresh things that may not be known by everyone yet, and you have a great selection. It's just such a great resource."

BUYER

Michelle Nussbaumer

AD 100 designer, owner of Ceylon et Cie in Dallas

"I come to Dallas because it's my favorite market, so easy to shop and the prettiest market."

BUYER

Mary Liz Curtin

owner of Leon & Lulu in Clawson, Michigan

"There's a lot of energy in the building. We have found a lot of things we've seen in other places, but a lot of new things too."

BUYER

Maura O'Keefe Byrne

Thyme Café and Market in Santa Monica, California

"It's been great exposure, we've written a lot of business consistently, every day. We were hesitant...but I'm so glad we took the leap."

EXHIBITOR

Brenda Buell

B's Knees Fragrance Company

"The show was a really spectacular success for our brand. We reached dozens of new buyers, opened 30 new accounts, some of them real monsters. We attracted the kind of buyers that we had never attracted before in shows at New York and Atlanta."

EXHIBITOR

Barrett Gross

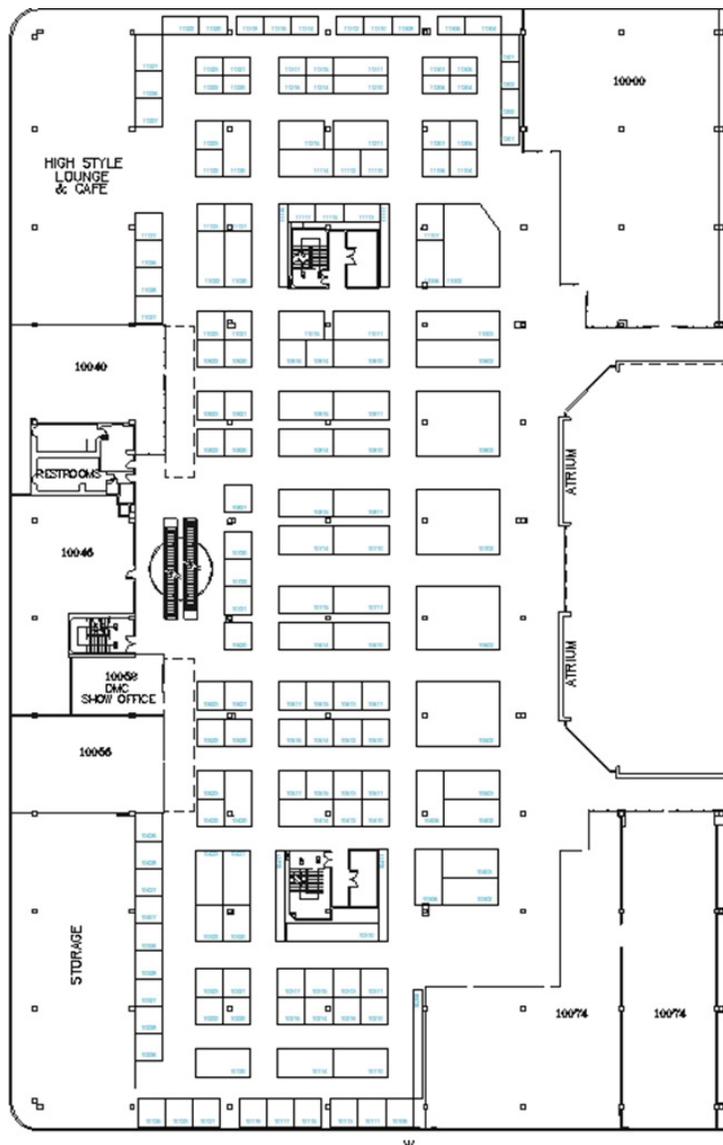
president, Zafferano America

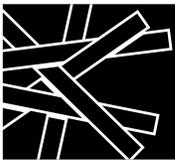
"This show has been fantastic. We haven't done the Dallas market before and we're really happy we did. It's been busy for us. We met a lot of new customers here that we wouldn't have been able to see otherwise."

EXHIBITOR

Daniel Basiletti

of Ameico





HIGH STYLE DALLAS TEMP LEASE AGREEMENT TOTAL HOME & GIFT MARKET – JUNE 2022 DALLAS MARKET CENTER

TEMP SHOW DATES:
WEDNESDAY, JUNE 22, 2022
TO
SATURDAY, JUNE 25, 2022

This Temp Lease Agreement ("Agreement") is between WTC-Trade Mart 2015, LP ("landlord") located at 2100 Stemmons Frwy., MS 180, Dallas, TX 75207 and the company detailed below ("Tenant").

1. CONTACT INFORMATION

Company Name: _____ Trade Show Contact: _____
 Address: _____ City: _____ State: _____ Zip Code: _____ Country: _____
 Office Phone: _____ Mobile Phone: _____ E-mail: _____
 Website: _____ Social Media Profile(s): _____

2. HIGH STYLE DALLAS - CATEGORY SPECIFICS

Is your merchandise currently represented in a permanent showroom at Dallas Market Center? YES NO
 If YES, which Showroom? Name: _____ Showroom #: _____
 Briefly describe your products using generic terms (furniture, décor, jewelry, linens, statuary, stationery, gourmet, kids, bath & body, general gift, t-shirts, holiday, etc):

 What is the wholesale price range of your product(s)? _____

3. BOOTH REQUEST & REQUIREMENTS

Quantity of 10'x10' Booths Requested: _____ Specific Booth Size: _____' x _____'
 Booth Upgrades Requests:
 Atrium Corner Location: \$820 additional / booth (Limited Availability)
 Premium Corner Booth: \$325 additional per corner (Limited Availability)
 My competitors are: _____
 Booth Design:
 Yes, I understand that custom/design oriented booth fixtures are a requirement for High Style Dallas.

4. ADDITIONAL INFORMATION

Booth ID Signage: Please list EXACTLY how you would like the company name, city, and state displayed on your standard booth ID signage

COMPANY NAME

CITY, STATE

Marketing Opportunities: YES, I would like to be contacted regarding promotional and advertising opportunities.
 YES, I am attaching my buyer list and buyer "wish list". I would like these retailers/designers invited to Market.
 YES, I am attaching high resolution artwork of my products for promotional/marketing use.

5. PAYMENT & SIGNATURES

Total Amount Due: \$ _____ Deposit Required: \$ _____ Balance: \$ _____
\$800 per Booth Requested Due with Lease Due May 3, 2022

This Lease Agreement must be accompanied by the specified deposit amount of **\$800** per booth requested. Final booth payment must be received no later than **May 3, 2022**. Leases received after **May 3, 2022** must be accompanied by full payment via credit card, cashiers check or money order. Credit cards will be charged in full on or after this date. Upon signature of this Lease Agreement, this Lease Agreement may not be cancelled, changed or transferred.

Exhibitor acknowledges by their signature that they have read the Terms and Conditions and special payment instructions and agrees to abide by same and that Market Center Management Ltd may rely on all information contained herein.

Exhibitor Signature _____ Date _____

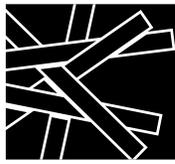
By: Mitzi Tally, Authorized Agent _____ Date _____
 WTC - Trade Mart 2015, L.P.

FOR OFFICE USE ONLY:

SHOW CODE: _____ FLOOR: _____ BOOTH NO: _____ S.F.: _____ DIM: _____ BOOTH FEE: _____

ADDITIONAL CHARGES: _____ TOTAL: _____ L.D.: _____ ADDITIONAL NOTES: _____

PA: OR: UT: ACCT:



HIGH STYLE DALLAS TEMP LEASE AGREEMENT TOTAL HOME & GIFT MARKET – JUNE 2022 DALLAS MARKET CENTER

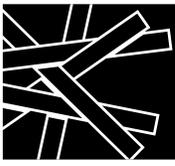
TEMP SHOW DATES:
WEDNESDAY, JUNE 22, 2022
TO
SATURDAY, JUNE 25, 2022

TERMS & CONDITIONS

1. This agreement represents a request for space only and does not entitle the Exhibitor to exhibition space until approved by Landlord. Landlord reserves the right to refuse any and/or all requests for space. Exhibitor warrants that all information provided herein is true and correct. In the event Exhibitor does not participate in a Market for any reason, Payment will not be refunded or transferred to another Market.
2. If an Exhibitor's request for space is approved and a booth assignment is made (hereafter referred to as "Leased Premises"), a copy of this agreement will be returned to the approved Exhibitor (hereafter referred to as "Exhibitor") and will serve as a binding Lease Agreement by and between Exhibitor and Market Center Management Company, Ltd., as "Landlord". The term of this Lease Agreement shall be during the applicable Market dates as specified herein. This Lease Agreement is not cancellable for any reason. Exhibitor agrees to pay to Landlord the full amount due for the Leased Premises.
3. Floor plans and booth assignments are solely at Landlord's discretion and are subject to change at any time. Market dates, Market locations and merchandise categories are solely at Landlord's discretion and are subject to change or cancellation at any time.
4. Exhibitor requests for booth relocation are subject to Landlord's approval. If approved, the Exhibitor is subject to additional charges and fees by Landlord and Contractors.
5. By their execution, Exhibitor and its agents, employees and invitees agree to abide by and comply fully with all Terms and Conditions set forth herein as well as any additional rules and regulations that may be set out by Landlord. Failure to comply with same shall constitute default by Exhibitor. Upon the occurrence of any default by Exhibitor, Landlord may terminate this Lease Agreement whereupon Landlord may retain any deposits and amounts of rent theretofore paid by Exhibitor. Exhibitor personnel and representatives may not enter the exhibit space of another exhibitor without permission from that exhibitor; and at no time may anyone enter an exhibit space that is not staffed. Exhibitors are prohibited from taking photographs, filming, or taping the exhibit or product of another exhibitor. Exhibitor agrees to surrender film or tape immediately upon request by Landlord.
6. Exhibitor shall use the Leased Premises solely for the purpose(s) of exhibiting merchandise, goods, wares and personal property fully described elsewhere on this agreement and for no other purpose. Assigning or Subletting of the Leased Premises is prohibited and Landlord reserves the right in its sole discretion to expel an assignee or sublessee from the applicable Market without notice. No Exhibitor shall display any product which infringes upon the registered trademark, copyright or patent of another company.
7. Exhibitor agrees to indemnify and hold harmless Market Center Management Company, Ltd., International Trade Plaza 2015, L.P., WTC-Trade Mart 2015, L.P., AM Campus, L.P., WTC Trade Mart Fee, L.P., ITP Fee, L.P., Market Center Land, L.P., its partners, its affiliated companies, their officers, directors, shareholders, employees and agents from and against all claims, damages, liens, causes of action, suits, judgments and expenses, including attorney fees, which may arise out of or in any way relate to events held at the Dallas Market Center; specifically, personal injury or death, even if caused by the negligence of Market Center Management Company, Ltd., International Trade Plaza 2015, L.P., WTC-Trade Mart 2015, L.P., AM Campus, L.P., WTC Trade Mart Fee, L.P., ITP Fee, L.P., Market Center Land, L.P., its partners, affiliated companies, their officers, directors, shareholders, employees and agents.
8. Exhibitor liability includes but is not limited to personal injury caused by water spills, leakage or display breakdowns, property damage to other exhibitors' (either other temporary exhibitors or permanent exhibitors of Landlord) or Landlord's property, exhibit space or premises caused by water spills, leakage or display breakdowns. Exhibitor shall maintain commercial general liability insurance and insurance providing protection to Exhibitor for theft and/or damage to Exhibitor's property or products. Upon Request, Exhibitor shall provide a certificate of insurance to Landlord evidencing the required coverage. All personal property belonging to an Exhibitor that is in or on any part of the Leased Premises or on the Dallas Market Center complex shall be there at the risk of the Exhibitor only, and Landlord, Landlord's partners, its affiliated companies, their officers, directors, shareholders, employees and agents shall not be liable for any damage thereto or for the theft or misappropriation thereof.
9. Exhibitor shall not attach anything to the pipe and drape and/or any other part of the structure that makes up the exhibit booth. The pipe and drape structure of the exhibit booth is not load bearing, and all product and/or fixtures belonging to the Exhibitor must be free standing or attached to a display provided by Exhibitor. Any violation of the terms of this paragraph by Exhibitor may be considered an event of default hereunder and Landlord reserves the right to remove any item found attached to the booth structure at Exhibitor's expense or to terminate Exhibitor's right to exhibit during the Market. In such event, Landlord shall not be required to refund to Exhibitor the fees paid to Landlord for such Market. Exhibitor agrees to indemnify Market Center Management Company, Ltd., International Trade Plaza 2015, L.P., WTC-Trade Mart 2015, L.P., AM Campus, L.P., WTC Trade Mart Fee, L.P., ITP Fee, L.P., Market Center Land, L.P. and Global Experience Specialists, Inc. from any and all loss, cost or expense, including, but not limited to, claims for personal injury or death and property damage that may be caused by or arise as a result of Exhibitor attaching product or fixtures to the booth structure.
10. Exhibits must remain completely intact and within the confines of the Leased Premises during all scheduled Market hours. The Leased Premises must be staffed during all scheduled Market hours. Exhibitors arriving late and/or leaving early are subject to expulsion, fine or to cancellation of contracts for any future markets.
11. The sale of samples or the delivery of merchandise is not permitted in any category or location other than Market Hall Cash & Carry or Antiques & Vintage.
12. Exhibit space not claimed by 6:00 p.m. on the day immediately prior to the opening day of the Market shall revert to the Landlord to be utilized at its sole discretion. In such event, Exhibitor forfeits any and all deposits, rental or other monies therefore paid to Landlord.
13. All Exhibitors and its officers, agents, employees or other representatives shall obtain passes from Exhibitor Registration and wear such passes while at Dallas Market Center at all times.
14. Landlord reserves the right to move or remove from the Market any Exhibitor and/or its representative or exhibit for the good of the Market. Events or circumstances not covered in these operations policies and procedures may be subject to consideration and stipulations as deemed appropriate by the Landlord.
15. This Lease Agreement shall be subject and subordinate at all times to: (a) all ground or underlying leases now existing or which may be subsequently executed affecting the project ("Ground Lease"), (b) the lien or liens of all mortgages and deeds of trust in any amount or amounts now or subsequently placed on the project or Landlord's interest or estate in the project ("Financing Lien"), and (c) all renewals, modifications, consolidations, replacements and extensions of any Ground Lease or Financing Lien. In the event of the enforcement by the lessor under any such Ground Lease or by the holder of any Financing Lien of the remedies provided for by law or by such Ground Lease or Financing Lien, or in the event of the transfer of the project or Landlord's interest or estate in any part of the project by deed in lieu of foreclosure, Exhibitor, upon request of any person or party succeeding to the interest of Landlord as a result of such enforcement or deed in lieu of foreclosure, automatically will become the tenant of such successor in interest without change in the terms and provisions of this lease.
16. Exhibitors will be charged an additional fee of \$35 each time a check or credit card is returned to Landlord or is declined by the credit card provider for non-payment or insufficient funds.
17. No birds or other animals shall be brought into or kept in, on or about the Dallas Market Center complex or any Exhibitor's premises (except for seeing-eye dogs).
18. Dallas Market Center permanent graphics, signs or displays may not be visibly blocked in any manner, covered with temporary signs or repositioned.
19. If your product(s) and/or product demonstration produces sound that may be disruptive to neighboring exhibitors, we ask that you be mindful of volume at all times. Should Landlord receive complaint(s) regarding the noise level coming from your booth, you will be required to lower the volume and possibly eliminate the activity all together. The performance or use of live or mechanically-produced music that is such type as to come under the jurisdiction of any of the performing rights organizations including, but not limited to, organizations such as the American Society of Composers, Authors and Publishers, (collectively "Organizations") is strictly prohibited, unless you can provide us written evidence either (a) that any required licensing fees have been previously paid to the appropriate Organizations to cover the period of the Market; (b) that you have express permission from the copyright owner to perform the music at the Market; or (c) that you, in fact, are the owner of the copyright. This may be accomplished by providing Landlord with a copy of an agreement with the appropriate Organizations with respect to such licensing fees, a copy of an agreement with the copyright owner granting you permission to perform such music, or written representation that you are the copyright owner of the music to be used. Express permission from the copyright owner relating to reproduction and/or distribution rights, does not include performance rights; hence the copyright authorization that provided must specifically reference performance rights. Moreover, U.S. copyright laws contain no exemption allowing performance of such music at a trade show for purposes of promoting sales of that music. Exhibitor must provide the above-mentioned requested evidence prior to the Market.
20. Exhibitor agrees to comply with the laws and regulations set forth for public accommodation by the Americans with Disabilities Act ("ADA") and applicable state and local law. Exhibitor further agrees and warrants that any exhibit booth, display or other contrivance placed in the exhibit space licensed to Exhibitor shall at all times comply with the ADA and applicable federal, state and local law, including accessibility, usability and configuration.
21. In the event Tenant is represented in a permanent showroom at the Dallas Market Center effective the first day of Market, or, in the event Tenant provides proof of eligibility in the Go Texan program, Tenant shall be entitled to receive a 15% discount on Tenant's booth fee. The discount applies to the base booth fee and not to corner, premium or show marketing fees if applicable. In the event Tenant is not represented in a permanent showroom on the first day of Market or does not provide proof of eligibility in the Go Texan program, Tenant shall not be entitled to any discount on Tenant's booth fee and Tenant acknowledges that the difference between the discounted booth fee Tenant remitted and the nondiscounted booth fee for Tenant's booth fee shall be due on or before the 1st day of Market. Tenant's failure to pay such difference may be considered an event of default under the Agreement and Landlord shall have available all remedies for such default available under the Agreement. Only one discount is allowed per exhibitor. Discount does not apply to Antiques & Vintage and Cash & Carry exhibitors.
22. If Exhibitor has a current lease for a permanent space at the Dallas Market Center complex, Exhibitor account must be current as of the first day of the show in order for Exhibitor to participate in the temporary show.
23. Signatures of the Exhibitor on copies of the lease agreement transmitted by electronic or telephonic means and or electronically submitted contracts without a signature, shall have the same legal effect as an originally drawn signature, and shall be binding upon Exhibitor.
24. In the event the Show involves the apparel industry, modeling of such display merchandise will be permitted only in the Exhibitor's assigned space.
25. Exhibitor hereby grants to show management an irrevocable, non-exclusive license to use, without further compensation, Exhibitor's trade name, product images and/or description of the nature of the Exhibitor's business, in any print, electronic or other media advertising or marketing programs of show management and Exhibitor shall cooperate with show management in carrying out such advertising and marketing.

Exhibitor Signature

Date



**HIGH STYLE DALLAS TEMP LEASE AGREEMENT
TOTAL HOME & GIFT MARKET – JUNE 2022
DALLAS MARKET CENTER**

TEMP SHOW DATES:
WEDNESDAY, JUNE 22, 2022
TO
SATURDAY, JUNE 25, 2022

PLEASE SUBMIT PAYMENT IN ONE OF TWO WAYS:

PAYMENT BY CHECK

Attach company check, cashier's check, or money order payable to Market Center Management Company, Ltd. to this form and mail to address below. Company or personal checks cannot be accepted in the period two weeks prior to show date. Payment during the period two weeks prior to show date, if by check, must be a cashier's check or money order. There is a \$35 charge for returned checks.

PAYMENT BY CREDIT CARD

There is a \$35 charge for declined credit card.

In lieu of my credit card imprint, I _____ hereby authorize Market Center Management Company, Ltd. to charge the below credit card:

- MasterCard American Express Visa

Company Name:

Card Holder Name as it Appears on the Card

Credit Card Billing Address (Street, P.O. Box, etc.)

City, State, Zip Code

Card Holder Phone Number

Card Number

Expiration Date

Security Code (backside of card)

\$ _____
Deposit Amount to be Charged / \$800 per Booth Requested

Upon Receipt of Lease Agreement
Date to be Charged

\$ _____
Remaining Balance to be Charged

May 3, 2022
Date to be Charged

This represents payment for the June 2022 Total Home & Gift Market.

This Lease Agreement must be accompanied by the specified deposit amount of **\$800** per booth requested. Final booth payment must be received no later than **May 3, 2022**. Leases received after **May 3, 2022** must be accompanied by full payment via credit card, cashiers check or money order. Credit cards will be charged in full on or after this date. Upon signature of this Lease Agreement, this Lease Agreement may not be cancelled, changed or transferred.

Exhibitor acknowledges by their signature that they have read the Terms and Conditions and special payment instructions and agrees to abide

Exhibitor Signature

Date

RETURN THIS LEASE AGREEMENT AND BOOTH PAYMENT FORM TO:

Karol Sullins | ksullins@dallasmarketcenter.com | 678-923-5735 | Fax: 214-678-3017
TOTAL HOME & GIFT TEMPS, 2100 Stemmons Freeway, MS 180, Dallas, TX 75207