



# A SOURCE FOR INSPIRATION

Outdoor Furnishings for  
Buyers and Designers

## MARKETING OVERVIEW + TOOLKIT

### ABOUT

Outdoor Design Days is a source of inspiration for buyers and designers alike. All Casual/Outdoor Showrooms in Building 1, Floors 2-5 will be open. Buyers can source trending products, participate in educational seminars and network with designers and leading industry partners throughout this three day show.

### FAQ

#### What are the dates and hours?

**Monday, September 18 – Wednesday, September 20, 2023: 9 a.m.–6 p.m. \***

*\* Fall Market is running concurrently and the hours are 10 a.m. to 4 p.m.*

#### What's noteworthy during Outdoor Design Days?

We are promoting this event as **3 SHOWS. 1 WEEK.**

- **Fall Market** will run concurrently with Outdoor Design Days at AmericasMart. This design-driven event will offer additional opportunities for gift and home product sourcing.
- **Discover ADAC** (Atlanta Decorative Arts Center) is September 19 - 21, 2023. We will cross-promote with ADAC as the design destination of the Southeast. We will be using social media, direct mail, email and web channels to communicate to all of our databases about the three shows.
  - **ADAC Shuttle:** There will be a FREE shuttle between ADAC and AmericasMart on Tuesday and Wednesday. The pick-up/drop-off location at AmericasMart is Building 1 at the John Portman entrance.  
HOURS OF OPERATION:  
ADAC: 9:30 AM – 5:30 PM | AmericasMart: 10:00 AM – 4:00 PM
  - **FREE Buyer Parking:** We are offering complimentary parking at the American Cancer Society Garage (112 Baker St. NW, Atlanta, GA 30303) September 18-20. Parking is first come, first served as space is limited. Please show your buyer wristband (provided during arrival and check-in) when you exit for complimentary parking. Additional paid parking options nearby for convenience.

#### Is there a hotel block available for buyers and tenants?

**YES!** The deadline to book the best available rate in our block is September 1. Book your hotel [HERE](#).

### Who is this being promoted to? How do I reach these buyers?

We are promoting this event to our shared database with AmericasMart and ADAC. The list will include Casual/Outdoor buyers; as well as designers, home and gift retail stores, specialty retailers and related categories in the Southeast region.

Marketing tools being used include a joint direct mail piece to almost 16, 000, email, print advertising in industry trade publications, digital advertising, social media, PR and website postings. We are further expanding our outreach through Buyer Services Call Center initiatives. Please provide your Top 10 list of retailers that did not attend Casual Market Atlanta to [pcox@andmore.com](mailto:pcox@andmore.com) and our Buyer Services team will reach out.

### Will there be seminars?

**YES.** We will have at least one seminar a day in our Building 1, Floor 14-Seminar Space. Our current plan is a daily lunch & learn from 11:30am-1pm:

- **Monday, September 18:** From Design to Dollars: How the outdoor category can help you grow your business, presented by Cindy Hodnett of *Furniture Today* and *Designers Today*
- **Tuesday, September 19:** Sherwin-Williams ColorMix, presented by Rachel Moeller
- **Wednesday, September 20:** **To be announced soon!**

### How can I help promote Outdoor Design Days?

This toolkit includes digital assets and talking points you can use on your social channels and when talking to your customers. Here are some suggestions to drive traffic:

- **Use #CasualMarketAtlanta** and tag @CasualMarketAtlanta when posting on social media. You can also encourage your buyers to visit [CasualMarketAtlanta.com](http://CasualMarketAtlanta.com) to register and learn more about the show.
- **Let buyers know what specials and events your showroom is offering by adding them to your Exhibitor Portal.** For any Exhibitor Portal help or FAQs, please reach out to our Support team by submitting a request at
- **Hold an event in your Showroom** - contact Paula Cox at [pcox@andmore.com](mailto:pcox@andmore.com) to help put together an event that best fits your showroom - whether a panel discussion, a product debut, a coffee station or a cocktail hour, let's work to get the message out to promote your event!
- **Sponsorship is a great way to gain brand exposure and be included in the marketing messages deployed at AmericasMart.** Please contact Heather Hicks, Account Representative at [hhicks@andmore.com](mailto:hhicks@andmore.com) to discuss your options.

### CO-BRANDED ASSETS

Included are Outdoor Design Days assets giving you a co-branding opportunity . We encourage you to use these assets on your channels to spread the word about Outdoor Design Days and help drive traffic to your Showroom. Encourage buyers to make appointments when they come to Market. Consider adding a banner ad to your website and social media accounts, as well as send an eblast incorporating a banner to your database. Download the sizes and graphics you need below.

**Don't see what you need?** Contact Paula Cox for additional resources at [pcox@andmore.com](mailto:pcox@andmore.com).



**OUTDOOR  
DESIGN DAYS**  
CASUAL MARKET ATLANTA

OUTDOOR DESIGN DAYS BRANDING:



CO-PROMOTIONAL GRAPHICS:

728X90



A SOURCE FOR INSPIRATION  
Outdoor Furnishings for Buyers and Designers  
REGISTER NOW

250X200



630X430



650W



MARKET IMAGERY:

