



WHY DALLAS MARKET CENTER?

> BIGGER IS BETTER. With more than 5 million square feet, Dallas Market Center is the largest wholesale resource in the world. Home to 2,200 permanent showrooms and nearly 500,000 square feet of temporary exhibit space. Offering more than 50,000 product lines spanning apparel, gift products, decorative accessories, home furnishings, lighting, garden accessories, floral and gourmet.

> Buyers, Buyers Everywhere

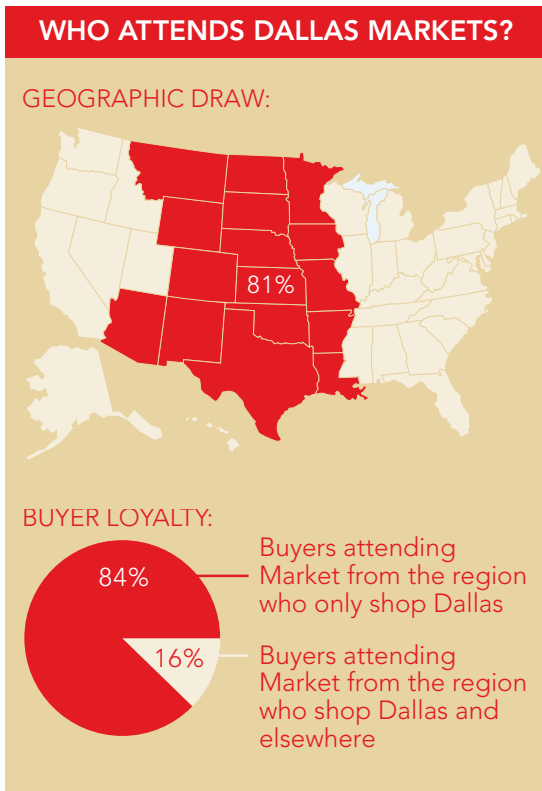
At the end of the day, the number of buyers walking through our doors is a pretty big number, around 200,000 actually.

And our buyers are loyal. Maybe it's the ability to shop across categories. Maybe it's our convenient location in the center of the U.S. Maybe it's just our Texas hospitality. Whatever the case, more than 84 percent of our buyers don't even consider shopping anywhere but Dallas. It's no wonder we've earned fans from 50 states and 84 countries. And of course, no market center delivers buyers from Mid-America like we do.

> A Working Market Center That Works Year-Round

At Dallas Market Center, we don't host just a few market events a year. We are home to approximately 50 trade events annually, many offering the opportunity to buy across product categories. We are a year-round resource, providing buyers access to showrooms and reps week in and week out. What's more, we have the widest range of products and services available to buyers and sellers in order to keep your business humming.

Dallas Market Center has a leasing team dedicated to filling the marketplace with the best exhibitors. We also have an operations staff constantly maintaining our easy-to-shop and friendly facility. Plus, our marketing department is always reaching out to more buyers and sellers every day. Our work is never done, and we wouldn't have it any other way.



You can't miss red.®



200,000 BUYERS ATTEND ANNUALLY



> At Red, It Costs Less To Make Green

We know that exhibiting here is all about growing your business and increasing profits. Dallas Market Center can help by minimizing what it costs you to do business. At Dallas Market Center, you have unmatched cost advantages that include non-union labor, the lowest travel and lodging rates and access to more free parking than at any other market center.

It all adds up—to your bottom line.



> Red Gets Attention

We're always working hard to make sure lots of folks see Red. Each year, Dallas Market Center invests millions in a comprehensive marketing program aimed at creating the buyer traffic you want most. For more information on our marketing programs, visit the [Marketing Opportunities](#) section of our Web site.

> Top Retailers

- | | | | | |
|------------------------|---------------------|--------------------|----------------------|-------------------|
| ▪ AAFES | ▪ Dillard's | ▪ Haverty's | ▪ Marmaxx / TJ Maxx | ▪ Pier 1 Imports |
| ▪ Baskin's Group, Ltd. | ▪ Dunlap's | ▪ H-E-B | ▪ Mathis Brothers | ▪ Shepler's |
| ▪ Bed, Bath & Beyond | ▪ Fingers Furniture | ▪ Hobby Lobby | ▪ Michael's | ▪ Tuesday Morning |
| ▪ Calloway's Nursery | ▪ Garden Ridge | ▪ JCPenney | ▪ Nebraska Furniture | ▪ Wolf Furniture |
| ▪ Cooking.com | ▪ Harry & David | ▪ Lack's Furniture | ▪ Neiman Marcus | ▪ Z Gallerie |

> Hot Today, Hot Tomorrow

In business since 1957, Dallas Market Center is a stable and proven leader. We are committed to the wholesale market business, and we've gotten pretty darn good at it over the last half century or so.

Market Center Management Company (MCMC), the management company behind Dallas Market Center, manages more trade space (more than 16 million feet) than any other company on Earth. With market centers on four continents, we know a thing or two about helping retailers grow their businesses and profits. So, rest assured, Red will be just as hot in the next half century.

> Paint the Town Red

When it comes to a good time, Dallas knows how to do it up big.

It's no surprise that Dallas has world-class shopping. After all, Northpark Center, one of the top five shopping destinations in the country, is legendary in itself.

What may surprise you is that Dallas is also home to the country's largest urban arts district. Spread over more than 68 acres of downtown, it includes Dallas Museum of Art, Nasher Sculpture Center, The Crow Collection of Asian Art, and Morton H. Meyerson Symphony Center, just to name a few.

And, when it's time to dine, the choices are as plentiful as stars in the Texas sky. With more restaurants per capita than any other U.S. city, Dallas has earned its reputation as a culinary hot spot.

You can't miss red.[®]

www.dallasmarketcenter.com | (800) DAL-MKTS

