

is an annual event produced in conjunction with the Dallas Summer Home Furnishings Market. The Fair is being produced in response to industry demand for a concise location where US retailers can view a representative selection of imported furniture. The Fair takes the form of a trade show housed in the new Infomart building, the latest addition to the DMC complex. Organisers report that over 250 manufacturers will exhibit their products there during the 1986 Fair, including national groups from Germany, Hungary, England, Denmark, France, Italy, Thailand, and Taiwan.

AIFF exhibitors can benefit from AIFF heavy industry promotion. Additionally the NHFA has designed a radically new support system intended to simplify dealings between suppliers of imported furniture and retailers.

Atlanta:

Markets are held twice a year 3rd/4th week in January and mid 2nd/3rd week in July. Atlanta is a major trade show center in its own right. 50 shows a year are produced there with two of them being for the furniture industry. The market consists primarily of permanently rented showroom but there is approximately 170,000 sq. ft. of temporary space available also. Space rents \$US 11.95 to \$ 8.35 per sq. ft. Renters take a minimum of 3 years lease (a 7% annual increase can be expected.) The market is regarded as mainly regional.

Atlanta Market Center
240 Peachtree Street
Atlanta, GA 30043

404/688 8994

Tom Fulghum, V.P. Leasing.

San Francisco:

Markets held twice a year in sequence with Dallas and Atlanta. The market in San Francisco consists of 11.5 million sq.ft. Plus other buildings which open for furniture display during the market such as the Showplace.

Space in the Western Merchandise Mart rents for approx \$12.00 per sq.ft. One year is the minimum lease period. When asked if obtaining space is a problem Mr Preiser said that it was always possible to fit the right company in.

Western Merchandise Mart
1355 Market Street
San Francisco, CA 94103

415/552 2311

Donald M. Preiser, President

Chicago:

The National Housewares Show is held twice a year in Chicago. The Show takes both parts of the 630,000 sq. ft McCormick Place facility. Plans are underway to extend the facility by a crash building program this year. The National Housewares Manufacturers Association which