



# NEW BUYER TOOLKIT

ATLANTA MARKET  
**ANDMORE**

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# TABLE OF CONTENTS

Floor Maps	4
Market Dictionary	5-6
New Buyer Tips	7
Checklists	8-11
Digital Tools	12
Buyer Services Team	13



# GETTING YOU READY FOR MARKET



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# FLOOR MAPS

## BUILDING 1

23	Management Offices
22	Management Offices
21	Storage
20	Seasonal / Gift
19	Seasonal / Gift
18	Seasonal / Gift
17	Seasonal / Gift
16	Seasonal / Gift / Buying Groups
15	Home / Year-Round Showrooms
14	Home / Year-Round Showrooms
13	Home / Year-Round Showrooms
12	Home / Year-Round Showrooms
11	Home / Year-Round Showrooms
10	Home / Lifestyle
9	Home / Lifestyle
8	Casual / Outdoor Temporaries (Select Markets)
7	Casual / Outdoor Temporaries (Select Markets)
6	Casual / Outdoor / Year-Round Showrooms (Select Open)
5	Casual / Outdoor / Year-Round Showrooms (Select Open)
4	Casual / Outdoor / Year-Round Showrooms (Select Open)
3	Casual / Outdoor / Year-Round Showrooms (Select Open)
2	Registration / ICFA Lounge / Casual Outdoor / Year-Round Showrooms <b>R</b>
1	Home / Year-Round

## BUILDING 2

BRIDGE	18	Gift
BRIDGE	17	Gift
BRIDGE	16	Gift
BRIDGE	15	Gift
BRIDGE	14	Gift
BRIDGE	13	Gift
BRIDGE	12	Gift
BRIDGE	11	Lifestyle
BRIDGE	10	Gift / Lifestyle
BRIDGE	9	Tabletop / Lifestyle / Gardens
BRIDGE	8	Tabletop / Gourmet / Housewares
BRIDGE	7	Gift
BRIDGE	6	Gift
BRIDGE	5	Parking (No Access)
BRIDGE	4	Buying Groups / Meeting Rooms
BRIDGE	3	Temporaries
BRIDGE	2	Temporaries / Parking <b>P</b>
BRIDGE	1	Temporaries / Registration <b>R</b>
BRIDGE	B1	Mezzanine
BRIDGE	B2	Registration <b>R</b>

Home	<b>R</b> Registration
Casual	<b>P</b> Parking
Gift	
Apparel	
Temporaries	

## BUILDING 3

BRIDGE	15	Fashion Theatre
BRIDGE	14	Prom / Bridal / Social Occasion
BRIDGE	13	Children's
BRIDGE	12	Prom / Bridal / Social Occasion
BRIDGE	11	Apparel
BRIDGE	10	Prom / Bridal / Social Occasion
BRIDGE	9	Apparel
BRIDGE	8	Fashion Accessories / Shoes
BRIDGE	7	Cash & Carry / Year-Round Showrooms
BRIDGE	6	Fine Jewelry / Year-Round Showrooms
BRIDGE	5	Temporaries
BRIDGE	4	Temporaries
BRIDGE	3	Temporaries
BRIDGE	2	Temporaries / Registration <b>R</b>
BRIDGE	1	Temporaries / Parking <b>P</b>

Select showrooms in all three buildings are open year-round. Visit [AmericasMart.com/OYR](http://AmericasMart.com/OYR) for a complete list.

# MARKET DICTIONARY

## Advertising Allowance

Additional funds offered to enable a retailer to advertise a vendor's product. This isn't always available.

## Average Sale

Total sales divided by number of transactions made.

## Bill Of Lading

Document for shipments as evidence of carrier's receipt of the shipment and as a contract between carrier and shipper.

## Back Order

Merchandise that's not shipped with initial order but will ship at a later date.

## Cash & Carry

Wholesale vendors that allow you to pay for your goods in full and take them with you the same day. Sometimes also referred to as Immediate Delivery.

## C.O.D.

Cash on Delivery means merchandise must be paid for when it arrives in store.

## Closeout

Merchandise offered at a reduced price to clear out existing vendor inventory.

## Consignment

Merchandise shipped to a retailer with the understanding that the ownership remains with the vendor until merchandise is sold.

## Dating

A retailer can pay for merchandise at a later than normal due date (30 days, 60 days, etc.). Always inquire if dating is available.

## Delivery Window

The time frame in which the vendor is required to deliver your product. Delivery windows can be in two-week increments. (For example: February 1–15 or February 2–28)

## F.O.B.

Freight on Board indicates the location where the merchandise was shipped. For example, FOB factory means the retailer will pay for freight from factory whereas FOB Atlanta means vendor will pay freight from Atlanta.

## Freight Allowance

Allowance given to retailer to cover all or part of freight cost. Vendors sometimes offer market-only show specials which may include freight allowances, so be sure to ask.

## Guaranteed Sale

An agreement that a buyer can return unsold goods after they have been exposed for sale for a given time. It's important to get this in writing.

## HFC

"Hold for Confirmation" means that an order is placed but must have the retailer's confirmation before it is shipped.

## Keystone

Getting a 50 percent markup on merchandise purchased and priced at retail. It also means doubling the cost of the merchandise to obtain a retail price.

## Markup

The amount added to cost to determine the retail price of the item. For example, an item that has a cost of \$5 and is marked up to \$10 equals a 50 percent markup. Markup is always calculated off retail.

## O.H.

Stock "on hand"

## O.O.

Merchandise "on order"

## Open-To-Buy

A term used to inform a buyer of the amount of dollars and/or units that are available for a given period.

## Permanent Showroom

Also referred to as just "Showroom," these are permanent spaces in the building. They can be corporate showrooms or multi-line rep showrooms that sell multiple brands or lines.

## Purchase Journal

Records of all the purchases along with the retail value for a specific month.

## Temporaries

Sometimes called "Temps," these are tradeshow booths in Buildings 2 and 3 that typically sell only one brand or product line.

## Terms

The combination of the length of time to pay an invoice and any arranged discounts.

## Turnover

Term used to describe the number of times merchandise is bought and sold during the year. It's calculated by dividing the average inventory into the annual sales.

## Zip Code Protected

The vendor won't sell the same or similar products to other retailers in your area, unless another store already holds exclusive rights.



# NEW BUYER TIPS



**1.** Know your **target consumer**, your **price points** and the **products** you are looking for. Vendors are sales professionals that are looking to help you find the right product. They will ask you questions as soon as you walk in their booth or showroom. This is not to intimidate you, but to help you find product that is suitable for your store. Be prepared by doing research and having a plan.

**2.** Familiarize yourself with the words in the **dictionary on pages 5 and 6**. These are words that are commonly used in the wholesale industry and will help you feel confident when communicating with vendors.

**3.** There may be vendors that are not a good fit for your brand or budget. **Create a list of questions** you can ask the vendors when you introduce yourself to see if they meet your requirements. This can include questions like:

- **What is your opening order minimum?**
- **What are your wholesale price ranges?**
- **What payment terms do you offer?**
- **Where is your product produced?**
- **Where do you ship from?**

**4.** Ask about **Show Specials** or other offers you can access to take advantage of the in-person buying experience. Many showrooms and temporaries offer price or shipping discounts when you order at Market.

**5.** **Don't be shy!** Market week is for making new connections and finding new products. Step in the booth or showroom, confidently tell the sales professional you are a new buyer, and ask them to assist you in selecting product that fits your target consumer and budget. They are happy to help!

**6.** **Check out our [Events Listing](#).** Attending market events such as our New Buyer Meet & Greet, Market Kickoff Party, educational seminars, networking events, and other activations will help you connect with other buyers, network and get inspired!

# PRE-MARKET CHECKLIST

Register for Market for FREE and get your show badge online [HERE](#).

Register all staff members attending with you in advance.

Download the ANDMORE Markets App in the App Store or Google Play.  
Log into the app (see page 12) with the same email address used to register for Market.

Book your travel plans through [AtlantaMarket.com](#). We work with local hotels and airlines to secure cheaper rates for our buyers.

Know your target consumer and create a list of your target price points by style category (e.g. kitchen, bedroom, bathroom or stationery, seasonal, baby & children, etc.).

Have a buying plan and budget, often called an open to buy. Identify ideal delivery dates so exhibitors can meet your merchandising needs.

Research new brands and trends and create wish list of brands to see.

Have payment options established and ready for purchasing inventory (i.e. company credit card, line of credit or NET30 terms).

Pack your business cards and address stamp for purchase orders.

Study the building map, review the category layouts, and map out your itinerary by show floor. Use the Market Plan tool in the ANDMORE Markets App to help!

Pack comfortable clothes and shoes to support a long day on your feet. Bring a personal bag with you to store other essentials like a water bottle, chap stick, business cards, payment methods, notepads, writing utensils, etc.

Check out the [Events Listing](#) to efficiently plan your day at market.



# AT-MARKET CHECKLIST

Review the ANDMORE Markets App to take advantage of the events, amenities and free resources available to you including the new buyer orientation held every morning at 9 a.m.

We recommend starting at the top floor of a building and working your way down via the escalators. This reduces time waiting for elevators.

If you see a busy booth, don't be discouraged. Ask what time would be good for you to come back.

If you are planning to attend more than one day, walk the first day and take notes. Review your notes that evening, make any necessary edits and prepare for placing orders the following day.

Collect contact info from new vendors for future reference. Often, there are multiple representatives in the booth, so be sure to connect with the correct representative for your territory or product specialty.

Use our ANDMORE Markets App to take photos of the product you order. This makes it easier to remember your buys post show.

Ask about the pricing options and understand buying factors other than product price. Ask about other delivery or support services.

Record the freight charges for your orders you write at Market so you can verify this before, during and after the shipping process. This will also help you price your merchandise after Market.

Ask about cancelation dates, refund dates or any other queries you have about the products and freight in the showroom.

Keep all copies of orders placed at Market so you can check them with the order information you receive with the order.

CONTINUES ON NEXT PAGE ↓

Several food vendors are located in each building. Plan your lunch early or later to avoid long lines. Keep water and snacks with you. Showrooms often provide refreshments, too.

[Check out the dining options HERE.](#)

Write your orders at the show to not miss out on merchandise and show-exclusive specials.

Capture content during market to share with your social media followers. You can create polls on products, share behind the scenes footage or even show new trends to gain customer engagement.

Make sure to visit our Buyers Lounge (Building 2, Floor 8, Space 899) if you have any questions regarding the ANDMORE Markets app or need assistance.

Spend time in the Temps — Building 2, Floors 1-3, and Building 3, Floors 1-5 — to see the newest products, emerging brands, and fresh trends.

# POST-MARKET CHECKLIST

Review and confirm your orders to make sure the delivery dates, prices, styles/colors and quantities are correct.

Reach out to vendors and ask to join their email lists so you are first to know when they launch new product.

Use your ANDMORE Markets App to recap your vendor visits, photos and notes.

Share images of the product you ordered with your staff to help with merchandising your store floor.

Create a social media content calendar to promote new incoming merchandise.

**PLAN YOUR NEXT TRIP TO ATLANTA MARKET.**

# MAXIMIZE YOUR MARKET

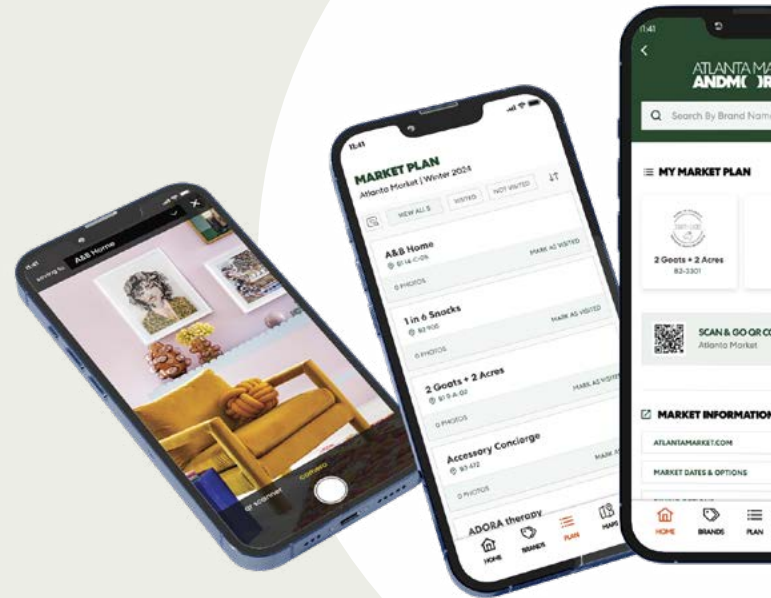
## ANDMORE<sup>®</sup> MARKETS

### Maximize Your Market with a Market Plan

- Once registered for Market, you can build a Market Plan online or on the ANDMORE Markets App
- Search and discover brands with filters through the Exhibitor Directory
- Save brands you plan to explore and shop
- Create an itinerary to follow at Market (note: this does not schedule appointments with showrooms)
- Access your Market Plan online or on the go with ANDMORE Markets App
- Review saved plans and activity to connect with brands after Market

### Key ANDMORE Markets App Features

- Get your badge quickly with your Scan & Go QR Code
  - Navigate and visit saved showrooms from your Market Plan
  - Take photos and notes and share with your team
  - Add brands to your plan on the go
  - Receive a personalized Market Recap after the show to recount the showrooms you visited and products you photographed
- Ensure you activate your ANDMORE Markets account before you arrive at Market. Your Scan & Go QR Code allows you have express entry to pick up your printed badge.



# HAVE A QUESTION?

**ASK US ANYTHING!**

[Info.AmericasMart.com/Ask-Us-Anything](http://Info.AmericasMart.com/Ask-Us-Anything)

# BUYER SERVICES TEAM

**Sarah Koutsogiannis**

Buyer Relations Director  
[skoutsogiannis@andmore.com](mailto:skoutsogiannis@andmore.com)

**Samrin Martin**

Key Account Manager – Gift  
[smartin@andmore.com](mailto:smartin@andmore.com)

**Logan Avidon**

Buyer Services Director – Home  
[lavidon@andmore.com](mailto:lavidon@andmore.com)

**Caroline Johnston**

Key Account Manager – Design  
[cjohnston@andmore.com](mailto:cjohnston@andmore.com)

**Amy Cooper**

Buyer Services Director – Casual  
[acooper@andmore.com](mailto:acooper@andmore.com)



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AtlantaMarket.com  
AmericasMart.com  
@americasmartatl