

**Kara Hoover** – Director of Marketing, Apparel  
Dallas Market Center  
Work Highlights



# Dallas Market Center





# Responsibilities

- Strategically planned the holistic buyer experience for 11 apparel wholesale markets annually (hosting thousands of DMC guests per market) and ensured the execution of deliverables across multiple teams including: visual merchandising, way-finding, hospitality offerings, event production and education
- Managed the entire execution of all DMC softgoods events including fashion shows, educational seminars and large-scale industry parties with an events budget of \$1M
- Promoted market opportunities to both buyers and exhibitors via email marketing, digital and print advertising, influencer and media partnerships
- Collaborated daily with all DMC departments to ensure smooth and successful markets including: leasing, retail development, trade show operations, visual merchandising, creative design and our executive team.
- Conducted post-market analysis, pivoting where necessary for optimal growth & event success



# Event Engagement:

Theme-cohesive entertainment and hospitality

Vendor selection, signage, F&B, talent  
procurement









A green promotional poster for an outdoor event. At the top, there are two rows of small black and white portraits of the event's hosts. Below the portraits, the text reads: "OUTDOOR OASIS WITH JIM GINOCCHI AND HGTV STAR, MIKE PYLE", "Thursday 10:30AM", "Palecek, IHDC 1D201". The next section says: "COYOTE GRILL-OFF", "Thursday 10:30AM", "Palecek, IHDC 1D201". The final section says: "ENTERTAINING ALFRESCO", "Thursday 1:15PM", "Palecek, IHDC 1D201". At the bottom, there are logos for COYOTE, RTA, and PALECEK.









# Theme-Cohesive Event Decor:

Vision | Layout | Element Selection













# Product Activations:

Strategic vendor selection, product/decor curation,  
brand/market promotion



**WELCOME  
AETA  
INTERNATIONAL  
TRADE SHOW**  
AUGUST 24 – 27, 2021  
13TH FLOOR



Download the  
New & Improved  
DMC Mobile App!

Connect with us!  
@dallasmarket  
#dallasmarket

**DALLAS  
MARKET  
CENTER**











# Fashion Show Production:

Thematic strategy

Model and apparel selection

Runway construction

AV











# Event Promotional Elements:

Image selection, copy writing



# Email Blasts, Video Recap Production, Print & Digital Signage



You don't want to miss **The Dallas Men's Show**, running January 29-31, 2022 at the **Dallas Market Center**. Following a Summer 2021 show that included over 700 brands, January will boast an even more expanded exhibitor landscape. Do Big Business in Big D.

**Endless Sourcing Opportunities:** Nowhere else can you find apparel, accessories, footwear, gift, and Western all under one roof.

**Central & Easy:** Fifteen minutes from two airports (DFW, Love Field) and surrounded by affordable hotels with complimentary shuttles.

[Book travel now.](#)

New to Dallas Market Center? Click [here](#) for a video overview of our show.





# Market Buyer's Guides

TREND REPORT  
Spring 22



## PATTERN

Soft Pins  
Watercolor  
Jurassic Fern & Natural Terrain

## DESIGN DETAILS

Contrast Patch, Cargo Pockets  
Patchwork/Piecing  
Collarless



Root

Hazony

Honey

## THE MEN'S SHOW PARTY

SATURDAY | 6PM - 8PM | 12TH FLOOR

Toast the Dallas Men's Show with complimentary eats, libations, music and pool tables.

SPONSORED BY  
MR Magazine and Game Rooms By Design (WTC 502)



## NEW TO DALLAS MARKET CENTER?

TOP TIPS TO NAVIGATE THE MEN'S SHOW

- WE'RE HERE TO HELP**
  - INFO BOOTHS on WTC 7 & 12
  - DOWNLOAD DMC MOBILE APP for dining options, floor maps, search lines, market hours, events and more
  - DMC BUYER SCOOP held at 8:30AM on WTC 1 both Saturday and Sunday.
- NAVIGATING DMC**
  - Go straight to floors 7, 12, 14 & 15 on our WTC EXPRESS ELEVATORS
  - TWO SETS OF ESCALATORS on each floor at the front & back
  - RESTROOMS are along the perimeter of each floor
  - DIRECTIONAL SIGNAGE is hanging from the ceiling
- THE TEMPS**
  - 12<sup>TH</sup> FLOOR, WORLD TRADE CENTER Men's Apparel, Accessories, Footwear & GSI
- THE PERMS**
  - 7<sup>TH</sup> FLOOR, WORLD TRADE CENTER Men's Apparel, Accessories & Footwear
  - 13<sup>TH</sup> FLOOR, WORLD TRADE CENTER Men's Apparel, Accessories & Footwear
  - 14<sup>TH</sup> FLOOR, WORLD TRADE CENTER Men's Western Apparel, Accessories & Footwear
  - 15<sup>TH</sup> FLOOR, WORLD TRADE CENTER Men's Apparel, Accessories & Footwear

DOWNLOAD THE DMC APP  
TO SEARCH LINES, DINING OPTIONS,  
EVENT INFO & MORE



## FEATURED EVENTS

### SATURDAY

**BREAKFAST TACOS AT DMC FOOD TRUCK**  
7:30AM | 12th Floor  
**THE COFFEE STOP**  
7:30AM | 12th Floor  
**THE MEN'S LOUNGE**  
7:30AM | 7th Floor  
**THE DMC BUYER SCOOP**  
8:30AM | 1st Floor  
**POPCORN POP-UP**  
1PM | 12th Floor  
**BEVERAGE PUSH CART**  
3PM | 7th Floor - Enroute  
**THE MEN'S SHOW PARTY**  
6PM-8PM | 12th Floor

### SUNDAY

**CHICKEN & WAFFLE SLIDERS AT DMC FOOD TRUCK**  
7:30AM | 12th Floor  
**THE COFFEE STOP**  
7:30AM | 12th Floor  
**THE MEN'S LOUNGE**  
7:30AM | 7th Floor  
**THE DMC BUYER SCOOP**  
8:30AM | 1st Floor  
**BACON & BEER**  
2PM | 12th Floor  
**BEVERAGE PUSH CART**  
3PM | 7th Floor - Enroute  
**OLD FASHIONED BAR**  
4PM | 12th Floor

### MONDAY

**THE COFFEE STOP**  
7:30AM | 12th Floor

## WE KNOW YOU'RE HUNGRY.

We have several food options available on campus.

### 1ST FLOOR

**STARBUCKS**  
Friday: 8AM - 2PM  
Saturday - Monday: 7:30AM - 3PM

### 7TH FLOOR

**STARBUCKS**  
COFFEE, BREAKFAST, SANDWICHES, SALADS  
**BEER AND WINE**  
Saturday - Monday: 7:30AM - 3PM

### 12TH FLOOR

**MARKET FRESH**  
SALADS, BRISKET OPTIONS & MORE  
Saturday - Sunday: 11AM - 6PM  
Monday: 11AM - 4PM

**CANTINA 12**  
MEXICAN FARE | BEER AND WINE  
Saturday - Sunday: 11AM - 3PM

## NEED DINNER PLANS after market?



SCAN ME TO CHECK OUT THESE BIG D RESTAURANTS DURING YOUR VISIT.

## MEN'S GIFT RESOURCES



1 BROOK & CO Pattern Collection, WTC12-8022 2 BRUNATE Gift Sets & Company, WTC12-8220  
3 ORILL YOURS OFF Gift Sets & Company, WTC12-8223 4 TOM & SHAY'S BEON IN A BOTTLE Gift Sets, WTC12-8101  
5 ROAD MAN Gift Sets, WTC12-8101 6 OLIVIA MEN Pattern Collection, WTC12-8032  
7 PUPPY COOLERS Pattern Collection, WTC12-8502 8 TOOLERIES Gift Sets & Company, WTC12-8223

## DALLAS MEN'S SHOW

JULY 31 - AUGUST 2, 2021

8:30AM - 6PM

Temps Close Monday, 3PM



BUYER'S  
GUIDE



# Leasing Collateral, Magazine Spreads

## DALLAS IS THE PLACE TO BE!

DALLAS MEN'S SHOW | JANUARY 29-31, 2022

### DON'T MISS YOUR CHANCE TO JOIN THESE LEADING MEN'S BRANDS...

Gem Malki | Jack Victor | Luchiano Visconti | Mavi Jeans  
Patrick Assaraf | Zelli Italia

### WHY DALLAS?

Welcoming an unprecedented number of new buyers  
from across the US

Vastly expanded temp floor plan that provides the  
ultimate buying experience

Easy-to-navigate marketplace with unmatched hospitality

### CONTACT US TODAY!



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DALLAS  
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January 14-16, 2022  
August 25-28, 2022



January 14-16, 2022  
August 25-28, 2022



Experience the  
**WORLD'S  
LARGEST  
WESTERN  
& ENGLISH  
MARKET**

Don't miss the excitement and inspiration that  
comes with a visit to Dallas Market Center!  
Take advantage of sourcing apparel, footwear,  
home, gift, gourmet and tack all under one roof.



DALLAS  
MARKET  
CENTER

[dallasmarketcenter.com](http://dallasmarketcenter.com)



# Promotional Ads, Email Newsletters



**SAY YES.**

Shop our exquisite Diamond District.  
Open to all Dallas Market Center visitors.  
WTC 7th Floor.

DMC DIAMOND DISTRICT

DALLAS MARKET CENTER

**DALLAS APPAREL & ACCESSORIES MARKET**

The national footwear trade event with hundreds of brands – all under one roof.

**JANUARY 11-14, 2022**



DALLAS MARKET CENTER

DALLASMARKECENTER.COM



**EVENT**

**RUNWAY CAFÉ FASHION SHOW**

WED | 12PM  
14TH FLOOR – RUNWAY CAFÉ

Complimentary  
Prairie Fire Cocktail

DALLAS MARKET CENTER

**WESTERN & ENGLISH**  
AT DALLAS MARKET CENTER

Dallas Apparel & Accessories Market  
October 28-29, 2021



DALLAS MARKET CENTER

**1**

**SOURCE DALLAS IN OCTOBER**

Still have sourcing needs after the WESA Trade Show in August? Our entire 14th floor of showrooms will be open during our October market, featuring the most coveted lines in the industry. We also offer an entire campus of cross-buying opportunities.

[VIEW 14TH FLOOR](#)



**2**

**WESA**

The WESA Trade Shows debuted in 1922 to promote and preserve the lifestyle of the industry. The Association's biannual events became the premier trade show of its kind and are recognized as the place, "Where the Industry Meets." WESA offers the most retailer-oriented show in the industry. In January 2022, let us celebrate the 100th anniversary together.

[SIGN UP](#)

**WESTERN-ENGLISH APPAREL & EQUIPMENT MARKET**  
JANUARY 13-16, 2022  
DALLAS, TX

[SIGN UP](#)



**3**

**AETA INTERNATIONAL TRADE SHOW LAUNCH**

Thank you to everyone that helped make the launch of the AETA International Trade Show in our new Dallas home a success last month. With top-notch exhibitors, upscale amenities, an inspiring fashion show and Texas-sized hospitality, there was nothing not to love. Stay tuned as we finalize the dates for our next show in 2023.

[MARKET CALENDAR](#)



**4**

**FASHION SPOTLIGHT: ANDREE BY UNIT**

Andree by Unit takes inspiration from vintage styles and interprets them into current silhouettes suitable for all boutiques. They are fun, feminine, and free spirited! Learn more and register to browse their collection below.

[ANDREE BY UNIT](#)



**5**

**FASHION SPOTLIGHT: FRINGE SCARVES**

Fringe Scarves were created to inspire people to "Slick Their Neck Out and Tie One On." All of their scarves are 100% silk so they are all natural, breathable, warm in the winter and cool enough for a warm day. Check out their offering below.

[FRINGE SCARVES](#)



**PLAN YOUR TRIP TO DALLAS**

Access to exclusive hotel rates when you book through Market Travel.

[BOOK TRAVEL](#)



DALLAS MARKET CENTER



# New Buyer's Informational Sessions, Printed Guides & App

