

Las Vegas Market Summer 2022 Events & Seminars

Wednesday, July 13, 2022

FIRST LOOK - Summer 2022 Webinar

1:00pm-2:00pm PST

Julie Smith Vincenti, Nine Muses Media

Webinar

Las Vegas Market's exclusive FIRST LOOK trends and new products program is serving up three distinct color stories for Summer 2022. BEACH BOUND, OVERLAY, and PURPLE PROSE reveal why luscious pastels, revitalizing blue-greens, sentimental neutrals, and romantic hues will dominate in the seasons ahead. Curator and editor Julie Smith Vincenti, Nine Muses Media, will lead a fast-paced overview of new product, noteworthy collections, and best-selling designs that will tempt customers and clients in the year ahead. (1 CEU) RSVP for webinar at:

https://imcenters.zoom.us/webinar/register/1516509047626/WN_3jN_BD4dQSu50WQYc7YmLg

Sunday, July 24, 2022

Cutting Through The Clutter: Effective Ways to Activate a Sales Promotion

9:00am-10:00am

Jonathan Fador, Tokio Marine

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050

Looking for a way to increase foot traffic and stimulate revenue? Reinvent your next marketing strategy by upping the ante on your next big game, contest, or promotion. We'll show you how to develop a custom promotion that is designed to help you reach your marketing goals through this compelling method of customer engagement and boosted brand awareness. Let the allure of big prizes speak for themselves while you sit back and relax knowing someone else will pick up the tab.

Attendee 101: Orientation & Tour

10:00am-11:30am

JD Whitehead, IMC Buyer Services

The Expo Seminar Room

Are you new to Las Vegas Market? Looking for some help navigating the buildings and where to find certain product categories? Join us for an overview of the Las Vegas Market, what to find and where to find it, along with other helpful hints for a successful market experience. JD Whitehead, Buyer Services team lead for IMC, will lead this quick presentation and tour around the Market and will give you first-hand exposure to key locations and tips for making the most of your time onsite. RSVP:

<http://imcenters.lvmjul22sem101.alchemer.com/s3/>

PRODUCT TOUR of RESA's #LVMkt Showrooms

10:00am-11:30am

Led by Shell Brodnax, RESA

Presented by Real Estate Staging Association (RESA)

Meet in Lobby of Building A

Shell Brodnax, CEO of RESA, will lead a product tour of RESA's #LVMkt showrooms. Home stagers, join Shell to learn insider tips and tricks for navigating the tradeshow, negotiating with vendors and maximizing your productivity at Market! RSVP: <https://2022.resaconvention.com/>

3 Ways to Enable Your Sales Associates to Drive Repeat Business

10:30am-11:30am

Ryan Blumenthal, Clientbook

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050

Your sales associates are your greatest asset. They are often the face of your business. Sales associates also play a key role when it comes to driving repeat business. As such, enabling your sales associates for success is one of the most important responsibilities of store owners and sales managers. In this session, we will share three specific ways to enable your sales associates for success. We'll also present a profile of how the "modern sales associate" uses clienteling techniques to build long-term relationships with clients and win more business.

Science in Design Summit - Part 1

11:00am-1:00pm

Mike Peterson, Visionary Design Marketing & Ann Sussman

In partnership with Visionary Design Marketing

Building B, World Forum on B16

The convergence of science and design- "neuroaesthetics"- is changing the future of the design industry. Scientists and medical professionals at leading institutions such as Johns Hopkins University, the Mayo Clinic, the University of Texas and more, now document the health benefits of fine design. The Science in Design Summit is a series of educational events happening across the country in 2022 and this summer presented at Las Vegas Market. Each Daily Part will include 2 seminars and 2 CEUs. Some of the many highlights will be evidenced-based presentations around neuroaesthetics, biophilia, human-centric design, the impact of color and cognitive architecture, and how all of these positively impact health. The Science in Design Summit is an unforgettable education that will guide your designs of tomorrow - design born in science! Mike Peterson, president of Visionary Design Marketing and Linda Kafka, founder, CLIPP, CAPS Principal for Living Canada and the LivABLE Design Summit will lead the Science In Design Summit. Hospitality will also be provided. Fee to attend this portion of Summit in Design is \$40.00. Register at https://www.eventbrite.ca/e/the-science-in-design-summit-international-tour-las-vegas-market-tickets-302673985037?keep_tld=1

11:00am: The Science in Design with Mike Peterson. The NEED for beauty and design is encoded in our DNA. This session explores the health benefits of fine design and tips for marketing your ability to improve health.

12:00pm: Designing for the Subliminal Brain: Architecture and Design + the 21st Century Paradigm Shift with Ann Sussman. Learn about the design shift of the last 100 years including the Age of Biology and using eye-tracking to guide design. (2 CEU)

From Palm Springs to Las Vegas: A Look at Inspired West Coast Design

12:00pm-1:00pm

Linda Allen, Linda Allen Designs; Michael Berman, Michael Berman Limited; Jen Samson, Jen Samson Design; Huma Sulaiman, Huma Sulaiman; and Diane Falvey of Furniture, Lighting & Decor

In partnership with Furniture, Lighting & Decor

Building B, WorldView on Sixteen

The Desert Oasis showhouse in Palm Desert showcases many signature elements of West Coast style — casual, elegant interiors, stunning outdoor spaces, and high-end materials and finishes — and brought together a group of prestigious designers charged with creating a seamless flow between every room. Join us for this exclusive look at the Desert Oasis showhouse and learn more about how each designer brings a signature West Coast vibe to his or her individual projects. Designers joining the discussion include Linda Allen of Linda Allen Designs in Las Vegas, Michael Berman of Michael Berman Limited in Los Angeles, Jen Samson of Jen Samson Design in Laguna Beach, CA and Huma Sulaiman of Huma Sulaiman Design in Laguna Beach, CA along with Diane Falvey, editor-in-chief of *Furniture, Lighting & Decor* as moderator. (1 CEU) RSVP at <http://imcenters.lvmjul22dossem.alchemer.com/s3/>

Advanced Digital Marketing Techniques: Learn About Your Competitors

1:00pm-2:00pm

Fredy Wright, Conquest Digital

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050

Ever wonder what your competitors are doing with digital ads? We'll show you ways to find out! Plus, we'll take an in-depth look at how to use some of the more advanced digital advertising products like Social Mirror™ Ads, Online Audio, OTT Video, Native Ads and Live Chat.

Dough - Commerce for Good: The Importance of Values-Based Sourcing

2:00pm-3:00pm

Vanessa Bruce, Juniper by IMC and to-be-announced panelists

Sponsored by JuniperMarket

The Expo Seminar Room

Today's consumers are increasingly concerned with where a product comes from, how it was made, and who is profiting from the purchase. Vanessa Bruce, Juniper by IMC's VP of Social Impact and founder of Dough — a platform for women-owned brands — leads a panel of emerging makers as they discuss the importance of weighing a brands' ethics and values when sourcing new vendors and products.

Design For Good: Opportunities for Positive Impact Going Forward!

2:00pm-3:00pm

Kari Stringfellow, ASID National and to-be-announced panelists

In partnership with ASID, LVDC and Las Vegas Market

Building B, WorldView on Sixteen

Join ASID National for a discussion about what is coming in the interior design business. Key topics that will be discussed include new opportunities after the pandemic; business of design; design as an industry; social media and more. Leading the discussion will be Kari Stringfellow, vice president of Member Experience for ASID Headquarters. In partnership with ASID, LVDC and Las Vegas Market. Stay afterwards for the annual ANDYZ Awards.

In Synch with your Customers

2:30pm-3:30pm

Sheila Dreyer Van Buskirk, Synchrony Financial

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050

In this session, Synchrony will build on its monthly consumer sentiment study to share a more future focused look at the macro forces affecting consumers and the marketplace including such topics as: shifting consumer values, the climate economy, the social commerce revolution and the role and

importance of payment products in consumer decision making. You will gain a better understanding of how these macro forces are impacting consumers and what this means for businesses going forward.

2022 ANDYZ Awards Celebration

3:30pm-5:00pm

Presented by Las Vegas Design Center and the California Central/Nevada Chapter of ASID

Presenters David Gebhardt & Frederick Rayner, Global Views

Media Sponsored by *Furniture, Lighting & Decor*

Building B, WorldView on Sixteen

Celebrate the year's best design projects at the 2022 ANDYZ Awards. ASID California Central / Nevada Chapter and the Las Vegas Design Center invite you to a fun filled celebration, as we honor the 2022 ANDYZ Awards winners. The ANDYZ Awards serve to recognize exceptional interior design across 12 different residential, contract and student categories. Projects were submitted by interior designers, architects, and design students throughout the western regions of the United States. The Absolut ANDYZ specialty cocktail will be served. This year the awards will be presented by David Gebhardt, owner of Global Views, and Frederick Rayner, COO of Global Views. A cocktail and book signing event will follow in the Global Views showroom. RSVP at <http://imcenters.lvmjul22andyz.alchemer.com/s3/>

The Connection Between Culture & Employee Retention

4:00pm-5:00pm

Vincent Mendez & Stacy Hafliger, ProtectALL by GBS Enterprises

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050

It's no secret that the employee turnover rate in retail is high. In fact, recent studies have shown that, while the average employee turnover rate in retail averages above 60 percent. The cost of a high turnover rate doesn't just impact your bottom line, it can translate to an inferior experience for your guests at nearly every touchpoint. In this session we will share ways to reduce your turnover rate today by creating a culture that employees don't want to leave. You will learn how employee engagement, communication, accountability, and ongoing sales education can help your organization to reduce your turnover rate and take your culture to new heights!

Gift + Stationery 40 Under 40 Awards - Meet + Greet Celebration

4:30pm-6:00pm

The Expo Seminar Room

Gift Shop Plus & Stationery Trends magazines will honor 40 young professionals during the annual Gift + Stationery 40 Under 40 Awards Ceremony in-person this market. This program acknowledges the new generation of gift industry extraordinaires. From shop owners and managers to stationers and company founders, we're paying homage to those under forty for their seemingly countless contributions to an industry we adore. A casual cocktail reception will be followed by an awards presentation recognizing the 40 honorees. Join the magazines and Las Vegas Market as they host the event. We will also have a special fund raiser for Gift 4 Life as part of this year's celebration. This complimentary event is open to all Las Vegas Market attendees and pre-registration is appreciated.

ANDYZ Afterparty & Book Signing with Frederick Rayner

5:00pm-6:00pm

Global Views, Building A, A153 & A154

Join us after the ANDYZ Awards and continue the celebration in Global Views, along with a book signing event for COO's Frederick Rayner's new book, "On First Looking: A Journey into the World of Home Furnishings". Books will be available for purchase.

Market Kick Off Party

5:00pm-7:00pm

Courtyard

Kick-off Summer 2022 Las Vegas Market with music and complimentary drinks in the courtyard.

Market After Party

10:30pm-1:00am

Marquee Nightclub at The Cosmopolitan Hotel

Complimentary entry with Market Badge until 1:00am.

Monday, July 25, 2022

Using 3D to Create the Ultimate Hybrid Shopping Experience and Sell More Online

9:00am-10:00am

Beck Besecker, 3D Cloud by Marxent

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050

Major furniture retailers are utilizing 3D to improve the in-store shopping experience while also adding exciting new functionality to their eCommerce websites. Learn how major retailers like Jerome's Furniture, Macy's, and other well-known furniture retailers are using 3D online, in-store, and as a part of their remote customer support offering to improve the hybrid customer experience and amplify sales.

A Brand Conscious Home Delivery Experience Starts with Drivers

10:30am-11:30am

Jenni Kimpel, J.B. Hunt Transport

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050

Do you focus on your brand all the way through your home delivery experience? The driver team is the last brand association your consumer will have so it is important that you provide the support for your teams. We will review some important factors to consider to ensure that your home delivery program is well supported.

FIRST LOOK - Summer 2022 LIVE at Market Seminar

11:00am-12:00pm

Julie Smith Vincenti, Nine Muses Media

Sponsored by JuniperMarket

The Expo Seminar Room

Smart sourcing at Las Vegas Market starts with FIRST LOOK. Join the program's curator and editor, Julie Smith Vincenti of Nine Muses Media, for a fast-paced survey of new products and noteworthy trends you'll spot in showrooms at the Summer 2022 show. Find out why this year's FIRST LOOK themes — BEACH BOUND, OVERLAY, and PURPLE PROSE — will endure in the seasons ahead with a special focus on shifting consumer priorities, especially those of Millennials and GenZ shoppers. (1 CEU)

Lighting the Way with Linda Allen - Lighting Highlights Tour

12:00pm-1:00pm

Linda Allen, Linda Allen Designs & Live Anywhere Wireless Lighting

Meet in Lobby of Building A

Discover new resources and learn about lighting innovations being featured at Las Vegas Market from Linda Allen, luxury Interior Designer with a passion for lighting. If you've ever gone to get your tickets to Disneyland, you have been surrounded by lampposts designed by Linda! She's also a member of BADG; Founder of Linda Allen Designs and Live Anywhere Wireless Lighting (and outdoors as well!). She will lead this tour through select showrooms and offer a new perspective on how best to use different styles of lights; which are most used in various design, hospitality and retail projects; energy efficiency and much more. Linda brings a new perspective on how to view lighting products available at market. RSVP at <http://imcenters.lvmjul22lighttour.alchemer.com/s3/>

Exclusive Insider Preview of Sherwin-Williams Colormix Forecast 2023

1:00pm-2:00pm

Sue Wadden & Laurie E. Clark, Sherwin-Williams

In Partnership with Sherwin-Williams

Building B, WorldView on Sixteen

In this exclusive Insider Preview Event – we go behind the scenes with Sherwin-Williams color experts Sue Wadden and Laurie Clark to discuss the future drivers influencing color and design trends. We'll discuss macro themes, global trends and color trend evolution and embark on a visual journey with stimulating imagery, design interpretations and research that supports the 2023 forecast. (1 CEU) RSVP at <http://imcenters.lvmjul22swsem.alchemer.com/s3/>

Retail Tips From the Stars

1:00pm-2:00pm

Allison Zisko, *Home Accents Today* and to-be-announced panelists

In partnership with *Home Accents Today*

The Expo Seminar Room

It's been a roller coaster ride for home furnishings retailers this year. Join us as some of *Home Accent Today's* Retail Stars discuss how they manage customer expectations, recruit and retain motivated employees, shop the markets as consumer demand shifts and generally thrive in an increasingly competitive retail landscape. Moderated by HAT Editor-in-Chief Allison Zisko, panelists TBA. (1 CEU)

Automation is the Key to Business Efficiencies

1:00pm-2:00pm

David McMahon, PerformNOW

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050

In this talk, David McMahon will show you how business are using automated workflows to accomplish more with less resources. You will see examples of how technology enables better pre-sales lead management, customer open-sales follow-up, delivery / pick-up, after-sales service, re-marketing, vendor order status, and new hire candidate communications. By the end of this session, you will have a clear understanding of how business automation can help improve your efficiency and bottom line.

Expedition Expo! With Kelli, Keith & Evan

2:00pm-3:30pm

HGTV's Bargain Block Duo Keith Bynum and Evan Thomas and Kelli Lamb, *Rue Magazine*

In partnership with *RUE Magazine*

Tour will meet in The Expo Seminar Room

Find out what has been discovered by HGTV's Bargain Block Duo and *Rue Magazine's* Editorial Director on this tour through The Expo. Keith Bynum and Evan Thomas, founders of NINE Design + Homes, along with Kelli Lamb, *Rue Magazine*, will show you their favorite products and international vendors on this intimate guided tour. Their expertise in building and designing homes, regardless of budget, style or location, along with what products are a must, lay the foundation of what will certainly be a wonderful learning experience. Those along on the tour will also receive a complimentary copy of Kelli's new book: *Home with Rue: Style for Everyone*. Kelli will be signing the books following the tour. Register to attend at <http://imcenters.lvmjul22expotour.alchemer.com/s3/>

Cut Through the Visual Merchandising Noise and Drive Conversion

2:30pm-3:30pm

Leah Kirkland, Outward

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050

Visual merchandising is more challenging and confusing than ever before. The content demands keep coming! Product image requests for your website, social, email marketing, print marketing, who can keep up?!? All the while, lifestyle retailers seem to have a never-ending photography budget. Who can compete? Come to this seminar to learn practical tips you can use to cut through the noise and produce content that matters to the consumer and drives conversion.

Science in Design Summit - Part 2

3:00pm-5:00pm

Don Ruggles, Ruggles Mabe Studio Architecture and Interior Design and Mark Phillips, Phillips Collection

In partnership with Visionary Design Marketing

LVDC Seminar Room, Building A, A240

The convergence of science and design- "neuroaesthetics"- is changing the future of the design industry. Scientists and medical professionals at leading institutions such as Johns Hopkins University, the Mayo Clinic, the University of Texas and more, now document the health benefits of fine design. The Science in Design Summit is a series of educational events happening across the country in 2022 and this summer presented at Las Vegas Market. Each Daily Part will include 2 seminars and 2 CEUs. Some of the many highlights will be evidenced-based presentations around neuroaesthetics, biophilia, human-centric design, the impact of color and cognitive architecture, and how all of these positively impact health. The Science in Design Summit is an unforgettable education that will guide your designs of tomorrow - design born in science! Mike Peterson, president of Visionary Design Marketing and Linda Kafka, founder, CLIPP, CAPS Principal for Living Canada and the LivABLE Design Summit will lead the Science In Design Summit. Hospitality will also be provided. Fee to attend this portion of Summit in Design is \$40.00. Register at https://www.eventbrite.ca/e/the-science-in-design-summit-international-tour-las-vegas-market-tickets-302673985037?keep_tld=1

3:00pm: Beauty, Neuroscience and Architecture: How Classic Patterns Align with Beauty to Improve Health with Don Ruggles. Learn the historic influences of classic patterns including facial patterning and why and how beauty heals.

4:00pm: The Power of Nature and Sustainability in Design with Mark Phillips, Phillips Collection. Learn how nature provides the design inspiration for improved health at home and why is it important to fully sustain what nature provides us. (2 CEU)

ASID Industry Partner Market Tour

3:00pm-5:00pm

Meet in Building A Lobby

Join California Central/Nevada Chapter and other ASID Chapters at Summer Las Vegas Market. Visit ASID's valued industry partner showrooms. Check out the latest introductions, products and services -- tuned just for your business. ASID designer members should inquire about special offers. Enjoy hospitality while you connect with your industry peers -- meet, mingle and make new connections. Tour ends at an Industry Partner's showroom for a toast to ASID. RSVP at <https://asidiptoursummer2022.eventbrite.com/>

Sip & Shop

3:00pm-6:00pm

Sponsored by GC Buying Group

The Expo

Join us for a festive time with cocktails and music as you shop the EXPO.

***Home with Rue: Style for Everyone* Book Signing with Kelli Lamb**

3:30pm-4:30pm

The Expo Seminar Room

Come and be one of the first to meet Kelli Lamb, Editorial Director of Rue Magazine, as she will be signing copies of her book, *Home with Rue: Style for Everyone!* The first 150 guests will receive a FREE signed copy of Kelli's new book, compliments of Las Vegas Market.

Best Practices for eCommerce Fraud Prevention

4:00-5:00pm

Evan Walczak, Riskified

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050

The eCommerce industry is booming in the furniture industry. In 2021, retail e-commerce revenue from furniture and homeware sales amounted to \$132.7 billion and is projected to increase to over \$208.2 billion in 2025. It's crucial for furniture retailers leveraging eCommerce platforms to have a thorough understanding of the ins and outs of eCommerce and eCommerce fraud prevention. In this session you'll learn how to best implement an end-to-end, adaptable fraud prevention solution that will optimize security while creating a strong base for customer loyalty.

Conversations with Science in Design - Cocktail Event

5:00pm-6:00pm

In partnership with Visionary Design Marketing

Phillips Collection, Building A, A202

Meet the Science in Design speakers and network with industry professionals. Together we are changing the interior design profession. Chat with the Science in Design organizers to learn how you influence the health of your clients. Join us for a pairing delicious lite bites and cocktails.

Tuesday, July 26, 2022

Furniture Protection Plan Strategy and Analysis

9:00am-10:00am

Dan Miller, Guardsman

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050

Are you looking to reevaluate your business strategies, grow your business and increase revenue? One strategy is by offering furniture protection plans to your customers. In this seminar, we will look at case studies of successful retailers, learn how this strategy is helping them increase revenue and grow, plus, where you should price your plan and how to offer it at every stage of the buying cycle.

Science in Design Summit - Part 3

10:00am-12:00pm

Mike Peterson, Visionary Design Marketing; Nuria Munoz, Habitormonia and Benjamin Moore

In partnership with Visionary Design Marketing

LVDC Seminar Room, Building A, A240

The convergence of science and design- "neuroaesthetics"- is changing the future of the design industry. Scientists and medical professionals at leading institutions such as Johns Hopkins University, the Mayo Clinic, the University of Texas and more, now document the health benefits of fine design. The Science in Design Summit is a series of educational events happening across the country in 2022 and this summer presented at Las Vegas Market. Each Daily Part will include 2 seminars and 2 CEUs. Some of the many highlights will be evidenced-based presentations around neuroaesthetics, biophilia, human-centric design, the impact of color and cognitive architecture, and how all of these positively impact health. The Science in Design Summit is an unforgettable education that will guide your designs of tomorrow - design born in science! Mike Peterson, president of Visionary Design Marketing and Linda Kafka, founder, CLIPP, CAPS Principal for Living Canada and the LivABLE Design Summit will lead the Science In Design Summit. Hospitality will also be provided. Fee to attend this portion of Summit in Design is \$40.00. Register at https://www.eventbrite.ca/e/the-science-in-design-summit-international-tour-las-vegas-market-tickets-302673985037?keep_tld=1

10:00am: Biophilia: The Human NEED for Nature with Mike Peterson & Nuria Munoz, Director

Habitarmonia. This session explores the healing benefits of biophilic design, presents multiple scientific and medical studies, the power of fractal beauty and applying biophilic design.

11:00am: The Human Color Experience with Benjamin Moore. Explore the physical and emotional responses to color that shape our color preferences, learn how the eye and brain process color and identify the elements that create emotional reactions to color. (2 CEU)

The Inventory Journey Through Your Business

10:30am-11:30am

Mark Jackson, Swan Retailer (SwanFRS)

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050

Product inventory management is essential in maximizing profits. Selling the right product to the right customer at the right time. Inventory management maximizes the sales team's ability to sell, the merchandising teams' ability to order the correct lines and the distribution teams to deliver the correct product to the customer. In this session, we will help you in setting positive processes and procedures to aid the customer's journey, improve customer service and boost profits.

Ahead of the Curve

11:00am-12:00pm

Eva Bradley and Alicia Cheung Lichtenstein, studioHEIMAT; Sarah Kennedy, CLB Architects; and Monica Wilcox, M Wilcox Design with Kathryn Given, *Luxe Interiors + Design*

In partnership with *Luxe Interiors + Design*

Building B, WorldView on Sixteen

Retailers and interior designers seek a new perspective of what's coming, and in this year's presentation of "Ahead of the Curve" you will see an exclusive preview of the new products, trends and designs in home furnishings and décor. Las Vegas Market's signature Ahead of the Curve program presents a fresh lineup with West Coast designers for an intimate and engaging discussion featuring Monica Wilcox, interior designer, entrepreneur and owner of Dallas based M. Wilcox Design; Sarah Kennedy, Principal and Interior Design Director for CLB Architects based in Jackson, Wyoming; Alicia Cheung Lichtenstein & Eva Bradley, Co-Owners of studioHEIMAT, located in San Francisco, CA; and moderating the discussion will be Kathryn Given, Style Director, for *Luxe Interiors + Design*. The designers will shop the showrooms at market, highlight some of their favorite picks of market visually as part of our Market Pros Instagram Takeover on @LasVegasMarket, and then will discuss their posts and favorite items at the event and what trends are emerging and how they would incorporate into a room. (1 CEU) Register to attend at <http://imcenters.aotcsemlvmjul22.alchemer.com/s3/>

Ahead of the Curve - Meet & Greet

12:30pm-1:30pm

Eva Bradley and Alicia Cheung Lichtenstein, studioHEIMAT; Sarah Kennedy, CLB Architects; and Monica Wilcox, M Wilcox Design with Kathryn Given, *Luxe Interiors + Design*

In partnership with *Luxe Interiors + Design*, Hubbardton Forge & Las Vegas Market

Hubbardton Forge, Building C, C-512

Join us in the Hubbardton Forge showroom following the event, to meet and interact with our Ahead of the Curve panelists in this intimate luncheon! Join Monica Wilcox, interior designer, entrepreneur and owner of Dallas-based M. Wilcox Design; Sarah Kennedy, principal and Interior Design Director for CLB Architects based in Jackson, Wyoming; Alicia Cheung Lichtenstein & Eva Bradley, Co-Owners of studioHEIMAT, located in San Francisco, CA, along with Style Director, Kathryn Given, from *Luxe Interiors + Design*.

FIRST LOOK: Summer 2022 Tour

12:30pm-2:00pm

Julie Smith Vincenti, Nine Muses Media

Meet in Lobby of The Expo by FIRST LOOK Display

Experience Las Vegas Market from an editor's perspective. Join FIRST LOOK curator Julie Smith Vincenti of Nine Muses Media for a fast-paced tour of trend hot spots throughout the Las Vegas Market campus. The tour kicks off at the FIRST LOOK product display, located in The Expo and Building C walkway. Let's go! Groups are limited, RSVP at <http://imcenters.fltourlvmjul22.alchemer.com/s3/>

Retailer Excellence Award Finalists – Challenged to Thrive!

1:00pm-2:00pm

Lenise Willis, *Gifts & Decorative Accessories* and to-be-announced panelists

Presented by *Gifts & Decorative Accessories* in partnership with IMC

The Expo Seminar Room

Gifts & Decorative Accessories brings together REA finalists this market, spanning all different categories, to gain a firsthand insight as to what makes them stand out. Join Lenise Willis, Editor-in-Chief of *Gifts & Decorative Accessories*, as she talks with this group of retailers about what they have accomplished through these past years, what's next, thoughts on best sellers and merchandising tips.

Learn How Evolving Customers Want to Shop for Goods

1:00pm-2:00pm

Mike Giordano, Progressive Leasing

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050

As shopping habits continue to change and evolve, more and more customers want to pay for goods on terms that make the best sense for their personal financial situations. Expanding flexible payment options is a powerful piece of a businesses' tool belt that leads to converting a higher percentage of website and store traffic to sales. We will discuss the impact of tech-driven flexible payments on new customer acquisition, increased POS conversion, average order size, repeat customer rates, and more.

Expert Styling Tips to Showcase your Portfolio to its Finest

2:00pm-3:00pm

Shannon Quimby, *Better Homes & Gardens*

In partnership with IDS, LVDC & Las Vegas Market

LVDC Seminar Room, Building A, A240

Better Homes & Gardens National Field Editor and Photo Stylist, Shannon Quimby will be sharing her all-time favorite styling secrets to help you create an everlasting first impression of your work, visually market it to its fullest, and ultimately get published. In partnership with IDS, LVDC & Las Vegas Market. Hospitality and networking will follow the presentation. (1 CEU)

Market After Party

10:30pm-1:00am

Omnia Nightclub at Caesars Palace Las Vegas Hotel & Casino

Complimentary entry with Market Badge until 1:00am.

Wednesday, July 27, 2022

5 Ways to Skyrocket your Business with Smart Design of Short-Term Rentals

11:00am-12:00pm

Jana Uselton, Home Staging & Redesign Alliance (HSRA)

In partnership with Home Staging & Redesign Alliance

The Expo Seminar Room

It's no secret that the Short-Term Rental industry is booming. And as more and more people are looking to rent out their properties for extra income, the competition is only getting stiffer. So how do you make sure your property stands out from the rest? The answer is simple: Design! Come learn some ideas & tips from Jana Uselton, founder of Home Staging and ReDesign Alliance (HSRA) and owner of Business and Leadership Continuing Education, LLC and Model My Home Staging. Uselton will offer tips and what products are best to use, on how a well-designed Short Term Rental will not only look great, but will also be more functional and efficient, leading to happier guests and more 5-star reviews. (1 CEU)

Market After Party

10:30pm-1:00am

Marquee Library & Boombox Nightclub at Cosmopolitan Hotel & Casino

Complimentary entry with Market Badge until 1:00am.

Thursday, July 28, 2022

Market After Party – Official Closing Party

10:30pm-1:00am

TAO Nightclub at The Venetian Resort