

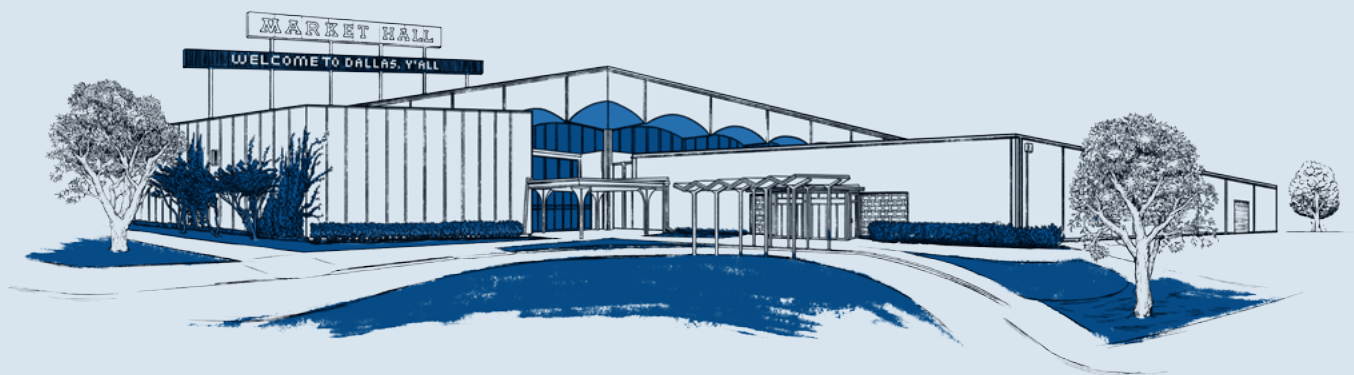
EXHIBITOR OPPORTUNITIES

DALLAS

DALLAS  
MARKET  
CENTER

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# THE DALLAS MEN'S SHOW



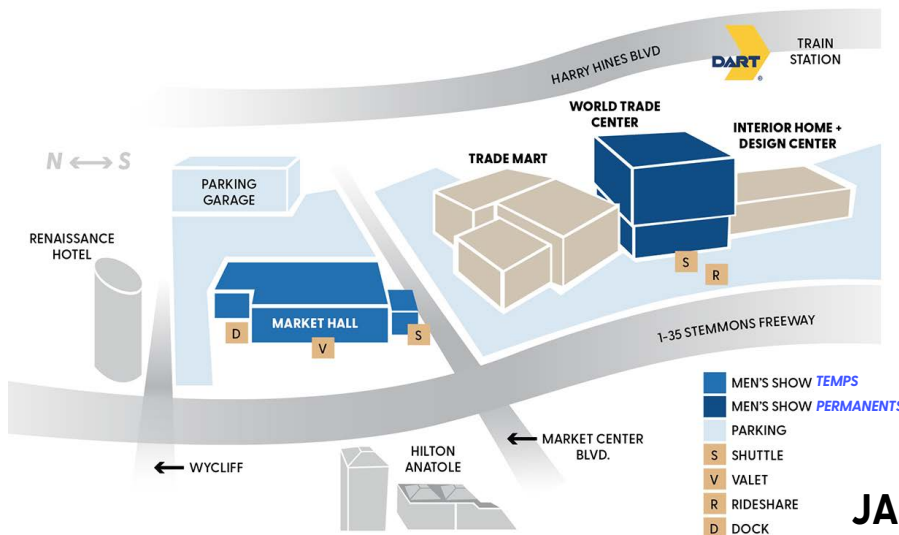
**JANUARY 24-26, 2026**

Preview Day: January 23, 2026

## THE DALLAS MEN'S SHOW

Following a standout 2025, the Dallas Men's Show is back this January at Market Hall—bringing together leading men's apparel, accessories, and footwear brands across more than 60,000 square feet of exhibit space. Join us in Dallas for unmatched hospitality, dynamic events, and a coast-to-coast community of buyers ready to write orders.

## DALLAS MARKET CENTER CAMPUS



Temporary exhibits will be held in Market Hall. Permanent showrooms located in the World Trade Center.

Shuttles will operate all day, connecting the buildings and nearby hotels. The campus is also easily walkable.

**JANUARY 24-26, 2026\***

### JOIN TOP BRANDS SUCH AS

- 34 Heritage
- Billy Reid
- Brax
- Bugatchi
- David Donahue
- Duck Camp
- Emmanuel Berg
- Faherty
- Greyson
- Mizzen + Main
- Paige
- UnTUCKit

\*Friday (PREVIEW DAY) 12:00-6:00PM  
Saturday - Sunday 8:30AM-6:00PM  
Monday 8:30AM-3:00PM

### EXPANDED COLLECTIONS: LIFE + STYLE

The Dallas Men's Show has tripled in size over the last five years and created the only lifestyle marketplace for men's retail. That's because only the Dallas Men's Show presents a full collection of lifestyle categories for retailers: sportswear, luxury, suiting, casual, golf, outdoor lifestyle, athleisure, accessories, gifts, and more. Retailers can survey the marketplace and create a complete assortment for their store. That's the Dallas difference.

### WELCOMING TOP RETAILERS

Quality buyers from coast to coast attend the Dallas Men's Show:

Association Of Golf Merchandisers (Agm); Rocklin, CA  
Berings; Houston, TX  
Castle Pines Golf Club; Castle Rock, CO  
Country Gentleman; Greenville, MS  
Crane's Country Store; Williamsburg, MO  
Guffey's; Atlanta, GA  
J Parker Limited; Savannah, GA  
John Craig Clothier; Winter Park, FL

Massey's Professional Outfitters; New Orleans, LA  
Midland Clothing Company; Basalt, CO  
Saint Bernard; Dallas, TX  
Scheels; Fargo, ND  
Southworth Development Clubs; Greer, SC  
Town And Country; Springfield, MO  
TYLERS; Austin, TX  
Worldwide Golf Shops; Santa Ana, CA

## MARKETING YOUR MEN'S SHOW

Advertising. Social Media. Email. Our marketing team work hard to promote The Men's Show across industry publications, the Dallas Market Center social media accounts, and email blasts to thousands of prospects and loyal buyers.

## BUYER DELIVERY

No other marketplace has a dedicated buyer delivery team attracting top retailers from across the U.S. They reach out to loyal retailers, new retailers, and stores referred by exhibitors. They are here to help you succeed!

## ONBOARDING FOR YOUR SUCCESS

No other show helps onboard exhibitors quite like Dallas. We provide exclusive access to resources whether you are brand new or a veteran. Our complimentary resources are included with your booth, including a handy exhibitor guide and a video tutorial on exhibiting in Dallas.

## SEND HIGH RESOLUTION PHOTOGRAPHY

Photos of your products may be used in emails, printed pieces, and social media prior to and during the show.

### SEND YOUR IMAGERY TO:

[socialmedia@dallasmarketcenter.com](mailto:socialmedia@dallasmarketcenter.com)

Along with the artwork, include:

DALLAS MEN'S SHOW- JAN 2026

Your Company Name

Your Booth Number

*No logos on images*



## SPONSORSHIPS/PAID OPPORTUNITIES

Our promotions team wants to help you spread the word and drive traffic to your booth. Sponsorship and advertising opportunities include: on-site sponsorships, e-mail blasts/on-line banners, digital/ video screen advertising, and magazine advertising.

FOR MORE INFORMATION CONTACT:

JAMIE MAJECKI | Senior Director, Media Sales

214-655-6174 or [jmajecki@dallasmarketcenter.com](mailto:jmajecki@dallasmarketcenter.com)

## EXHIBITOR OPPORTUNITIES | DALLAS MEN'S SHOW

### BOOTH PACKAGES

ALL COMPLIMENTARY BOOTH PACKAGES MUST BE ORDERED THROUGH THE GES WEBSITE



#### ACCESSORIES:

- GEM 10' x 10' Wall Booth
- (3) EZ Shelves (58"Wx72"H) – (5) removable shelves spaced 12" apart
- (3) Chairs
- (1) 6'x30" or 4'x24 White Skirted Table
- (1) Wastebasket
- (1) Tracklight with (4) Lights
- \*5w power is included. Additional power is available from GES
- (1) Booth Identification Sign
- RATE: \$2,100\*



#### APPAREL:

- GEM 10' x 10' Wall Booth
- (5) Rolling Racks (50"Wx64"Hx22"W)
- (3) Chairs
- (1) 6'x30" or 4'x24 White Skirted Table
- (1) Wastebasket
- (1) Tracklight with (4) Lights
- \*5w power is included. Additional power is available from GES
- (1) Booth Identification Sign
- RATE: \$2,100\*



#### ACCESSORIES | APPAREL:

- GEM 10' x 10' Wall Booth
- (2) Rolling Racks (50"Wx64"Hx22"W)
- (2) EZ Shelves (58"Wx72"H) –(5) removable shelves spaced 12" apart
- (3) Chairs
- (1) 6'x30" or 4'x24 White Skirted Table
- (1) Wastebasket
- (1) Tracklight with (4) Lights
- \*5w power is included. Additional power is available from GES
- (1) Booth Identification Sign
- RATE: \$2,100\*

#### WHAT IS INCLUDED:

- BOOTH & EQUIPMENT PACKAGE READY FOR MERCHANDISING
- COMPLIMENTARY DRAYAGE WITH NO LABOR OR UNION FEES
- DAILY HOSPITALITIES & REFRESHMENTS ON THE SHOW FLOOR
- COMPLIMENTARY STORAGE MARKET-TO-MARKET

CONTACT



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\*Booth renderings are for illustration only. Exact layout may have slight modifications.