

i m p r e s s i o n s

Dallas



Conference: October 21-24, 2026

Expo: October 22-24, 2026

Impressions Expo @ Dallas Apparel & Accessories Market

October 22 – 24, 2026

Why This Is a Win? By co-locating Impressions Expo Dallas with the Dallas Apparel & Accessories Market, we're connecting decorated apparel directly to the fashion sourcing ecosystem. This means exhibitors will have access not only by decorators and printers but also by fashion retailers, boutiques, and brands looking for new ways to customize, differentiate, and grow. **The result: more traffic, more crossover sales opportunities, and stronger long-term growth potential.**



Impressions Expo – October 22-24, 2026

Dallas Market - October 20-23, 2026

Why Co-Locating Impressions Expo Dallas with the Dallas Apparel & Accessories Market is a Game-Changer for Exhibitors?

#1 Exclusive Access to a Curated Market:

- The Dallas Apparel & Accessories Market is one of the most highly curated, invitation-only fashion markets in the U.S. — access is usually restricted to qualified retailers and brands only. Impressions Expo exhibitors will receive free access to this market, a unique privilege rarely available to suppliers outside the apparel buyer ecosystem.
- This means exhibitors can: Prospect directly at the source, identifying potential retail and fashion brand clients. Target exhibitors within the Apparel Market halls to foster collaboration and cross-industry business.
- In short, this access gives Impressions exhibitors a once-in-a-year opportunity to reach an otherwise unreachable audience.

#4 Stronger Visitor Experience:

- Visitors benefit from a two-in-one experience: they can explore fashion trends at Apparel Market while also learning how to customize, brand, and enhance those garments at Impressions.
- This drives denser foot traffic, longer dwell times, and more meaningful buyer-exhibitor interactions.

#2 Expanded Buyer Pool:

- Dallas Apparel & Accessories Market draws thousands of fashion retailers, boutiques, department stores, and e-commerce buyers.
- By collocating, Impressions exhibitors gain exposure to a brand-new audience beyond decorators — fashion buyers who are actively seeking new ways to differentiate and grow.

#5 Dallas Market Center Advantage:

- Hosting within the Dallas Market Center ensures credibility, visibility, and convenience.
- DMC is a central hub with easy air access and a loyal retail audience who return for multiple markets each year.
- This venue guarantees high traffic and strong crossover potential.

#7 Long-Term Growth:

- This co-location cements Impressions Expo as part of the fashion sourcing ecosystem, not just a niche printing show.
- Exhibitors gain access to new segments with high purchasing power — boutiques, lifestyle retailers, and fashion brands seeking decoration partners.

#3 Crossover Between Segments:

- Fashion buyers are increasingly demanding personalization, branded merchandise, and add-on capabilities.
- By combining Apparel Market + Impressions Expo, buyers can see both the garment and the technology that customizes it in one trip.
- This creates direct business opportunities for exhibitors offering DTG printing, embroidery, transfers, and other decoration solutions.

#6 Marketing Synergies:

- Both events will cross-promote to their respective audiences.
- Exhibitors benefit from double visibility — reaching Impressions' decorator base plus DMC's vast fashion retailer audience.

Dallas Market Center

- Dallas Market Center (DMC) is a large tradeshow and showroom complex in Dallas, Texas, that hosts multiple industry-specific markets throughout the year.
- These markets bring together manufacturers, wholesalers, retailers, designers, and other trade professionals to showcase new products, conduct business, and network.
- The markets cover multiple industries, including apparel & accessories, home & gift, men's wear children's wear / juvenile products, western / English / equestrian, women's fashion, and design.
- Markets are scheduled at different times (e.g. January, March, June, October, September) depending on category,
- Sometimes overlapping to allow cross-industry attendance.
- Markets are "joint" events combining two verticals (for example, Apparel + Accessories Market and Total Home & Gift Market are sometimes held together).



Dallas Market Center

A global business-to-business trade center that is the most complete wholesale marketplace in North America, connecting retailers and other trade professionals with more than 25,000 top brands for giving, living, all Industries and personal style.

All Industries:

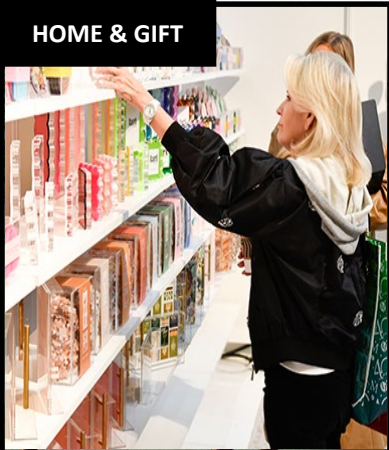
APPAREL & ACCESSORIES



MEN'S WEAR



HOME & GIFT



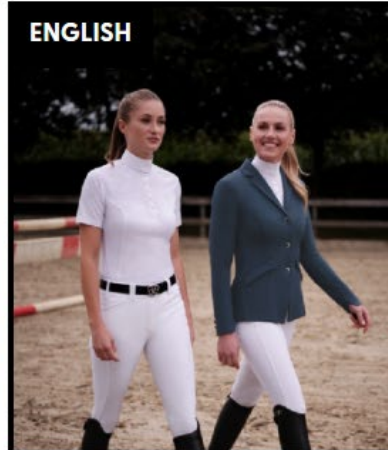
KIDS & BABIES



WESTERN



ENGLISH

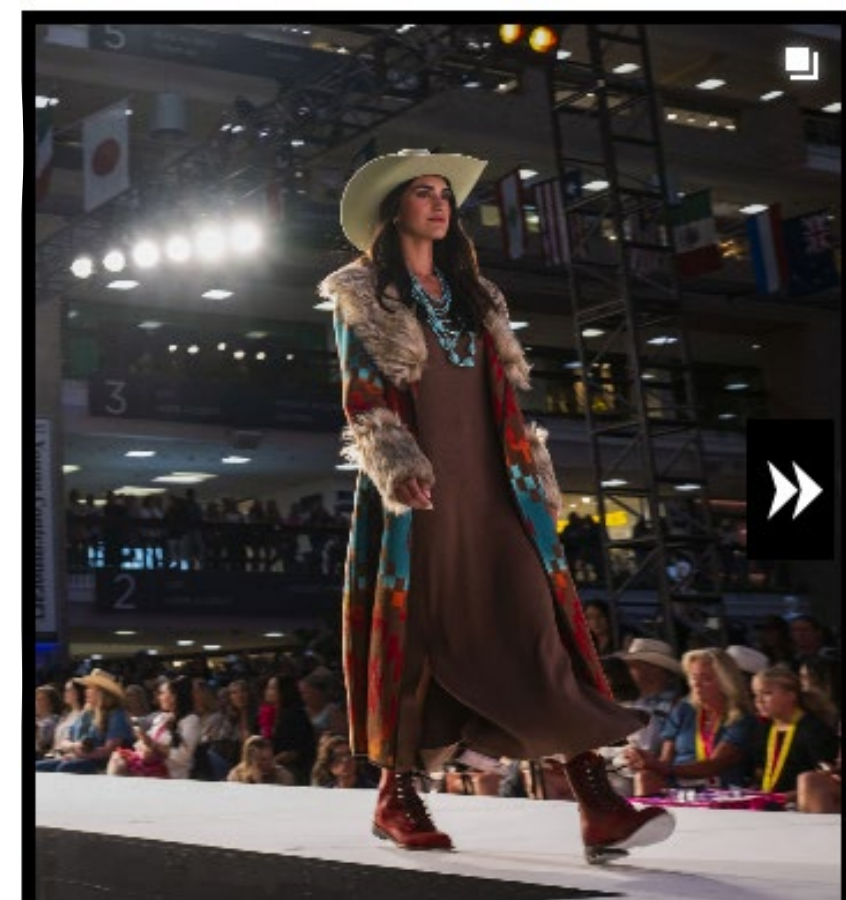


North America's Leading Wholesale Marketplace: featuring more than 800 permanent showrooms and hundreds of temporary exhibits available during dozens of trade events hosted each year.

Inside its dynamic five-million-square-foot campus are thousands of brands. It serves a community of tens of thousands of trade professionals from all 50 states and 85 countries, who visit each year.

WOMEN'S





Learn About Dallas Market Center Requirements for Qualified Attendees

- Admission requires affiliation with a retail business (i.e., ownership, full-time employment) reselling merchandise like what is represented in one of the Dallas Market Center's showrooms.
- All businesses are subject to a \$150.00 new business application fee and have 90 calendar days to qualify by completing the application and submitting the required documents for the designated business type. Dallas Market Center reserves the right to request additional business identification if deemed necessary.
- All businesses are required to requalify every 2 to 4 years, based on business type.

Dallas Market Center Map



Dallas Market Center

Dallas Market Center organizes a series of markets across the entire year, ensuring a constant flow of buyers, brands, and retailers. These include:

- Dallas Apparel & Accessories Market
- Kids World
- Total Home & Gift Market
- Equestrian International Trade Show
- International Western/English Apparel & Equipment Market
- Dallas Men's Show
- Apparel & Accessories Market + Total Home & Gift Market
- Dallas Design Days



Dallas Apparel & Accessories Market

October 20 – 23, 2026

What is it? The Apparel + Accessories Market is a vibrant showcase of what's on trend now and upcoming styles in Apparel, Accessories, and Footwear. We've curated the best brands together in one location for ease of shopping as well as creating events and activations to educate and inspire.

Classics to cutting-edge: discover the latest styles at every price point across dozens of key categories. We are the head-to-toe marketplace where retailers easily find what they need for the seasons ahead.

Exhibitors (Brands & Showrooms):

- Apparel brands
- Sports brands
- Resorts Wear Labels
- Accessories brands
- Merchandising & Gift
- Footwear brands
- Children's apparel brands
- Juvenile products
- Maternity & nursing apparel brands
- Multi-line showrooms
- Emerging designers

Qualified Attendees:

- Independent fashion boutiques
- Fashion Houses
- Retailers
- Department store
- E-commerce fashion
- Children's boutique
- Multi-location baby stores
- Resort and gift shop
- Gift shop buyers
- Designers
- Distributors

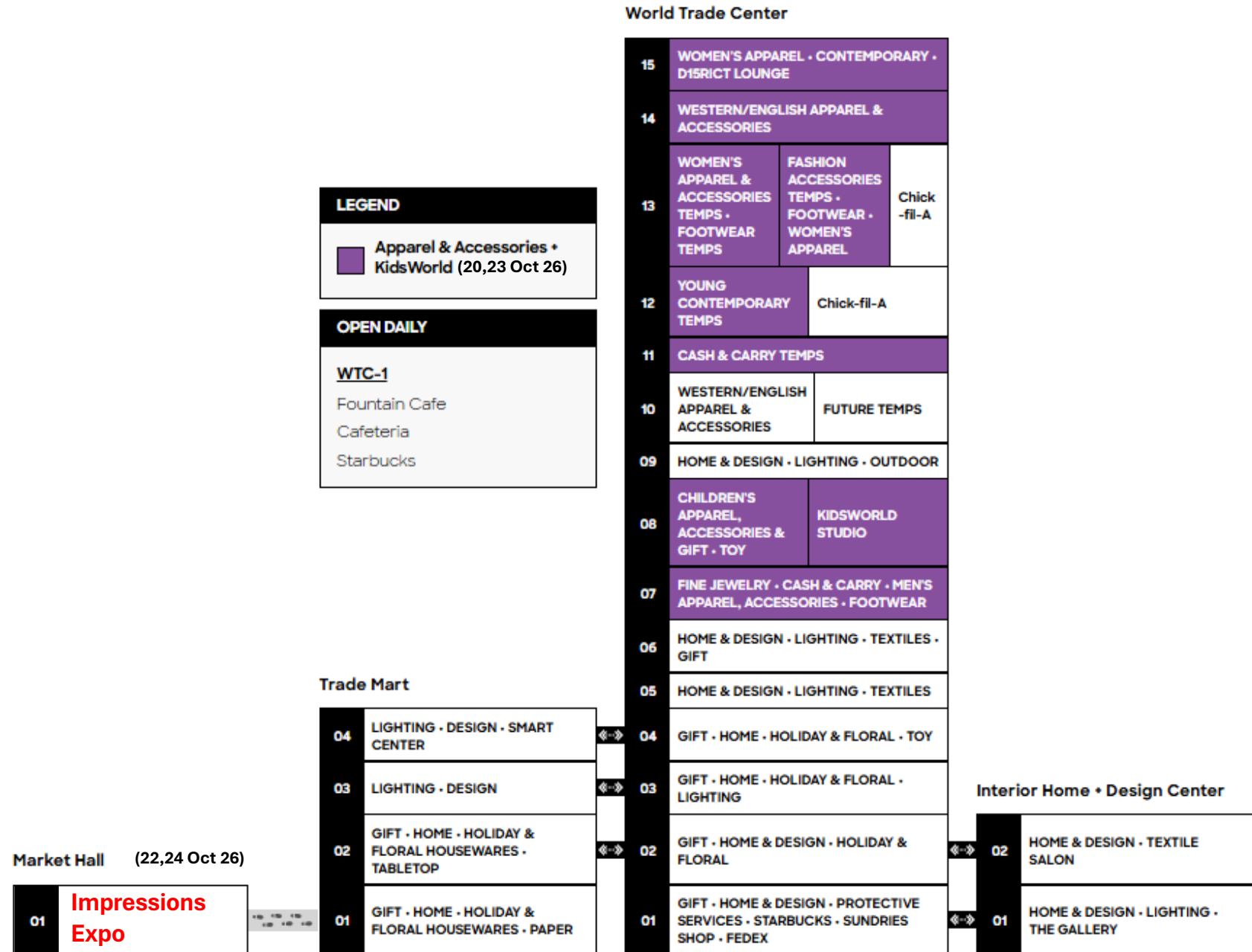


Dallas Apparel & Accessories Market

October 20 – 23, 2026



Dallas Market Center Campus



Impressions Expo

At Dallas Market Center

Some changes:

#1 Content Tracks on The Show Floor:

- Four theaters silent disco style, conference program will be delivered on the show floor, increasing the visitor volume

#2 Limited Space:

- Next years exhibition has limited spaces. The hall format, conference rooms on the show floor and additional features will make the exhibition area scarcer for 2026

#3 Increased Networking:

- A central bar and DJ will be placed on the show floor, with happy hours scheduled every day to foster connections and business

#4 Show T-shirt and Cap Competition:

- Print Shops will fight for the right to put their names on the official show merchandise that will be distributed on the show floor.



Impressions Expo

At Dallas Market Center

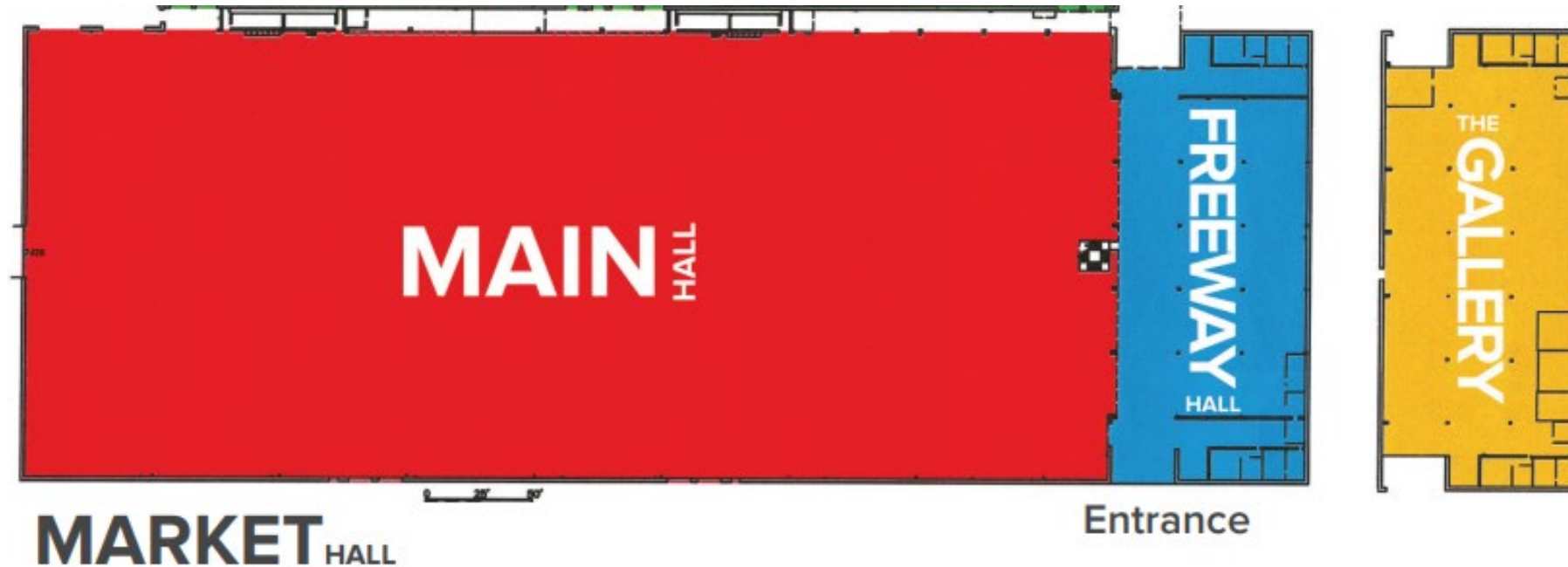
Floorplan

Limited Space:

- Exhibition will happen only on the **Main Hall**, together with conference, entertainment and catering.

Registration:

- Will happen on the **Freeway Hall**, together with information point and help desk.



Support:

- Emerald Staff and support team will be located at **The Gallery**.

Market Center:

- Access to the Apparel Market is through the Freeway Hall.

Impressions Expo

At Dallas Market Center

Renewal Rate*	x \$41.75 per Sq. Ft.
(Expires November 13, 2025)	
Early Bird Rate*	x \$44.00 per Sq. Ft.
(Starts November 14, 2025; Expires February 20, 2026)	
Standard Rate*	x \$46.00 per Sq. Ft.
(Starts February 21, 2026)	

x \$525 per corner



Impressions Expo

**Emails us for
more info ...**

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