

Luxe

MIAMI SHOW

FEBRUARY 6-9, 2020

EXHIBITOR PROSPECTUS





Luxe Miami Show is an exciting new event bringing together a renowned and diverse group of dealers representing all styles and periods, including art, furniture, jewelry, rugs, textiles, sculpture, lighting, luxury home décor, garden and objects d'art.

This groundbreaking event concept will provide new opportunities for participating exhibitors with a refreshed model, design and ambiance which replaces the traditional and outdated art, antique and jewelry shows. The new show will be focused on growing a qualified international and domestic audience of attendees, interior designers, and provide world-class service to all participating exhibitors.

South Florida has never had such a large and diverse home décor and antique show featuring the latest in one-of-a-kind antiques, furniture, decorative arts, fine linens, garden, architectural elements and bespoke objects.

There will be an exciting line up of entertainment during the show, an opening night champagne celebration, and interactive seminars to ensure the event is educational and attractive to attend.

The show timing is perfectly positioned during the height of the winter season in South Florida, which gives you the perfect opportunity to be immersed and exposed to a new and diverse clientele.

LUXE MIAMI WILL SHOWCASE A DIVERSE GROUP OF DEALERS AND TWO PAVILIONS:

THE GRAND PAVILION:

Featuring a curated collection of art, antique, jewelry exhibitors.

- Stands featuring 8' high hard walls or black pipe & drape booth options
- Booth includes draped table, two chairs, booth sign
- Comprehensive and affordable booth packages are available

THE MARKET PLACE PAVILION:

Featuring the latest in modern design, lighting, luxury home décor, garden, horticulture, and architectural elements. This unique pavilion will be sure to attract interior decorators and attendees that desire to buy exclusive and one of a kind items for their home, store or clients.

- Stands featuring 8' high hard walls or black pipe & drape booth options
- Booth includes a draped table, two chairs, booth sign
- Comprehensive and affordable booth packages are available

Luxe Miami Show offers an unprecedented level of convenience with valet and on-site VIP parking for top customers, including over 4,500 parking spaces for attendees and exhibitors, and hotels and restaurants all within the immediate area.



MARKETING & PROMOTION:

- Direct mail to a master database over 100,000 high net worth individuals
- Electronic invitations distributed through partners and participating exhibitors
- Comprehensive media/advertising campaign to include newspaper, radio, local luxury magazines, social media, calendar listings, as well as outdoor advertising
- Invitations to our sponsors' and partners' top clients
- Customized E-invitations good for complimentary admission for two
- VIP invitations to top interior decorators



We have secured a premier Miami PR firm that specializes in luxury events and together we will build a marketing and promotion campaign designed to attract affluent and design-oriented attendees.

WHY MIAMI?

Miami is a source of art, luxury, and beauty. It is a city with a thriving and ever-growing luxury lifestyle scene. Geographically and culturally at the crossroads of Latin America, it is easy to see why Miami is an attractive destination for travelers from South America. The city is equally popular with Europeans, Canadians and domestic travelers, thanks to direct flights, and a range of stylish accommodations and attractions for all budgets and lifestyles.

ABOUT LUXE MIAMI SHOW:

Luxe Events, LLC is owned by Andrea Canady who has successfully produced major art, antique, and jewelry shows in Miami, NY, Las Vegas, LA, Chicago and is comprised of a seasoned team with over 45 years of combined experience in exhibition, media, and marketing.



SHOW DETAILS:

LOCATION:

Miami Expo Center
10901 SW 24th St.
Miami, FL 33165

SHOW DATES AND TIMES:

February 6 - 11am-7pm
February 7 - 11am-7pm
February 8 - 11am-7pm
February 9 - 11am-5pm

EXHIBITOR SET UP:

February 4 - 8am – 6pm
February 5 - 8am – 6pm

Miami Expo Center is a convenient and easy location less than 10 miles from Coral Gables. Miami-Dade County is home to the sixth most expensive zip codes in the U.S. Two of the top three zip codes are in Coral Gables.

APPLICATIONS NOW BEING ACCEPTED

We are currently accepting applications, to submit an application please visit: www.luxeshowevents.com



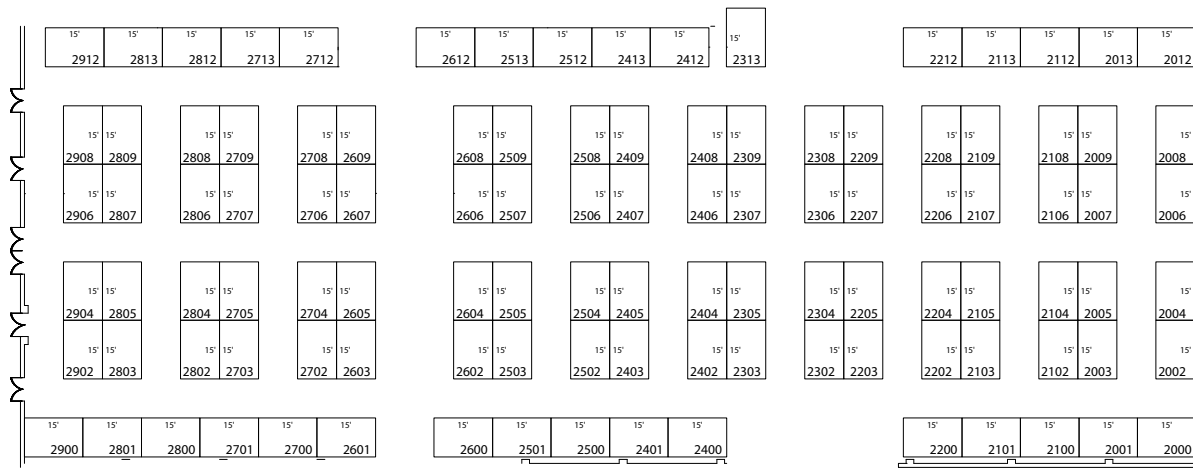
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MARKET PLACE PAVILION

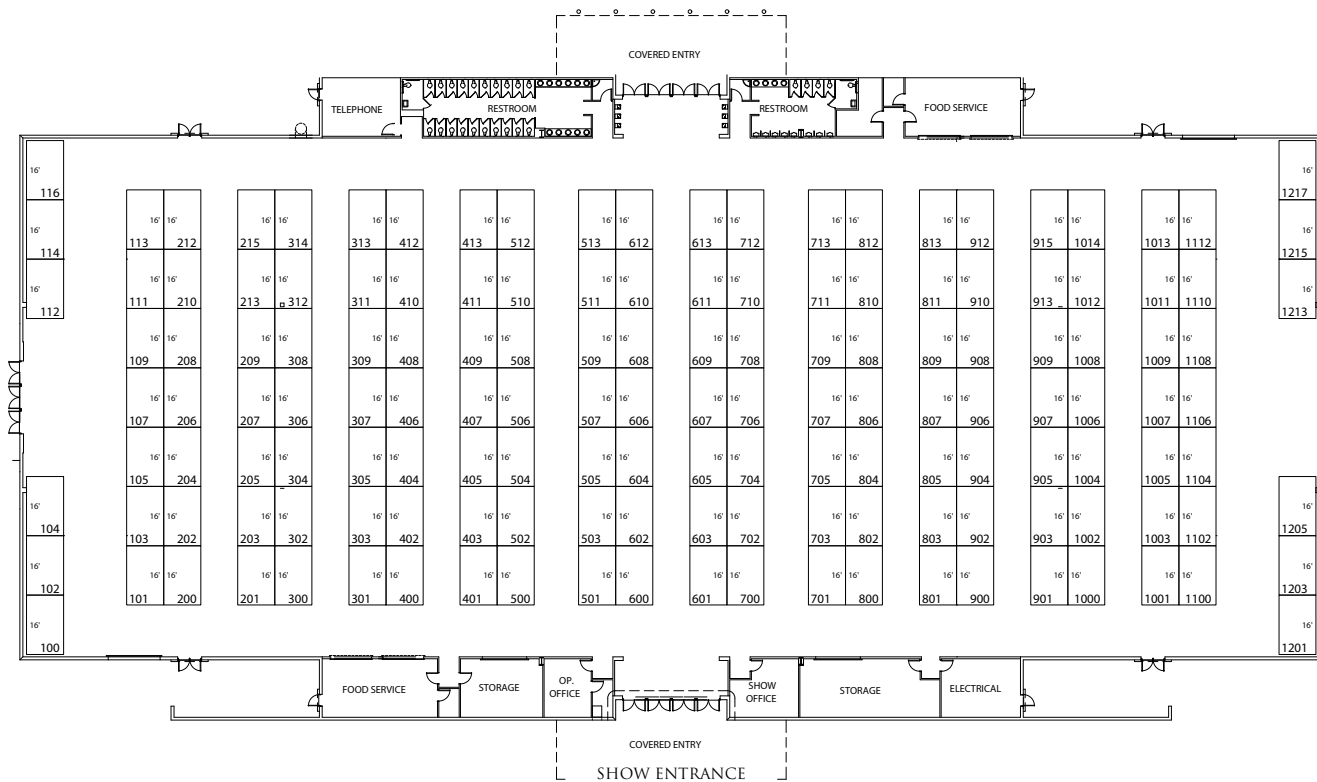


We have worked with Andrea Canady for over 25 years. During that time Andrea has managed some of the largest shows in our industry with great skill, good judgment and amazing results. Andrea is a pleasure to work with in every aspect of "Show Business", from customer service to show planning, Preshow promotion and on-site problem-solving.

Our company has exhibited and attended 100's of trade shows from regional and national to international, from single owner management shows to major corporately owned events. Andrea possesses the skill and experience to develop and/ or manage a show at any level. As many of our fellow exhibitors will attest, Andrea is one of the best in "Show Business".

GMC International – Leon & Andrea Remonko

GRAND PAVILION



I was so excited to hear that Luxe Events was starting a new show in Miami, FL. I know it will be very successful with Andrea at the helm. I have always admired and loved how she promoted the Original Miami Beach Antique Show. Her dedication to the dealers and professionalism from beginning to end is a standard to follow. I think the world of Andrea and so will any dealer who is lucky enough to work with her in the future.

Mathesonons' Antiquarian Assoc. – Jan Matheson