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The Perfect Fit:

LVA and WWIN Co-Locate Shows for Success

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The symbiotic relationship between Las Vegas Apparel (LVA) and Womenswear in Nevada (WWIN) recently helped spawn a successful partnership on the show floor. This August saw the second semi-annual co-location of LVA and WWIN, bringing together both buyers and sellers to The Expo at World Market Center Las Vegas for Las Vegas Fashion Week.

Over the course of the four-day market, the show floor featured more than 430 exhibits across both shows, spotlighting a combined 1,550-plus lines and an eclectic slate of events and amenities for buyers.

The exhibit hall featured LVA exhibits on the north side and WWIN exhibits to the south, with a common center aisle — The Retreat — between the two trade shows being used for events, amenities, branded giveaways, education and networking. Creative activations included a Build Your Own Outfit of the Day, which featured labels including Glam, Entro, Timing, Lumiere and She & Sky.

There was a kickoff happy hour hosted by both shows to start market week. LVA and WWIN also joined forces to host a signature shop-late market event — Pop, Fizz, Clink — with custom cocktails and light bites at The Retreat and opportunities to buy late across the exhibit floor.

“What we are seeing from buyers now is that they are shopping across category, so there’s been good synergy there,” said Melissa K. Montes, Vice President of WWIN. We are exposing both sides of the floor to new buyers, which is very exciting to both of our teams.”

Other LVA and WWIN buyer events and amenities included a daily massage station, daily complimentary breakfast and buyer lunch, cash bar, custom coffee station, VIP buyer’s lounge and daily branded photo opportunity. There is also free on-site parking, as well as complimentary hotel

Best in Show. Amenities, activations and photo ops created a lively atmosphere on the show floor.



Double Feature. The combined LVA and WWIN events at The Expo at World Market Center Las Vegas this August served as platforms for spotting trends, forging new connections and sourcing products.

and airport shuttle transportation at The Expo at World Market Center Las Vegas. The venue is also in close proximity to the Las Vegas Arts District, with access to affordable options for hotels, restaurants and entertainment.

In many ways, the co-location of the shows was a natural fit for both WINN and LVA. LVA is owned and operated by ANDMORE, formerly International Market Centers, which also produces Atlanta Apparel. Las Vegas Apparel is Atlanta Apparel's West Coast fashion sourcing market. For both its February and August shows, LVA added a curated mix of young contemporary apparel and accessories to its Las Vegas Fashion Week offerings.

According to Caron Stover, ANDMORE Senior Vice President, Apparel, a change in business ownership in 2018 led to an opportunity to open an apparel segment in Las Vegas. The premiere LVA show took place in August 2021 at The Expo at World Market Center Las Vegas, which debuted in April of the same year. The semi-annual market features more than 100 exhibitors and 150 lines, as well as dozens of complimentary gifts, fashion accessories and point-of-purchase



Caron Stover. Senior Vice President, Apparel, ANDMORE

products available in the World Market Center Las Vegas permanent showrooms.

Stover said that throughout the years of running Apparel in Atlanta, the team had always visited Las Vegas and looked at all the other shows that were happening. "One show that always stood out to us

was the WWIN market," Stover said. "Our customers talked about the WWIN market — that it is extremely customer-centric and focused. That is what we produce in Atlanta. We wanted to launch our show in that similar customer-centric manner. When we had this opportunity, we looked at what categories were missing from the WINN models — what they were not focused on — and that was the temporary category."

WWIN, which was launched at The Rio Hotel & Casino in Las Vegas 25 years ago, is produced by Clarion Events and has grown into a go-to destination during Las Vegas Fashion Week for retailers to source women's apparel and accessories. The Expo at World Market Center Las Vegas is more of an ideal location for WWIN than the Rio or Caesars Palace, where the event was more recently held.

"It's very distracting to do business in a hotel that has a casino," Montes said. She added that based on feedback from WINN's stakeholders, LVA felt like the right partners. "Once we got to the campus and really started to work with them and saw how much space there was and the accessibility and the experience that we could give them together as two great shows under the same roof, it was a no-brainer for us."

According to Montes, the LVA space benefitted WINN by serving as a blank canvas, giving them the ability to pivot whenever necessary. "This partnership was founded in being able to meet the changing needs while still keeping order-writing as the central focus of the show."

WWIN focuses on hospitality, networking, workshop-style education and appointment-setting programs to drive order-writing. Its all-inclusive brands range from women's contemporary apparel to "missy-modern" to specialty fashion, and the semi-annual show attracts buyers from across the U.S. and from some 25 countries worldwide.

"When we heard about LVA a few years ago, we went over and checked it out," Montes said. "Our buyers were also telling us that they had a similar feel to the way that we feel — they were giving a lot of amazing incentives, great amenities and were very customer-centric."

WINN and LVA spent time courting each other and getting to know exactly how



■ **Two for One.** The LVA and WWIN partnership creates a unique dual destination for sourcing during Las Vegas Fashion Week.

the other did business, including how each show treats their customers, according to Montes. Before signing onto the co-location, she said both parties wanted to make sure they would be giving their brands and their buyers everything that they need. “It’s taken off from there and it’s been very fruitful for both sides,” she said.

The first co-located show was held this past February, but the timing was a challenge with the Super Bowl taking place two days prior at Allegiant Stadium in Las Vegas. According to Stover, holding the show so close to the big game was a bigger challenge in driving attendance than any missteps in the planning process. “There was a lot more creativity that had to come from both sides to make it compelling for people to actually want to come to the market,” she said. “I know that some people were very discouraged by the Super Bowl. Both teams got together, and we spent a few days together in Las Vegas and had a retreat. We sat down and thought, how can we make this more compelling?”

Stover said that one of the decisions was to start the market a couple days after the game to get as far away from the Super Bowl as possible. “We had a cohesive experience to bring some fun to the event and to give a compelling reason to not be so worried about the Super Bowl and still want to do business in Vegas in February.”



■ **Melissa K. Montes.** Vice President, WWIN, Clarion Events

The co-location offered benefits for each of the shows. For LVA, the partnership brought added amenities, including incentive programs for both exhibitors and buyers, as well as offering breakfast, lunch and cocktails so attendees never had to leave the show area. “We came in and we wanted to mimic WINN — they were our model. Our audience wasn’t used to all those great amenities. Everything is provided for both the exhibitor and the buyer.” She added they wanted to make sure the guest experience is the same for both shows.

As another enticement for drawing attendees, LVA promoted some of the cost-savings to the buyer, including free shuttles running from the hotels to the show.

For WWIN, LVA’s education day on the Sunday starts the market a day earlier than the typical WWIN model, which used to open the show on Monday. “Now we’re giving a bonus early day to our audience as well,” Montes said.

As an added benefit, ANDMORE has an exclusive partnership with video commerce platform CommentSold, which brings “Go Live” technology, stations, staff and resources to the LVA show floor. Staffed CommentSold lounges and product stations featuring the newest brand trends enable buyers to host live selling sessions on Facebook, Instagram, TikTok, Shopify or other platforms.

Montes also said LVA “brought the vibe” for this year’s shows. She noted WWIN has always had very bespoke Instagrammable moments, but that was something they had not had an opportunity to expand on because the show was so focused on the actual order-writing amenities. “Some of the feedback that we got this February was that there was a vibe. It was fun.”

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