

textiles

• leather

• trimmings

SHOWTIME

PREVIEW



SHOPPING at Showtime – Enjoy.

Showtime is a jewel of a fabric trade show with distinct shopping venues, each with its own pace and ambiance. Veterans typically have their shopping plans well in place and appointments made in advance, but if you're a Showtime "newbie," consider these tips:

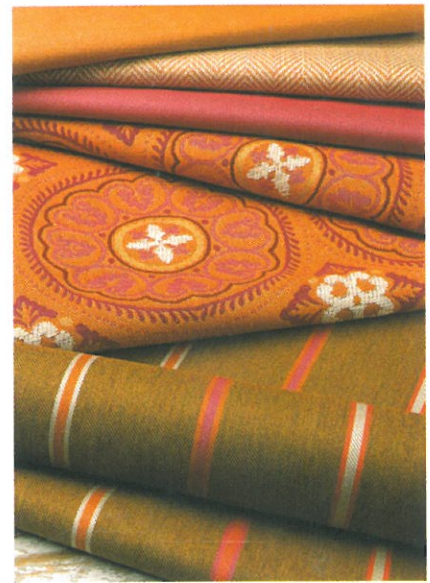
Shop one venue at a time. Wandering is tempting but it's a self-indulgence you cannot afford. Take time to get your bearings before you begin. If you don't have appointments, the Suites at Market Square is a good starting point. Look for the registration desk on the ground floor. These are the main venues:



Jewelry Collection
by Classical Elements
SMS 1-536



Suburban Home MSTT 6th Floor



Sunset Collection by Sunbrella
Glen Raven 336 S. Wrenn St.

SUITES AT MARKET SQUARE or "the suites"

The suites house well-established suppliers in addition to smaller suppliers, new vendors and groups of international suppliers. It is also the location for educational seminars, special exhibits, snacks, food, and social events featuring food and drink. Things are less formal in the Suites. Look at your leisure. Appointments aren't required.

"SMS"

MARKET SQUARE TEXTILE TOWER or "the tower"


An easy walk from the Suites through Market Square takes you to the elevators for the tower, home to many of the larger mills and suppliers of leather and trim. Showtime appointments are common in the tower, but "walk-ins" sometimes can be accommodated. Most folks try to "work the tower" one floor at a time, either bottom to top or top to bottom. Be flexible if you don't have an appointment.

"MSTT"

RESOURCE CENTER AND FABRIC CENTER

"Wrenn" and "Hamilton"

These outlying buildings are located just a few blocks away on Wrenn and Hamilton Streets, and house a range of suppliers. Many of them encourage appointments but welcome drop-in visitors, too. Once you've taken the free shuttle ride to the outlying buildings, it's easy to walk between the Resource Center, the Fabric Center, and surrounding venues.

Do what works best for you. In your directory, highlight tower showrooms in one color and Suites in another, or make separate lists for the location of each supplier you want to visit. If you've arrived without a single appointment, that's OK. As a registered guest, you received an exhibitor list that includes locations and phone numbers. It's possible to set up last-minute appointments. Even the major showrooms can often accommodate walk-ins, when another appointment is running late. Above all, stay focused and enjoy the show. 

– Susan Andrews

Susan Andrews, a former *Furniture/Today* staffer, was the fabric editor for 8 years. She has attended almost every Showtime since its launch in 1990.