

# Home Accents Today

The information source for the home accent industry

## EDITORIAL INVITATION for the winter 2010 market issues

**DEADLINE: Wednesday, November 18**

YOU ARE INVITED to submit photography or artwork and information on products you would like *Home Accents Today* to consider using in our winter markets issues. *There is no charge*, but please follow these important guidelines.

All products submitted must be **NEW**, making their first appearance at the winter markets. Use the enclosed set of *Home Accents Today* labels to identify each product submitted. Products will not be considered unless the accompanying Company Profile form is completed. There are several opportunities for coverage:

### ■ Exclusive Sketchbook

Product images to be considered for the Sketchbook pages must be **NEW** for winter. Photos not selected for Sketchbook also will be considered for use in the New Product Preview appearing in these issues.

### ■ New Product Preview

Our New Product Preview provides a brief description of new offerings at the winter markets. Please complete the accompanying form to be included in this coverage.

### ■ Atlanta and Las Vegas Market issues

**NEW** product images will also be considered for use in one of the three daily issues published for distribution at the Atlanta market and for the two daily issues published during the Las Vegas Market. **PLEASE NOTE:** Due to the change in dates for the Las Vegas Market, we will accept LV submissions for the dailies through January 15.

### Photography Guidelines

We need high-quality images for publication. We can accept transparencies, prints, slides or digital images. Always complete a label and attach to each image submitted (make copies of the label if you need more). Digital images must have a resolution of 300 dpi or higher and be at least 3x4 inches in size. Please send printouts of digital images. For more specific guidelines on sending digital files, go to our Web site at [www.homeaccentstoday.com](http://www.homeaccentstoday.com) and click on Edit Invites. If sending images by e-mail or FTP remember to include the product information requested on the label. **Product information is very important:** If we do not have all the required information we cannot consider your product for publication.

### How to Submit Materials

We can receive your images and forms in several ways.

**By WEB:** Go to [www.homeaccentstoday.com](http://www.homeaccentstoday.com) and click on Edit Invites, then select the Winter Market invitation. (The forms can be completed and submitted online.)

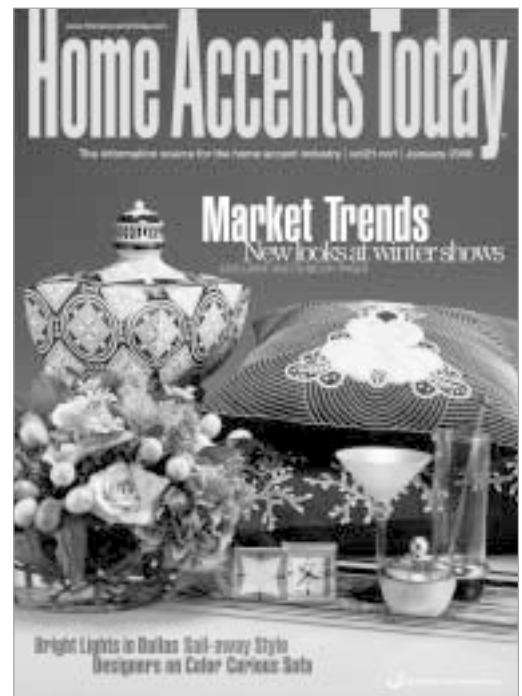
**By EMAIL:** [HATmarket@reedbusiness.com](mailto:HATmarket@reedbusiness.com)

**By FTP:** Go to [www.homeaccentstoday.com/ftp.pdf](http://www.homeaccentstoday.com/ftp.pdf) (Please notify via e-mail if sending this way.)

**By FAX:** 336-605-1158

**By MAIL:** Home Accents Today, 7025 Albert Pick Road, Suite 200, Greensboro, NC 27409

**Questions?** Please email [HATmarket@reedbusiness.com](mailto:HATmarket@reedbusiness.com)



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This information must be completed to be considered in any issues.

Company name \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Web address \_\_\_\_\_ Email \_\_\_\_\_

Key contact \_\_\_\_\_ Title \_\_\_\_\_

Completed by \_\_\_\_\_ Title \_\_\_\_\_

**Please check here if any of the above information is new within the past six months.**

Address  Phone  Fax  Web address  Key contact

**Check if you want images returned. (Please supply a SASE.)**

**At which of the following markets do you show?** Please circle any markets where you are showing for the first time.

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> High Point              | <input type="checkbox"/> NY gift                 |  |
| <input type="checkbox"/> Dallas home furnishings | <input type="checkbox"/> Atlanta rug             | <input type="checkbox"/> Atlanta gift/home furnishings |
| <input type="checkbox"/> San Francisco gift      | <input type="checkbox"/> San Francisco furniture | Bldg./space number _____                               |
| <input type="checkbox"/> Casual furniture market | <input type="checkbox"/> Chicago gift            | <input type="checkbox"/> Las Vegas                     |
| <input type="checkbox"/> Los Angeles gift        | <input type="checkbox"/> Other market _____      | Bldg./space number _____                               |

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WINTER 2010 INTRODUCTIONS LABEL

Attach to each photo/illustration submitted  
Please send NEW products only

DEADLINE: Wednesday, November 18

Company name \_\_\_\_\_

Product \_\_\_\_\_

Approx. retail price \_\_\_\_\_

Collection name \_\_\_\_\_

Designer/artist \_\_\_\_\_

Description (color, material, style) \_\_\_\_\_

\_\_\_\_\_

If previously shown, please note market and month: \_\_\_\_\_

**For our live daily issues in Atlanta, tell us where you show: Atlanta building/space number** \_\_\_\_\_

**For our live daily issues in Las Vegas, tell us where you show: Las Vegas building/space number** \_\_\_\_\_

**Return to: Home Accents Today**

**Attn.: Tracy Bulla, senior product editor**

7025 Albert Pick Road, Suite 200, Greensboro, NC 27409

**Fax: 336-605-1158**

**If you have questions, please contact: HATmarket@reedbusiness.com**

**Tracy Bulla, 336-605-3794**

**Lindsey Strader, 336-605-1043**

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