



SILVER STREET STUDIOS
DASHhouston.com

FACT SHEET:

DASH Market takes place bi-annually at SILVER STREET STUDIOS, 2000 Edwards Street, in the heart of Houston's Washington Avenue Arts District. With a variety of dealers in a chic warehouse space, **DASH** is Houston's foremost home décor market, bringing in local and national dealers twice annually, to offer Houstonians an opportunity to browse an eclectic selection of furniture, décor, art and stylish gifts in every price range.

DASH has become a Houston shopping tradition! Our ongoing goal is to attract a large and comprehensive audience that includes knowledgeable buyers, designers, and young collectors. Shoppers will enjoy shopping in a spacious air-conditioned venue located in the heart of Houston and convenient to surrounding areas. Throughout the weekend, **DASH** features design inspiration, seminars, and DIY workshops including floral design, calligraphy, painting classes, custom decor, and professional home organizing tips. Each year, **DASH** is pleased to donate a portion of proceeds to local charities and our focus for spring is **Dwell with Dignity**.

During each market, **DASH** presents entertaining events to entice shoppers and increase visibility. We kick-off the shopping weekend with our **FIRST DASH Preview Party** on Thursday at Silver Street Studios from 6–9 pm, featuring cocktails, nibbles, and a first look for VIP guests. The weekend offers great shopping Friday, Saturday, and Sunday with additional events added as they unfold.

To provide our dealers a successful show, **a significant portion of our DASH budget is allocated toward advertising and marketing.** We extensively promote **DASH** on social media including Facebook, Twitter, Instagram, and Pinterest and advertise in traditional media outlets such as television, newspapers, and magazines. We provide targeted social media for our sponsors and professionally designed promotional materials to increase all our dealers' success.

Our collaborative **DASH** team includes **Lisa Erwin**, with experience in finance and event production; **Michelle Maresh**, Publisher of Houston Design Resources magazine; **Angela Poujol**, with a background in advertising, marketing, and social media; and **Vanessa Sendukas**, a design professional, former dealer, and event planner.

We hope that you will join us at DASH and help make our show a huge success!