

Plan your market

Revised October 14, 2026 | Preparation deadlines are in 2026

01 / PLAN YOUR MARKET

Let's make it a party at Portico!

VIP DAY JAN 5 | GIFT JAN 6-12 | APPAREL & ACCESSORIES JAN 19-22

Plan your attendance and travel

We encourage you to join us in the showroom! Our busiest days are Tuesday through Saturday. Book hotel and airline arrangements once attendance is confirmed.

[Dallas Market Center website](#)

Market Planner

November 6, 2026 · Rebekah

Complete the entire questionnaire!

General info · Changes · Catalogs/samples · Digital assets · Specials/incentives

[Click here to complete the Market Planner](#)

Virtual sales training

Request by November 6, 2026 · Karen

Email Karen to arrange a virtual sales training. A current PDF catalog or supplement is required; samples in hand are helpful.

[Email Karen](#)

Portico Pages advertising

Griffin

Advertising is optional, but highly encouraged!

Confirm your placement by November 1 and send artwork by November 11.

Refer to the current advertising packet for packages, pricing and production specifications.

Send lifestyle images, logos and advertising artwork to Griffin.

[Email Griffin](#)

[Open advertising pricing guide](#)

Prepare your assortment

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02 / PREPARE YOUR ASSORTMENT



Showroom design, signage and graphics

Molly

Discuss your launch story, booth plan, fixtures, displays and brand guidelines with Molly before producing or shipping materials.

Confirm displays and fixtures and deliver approved signage by November 30.

New vendors must provide Portico-approved branded signage and graphics.

Molly will coordinate the design and provide current printing instructions.

[Talk showroom design with Molly](#)



Discontinued items

November 2, 2026 · Karen

Email a list of items being discontinued that will not appear in your display.

[Email your discontinued list](#)



Price & Data Changes

November 13, 2026 · Karen

Email price or MOQ changes, effective dates and any pre-buy opportunity.

[Email Karen](#)



Fill-In Orders & Inventory

November 13, 2026 · Karen

Portico will identify missing, damaged or shop-worn items and send a fill-in order please refresh or replace the requested items.

Confirm fill-in order details by November 13 and arrange fulfillment timing with Karen.

[Email Karen](#)



Price Tags & Ticketing

As needed · Karen

If you use branded price tags, provide extras for ticket updates.

[Email Karen](#)

Catalogs and selling tools

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03 / CATALOGS AND SELLING TOOLS



Digital catalog PDF

December 4, 2026 · Griffin

Email current low- and high-resolution PDF catalogs or supplements to Griffin.

[Email Griffin](#)



Scan books

December 14, 2026 · Zoë

Provide at least two printed barcode catalogs. Deliver them to the showroom or have them printed at FedEx by December 14. Confirm printing arrangements and delivery details with Zoë.

[Email Zoë](#)



MarketTime content

December 4, 2026 · Griffin

1. Upload the current product file, including pricing, packs/MOQs, UPCs, availability and discontinued status.
2. Upload an image for every item, including prepacks and displays. Each image filename must match its SKU exactly.
3. Upload the current catalog or supplement to MarketTime.
4. Make the catalog shoppable/hotspotted. Check each hotspot to make sure it links to the right item for a smooth selling experience.
5. Add any promotions in MarketTime and keep qualifying terms and valid dates accurate.

[Email Griffin](#)



Show specials and rep incentives

Final details December 4, 2026 · Rebekah

Submit customer show specials with qualifying terms and valid dates.

Work with Rebekah on an effective offer if needed.

Separately submit any rep incentive details or arrange a call to discuss ideas.

Record information in the planner and notify Rebekah of additions or changes after your initial November 6 submission.

[Plan your offer with Rebekah](#)

Samples and shipping

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04 / SAMPLES AND SHIPPING



Showroom samples

Received by December 11, 2026 · Karen

Samples must be RECEIVED by December 11, 2026.

Email tracking after every shipment.

Include a packing list in the shipment

if it is not included, email us a list.

List item numbers, quantities, prototypes and special handling needs.

Notify Karen promptly about delays, split shipments or last-minute additions, with the item list and expected arrival dates so the showroom can plan.

[Email shipment tracking to Karen](#)



Shipping address and delivery instructions

The Portico Collection, Inc. | ATTN [Your Brand] - [Contents] - Karen | 2050 N Stemmons Fwy | WTC 631, Unit 164 | Dallas, TX 75207

Use FedEx or UPS, not USPS. Label all truck pallets and prepay for INSIDE DELIVERY. Confirm special freight arrangements with Karen. For outbound samples, coordinate with Karen; use FedEx or arrange a UPS pickup.



VIP swag and temp treats

Coordinate by December 4, 2026 · Karen

We ask all vendors to contribute 250+ current-line or promotional items for VIP swag bags.

Label these boxes SWAG and send tracking.

Separately send 30 small items or wearables for temp training treat bags

label boxes TEMP TREATS and send tracking.

Keep swag, treats and samples separate.

Confirm the shipment/arrival timing with Karen before shipping

December 4 is the coordination deadline.

[Coordinate swag & treats with Karen](#)

Showroom readiness

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05 / SHOWROOM READINESS



In-booth events

Coordinate by December 4, 2026 · Rebekah / Kaeli

If you would like an activation, demonstration or treats in your booth, discuss the idea with Rebekah.

Kaeli will coordinate the event details.

Confirm quantities, timing and the materials-arrival deadline, then ship all required event materials with clear labels and tracking.

Do not assume the sample deadline covers your event.

[Discuss an event with Rebekah](#)

[Coordinate details with Kaeli](#)



Vendor iPads and scanners

Before arrival · Rebekah

Bring your own iPads and scanners if you want to scan orders; Portico has no extra vendor devices. Report quantities in the planner and contact Rebekah for the device form, compatibility and setup needs. Portico provides license numbers and setup instructions on arrival.

[Request the device form from Rebekah](#)



Outside sales representatives

Rebekah

Outside reps may work with their own customers in the showroom.

They may not set up shop, solicit other customers or write orders within Portico's eight states.

Have each visiting rep complete the required access form and check in at the front desk on arrival.

Request the current outside-rep form from Rebekah

the vendor Market Planner is a separate form.

[Request the outside-rep form](#)

Road selling and contacts

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06 / ROAD SELLING AND CONTACTS



Customer lists

December 4, 2026 · Rebekah

Email your updated customer list: account name, buyer, full address, phone, email, YTD sales and last order date.

[Email Rebekah](#)



Rep samples and road-selling materials

Confirm timing · Karen

Coordinate rep samples/kits, printed catalogs and sales materials with Karen so reps are ready to sell immediately after market. Confirm shipment timing; reps may visit customers on their trip home.

[Email Karen](#)

Rebekah - Planner, specials, customer lists, outside reps and vendor devices
rebekah@porticollection.com

Karen - Virtual sales training, samples and freight
karen@porticollection.com

Molly - Showroom design
molly@porticollection.com

Kaeli - Events
kaeli@porticollection.com

Zoë - Scan books
zoe@porticollection.com

Heather - National accounts
heather@porticollection.com

Griffin - Advertising, digital catalogs, product data and MarketTime
griffin@porticollection.com