

IMC MARKETING CAMPAIGN OVERVIEW

HIGH POINT MARKET OCTOBER 2014

www.IMCHighPointMarket.com



The heart of the High Point Market.

200/320/330 N. Hamilton, 300 S. Main, Furniture Plaza, Hamilton Market, International Home Furnishings Center, Market Square, Market Square Textile Tower, National Furniture Mart, Plaza Suites, Showplace, Suites at Market Square

IMC VALUE PROPOSITION

At International Market Centers (IMC) we view our relationship with you as a partnership, and share in your success. We are constantly working to enhance the value of your investment in High Point Market and wanted to take this opportunity to share with you a quick overview of all of the efforts we have put forth in preparation for this market.

IMC conducts an extensive marketing campaign to promote all IMC buildings, and our tenants and exhibitors, which reaches tens of thousands of qualified buyers and designers from all distribution channels. This is all in addition to the comprehensive buyer outreach program conducted by the High Point Market Authority to promote the entire Market. No other building owner in High Point offers this level of support and value to drive YOUR success at this market.

In this packet you'll find an outline of the new programs and partnerships we have formed and the marketing campaign conducted on your behalf.



A PARTNERSHIP FOR SUCCESS



HIGH POINT MARKET AUTHORITY:
bring buyers to the market

INTERNATIONAL MARKET CENTERS:
bring buyers to **OUR** buildings

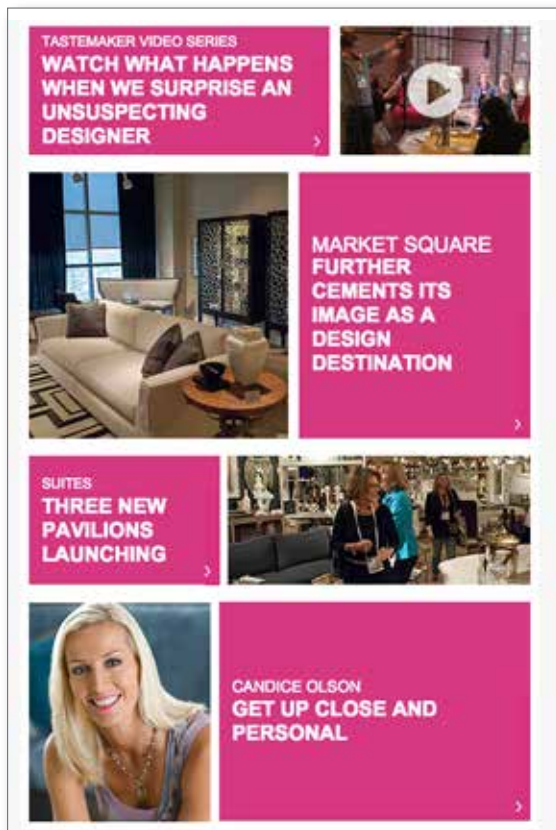
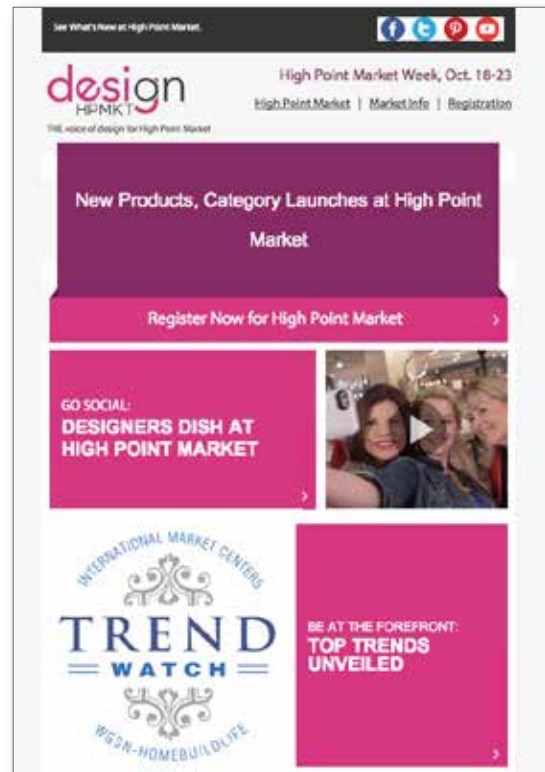
TENANT/EXHIBITOR:
bring customers to **YOUR** space



EMAIL



7 unique HTML email blasts promoting IMC properties, events and destinations.



Series of email blasts sent to IMC buyer and designer list, trade subscription lists including Home Accents Today, HFN and Gifts & Decorative Accessories and Retailer NOW!

Reaching more than

60,000
RETAILERS AND DESIGNERS

Print advertising in over **20 INDUSTRY** TRADE PUBLICATIONS & MARKET GUIDES PROMOTING ALL IMC PROPERTIES

Extensive advertising in Market Guides with
IMC building and destination ads:

- Furniture Preview: 15 Pages
- Accessory Preview: 15 Pages
- Designer Preview: 10 Pages
- Market Resource Guide: 12 pages

INTERHALL
@HIGH POINT MARKET
OCTOBER 18-23, 2014

INTERHALL, A JURIED COLLECTION
of design-driven, lifestyle-focused home furnishings, is the premiere discovery area for fresh, new exciting resources representing all styles from traditional to contemporary. Buyers, designers and media flock to InterHall for one main reason: to find **The Next Big Thing.**
DISCOVER IT.

INTERHALL MARTINI PARTIES
Saturday, Monday & Wednesday
4pm to 6pm

Where **BEAUTY & INSPIRATION** Collide

JOIN THE CONVERSATION:
#DESIGNONHPMKT

SALON
@HIGH POINT MARKET
OCTOBER 18-23, 2014
A JURIED SELECTION OF STYLE-SETTERS.

Participating companies:

Alder & Tweed Furniture	Michel Ferrand	Taylor Burke Home
Belgian Linen	Mind of Canine	The Laguna Collection
Benson Cobb Studios	Mirror Image Home	by Tables & More
Charles Harold	Mitchell Black	The Oliver Gal Artist
Chelsea Textiles LLC	MSM 4 Imports	Tommy Mitchell Co.
Circa Imports	Nine 6	Tronk Design
Cotton & Quill	Objet De Curiosite	TWS of Miami
Daniel Stuart Studio	Outpost Original	V Rugs & Home
Dallas A. Saunders Studio	Pandora de Balthazar Fine Linens	VanCollier
Davis and Davis Rugs	Pheromone by Christopher Marley	Wink Gaines Photography
DIRA	Phyllis Scott Collection	
Doug Frates Glass	Phylum Design Inc.	
Dovetail	PiuDesign	
Dunes and Duchess	Prestige Identity	
DuxburyCoastalTeak	PRIMA	
Elizabeth Bradley Home	Reprotique	
Estetik Decor by Maka	Riado	
EurDeco	Ro-Sham-Beaux	
Euroline Ltd.	Shadow Catchers Art	
Fortunata	Signoria Di Firenze	
Italmood Custom Furniture	Simon Blake Interiors	
Jamie Dietrich Design	Sivaana	
John Strauss Design	Solaria Lighting	
Kevin O'Brien Studio	Stuart Lawrence Design	
Marshall Clements		
MFANO		

www.imchighpointmarket.com

ADVERTISING



MARKET SQUARE AND SUITES
Where design begins.

@HIGH POINT MARKET
OCTOBER 18-23, 2014

Where INSPIRATION becomes REALITY

FURNITURE | RUGS | LIGHTING | WALL ART | TEXTILES | ACCESSORIES





Exhibitors:

Alfonso Marina	Drexel Heritage	Libeco Home
Amelia/Robert Allen Fabrics	Due Process Stable Trading Co	Lloyd Flanders Industries Inc
Art Resources	Fairy Rugs	Mallard Smith
Asia Minor Carpets Inc	Habersham	New Century Picture Gallery
Asian Loft USA	Heredon	Old Hickory Furniture
Barbara Barry	Hickory Chair	
Belle Meade Signature	Highland Ho	
Big Fish Art	Iconic Pineal	
Bokara Rug Co., Inc.	Kalady Rug C	
Brunschwig & Fils	Kovet	
Bustin	Kovet Fabrics	
Capel Rugs	Kovet Furnit	
Carvers Guild	LaBarge	
Century Furniture, LLC	Lane Verbur	
Curations Limited	Lee Jolo	

JOIN THE CONVERSATION: #DESIGNONHPMKT





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INTERHALL

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@HIGH POINT MARKET
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THE STRENGTH OF
OUTDOOR & CASUAL
IN HIGH POINT CONTINUES TO GROW





4 Seasons Outdoor.....	JHFC H534	Light Garden, The.....	JHFC M323 Pavilions
Adagio Water Features.....	SHOW 3329	Lloyd Flanders.....	MS 110
Agio.....	SHOW 1512	Magnolia Capital.....	JHFC M303 Pavilion
Barlow Tyrie.....	JHFC M134	Metropolitan.....	
Brown Jordan.....	JHFC M111	Napa Home.....	
CR Classics.....	SHOW 3319	New Pacific.....	
Currey & Company.....	JHFC M110	Orlandi Stati.....	
Duxbury Coastal Teak.....	SAMS G-6000 Salon	Outdoor Gre.....	
EcoSmart Fire I Brown Jordan Fires.....	JHFC IH112	Panama Jack.....	
Elaine Smith.....	JHFC IH612	Pelican Reef.....	
Fishtales.....	JHFC M301 Pavilions	Pride Family.....	
Froggy Bottom Outdoor.....	SAMS 1-719	Seasonal Liv.....	
Genesee River Trading Co.....	SAMS G-2020	Skyline Desi.....	
Hammock Source, The.....	SHOW 1525	South Sea R.....	
Indonesian Rattan Pavilion.....	JHFC C759	Telescope Ca.....	
Janus Et Cie.....	JHFC M130	Three Coins.....	
Jaavan Patio.....	IHFC M332 Pavilions	Treasure Gar.....	
Jeffan.....	JHFC H232	Uwharrie Ch.....	
Kanna.....	JHFC IH511	Veneman Co.....	
Kingsley-Bate.....	JHFC IH111	Weijun Indust.....	
Koverton.....	JHFC M101	Whitcraft by.....	
La Galleria de Sebastian.....	SAMS M-1037	Windham.....	
Lane Venture.....	MS 330	Yogibo.....	

IHFC ACCESSORY FLOORS

HIGH POINT MARKET

OCTOBER 18-23, 2014




MORE DÉCOR IN ONE LOCATION
IHFC ACCESSORY FLOORS 2,3,4

Floors 2, 3 and 4 of the IHFC offer a broad selection of leading home décor lines across multiple categories providing a destination to find all of the finishing touches for any store room in the home.

More than 200 showrooms offer insight into the latest trends and must-see products for the upcoming season. From rugs to wall art to lighting and decorative accessories, you will find it all.

SHOWROOMS INCLUDE:

A & B Home	Artisan House	Bandhini Homewear	Barbara Cosgrove	Benson Cobb Studio	Classic Home	CODARUS	Company C, Inc	Couture Lamps	Currey & Company	Cyan Design	Dash & Albert Rug Company	Elk-Sterling	Emissary	Fine Art Lamps	Global Views, L.P.	GO Home	Howard Elliott Collection, The	Ibtili	IMAX	Interlude Home, Inc	JDouglas	JLA Home	Leftbank Art	Legacy Home	Lili Alessandra	Loloi Rugs	Low Country Luxe	Made Goods	Moe's Home Collection	Moss Studio	Napa Home	Natural Light	Pacific Coast Lighting, Inc.	Palecek	Paragon/Propac Images	Peacock Alley	Phillips Collection, The	Pine Cone Hill	Pom Pom at Home	Prestige Arts	Robert Abbey	Roberta Schilling Collection	Rosenbaum Fine Art	Somerset Studios	Square Feathers Home	Stein World	Three Hands Corporation	UMA Enterprises, Inc.	Uttermost	Wendover Art Group	Wildcat Territory	Worldly Goods	Yosemite Home Décor	Zoe Bio Creative
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JOIN THE CONVERSATION: #DESIGNONHPMKT





www.ihchighpointmarket.com

200 • 320 • 330

North Hamilton

IN THE DESIGN DISTRICT

A DESTINATION APART

ARTFUL DESIGN FOR INSPIRED INTERIORS

Located in the heart of the Hamilton Wrenn Design District, a distinctive destination long known by design professionals and retailers for its high concentration of upscale furnishings and accessories. Come see the breathtaking quality and range of product in our showrooms:

200 NORTH HAMILTON ST

Alden Parkes	Artitalia Group, LLC	Camillo Bordignon USA	Chelsea House	Christopher Guy Annex	Fault Town & Country Furn	Flambeau Lighting	French Accents Rugs & Tapestry	Henkel Harris	Leathercraft	Manchester Ltd	Moore Council	Mottahedeh & Co Inc	New Growth Designs	Raschella Home Decor	Shadow Catchers Art	Stanley Furniture	Temple Furniture	Vi-Spring Luxury Beds	W. King Ambler Inc	Wildwood Lamps & Accents Inc	Jonathan Charles Fine Furniture	Parker Southern
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320/330 NORTH HAMILTON ST




Woodbridge Furniture Company	Paladin Industries, Inc.
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PLEASE JOIN US
SUNDAY UPTOWN

OCT. 19TH
5-7PM

ENJOY WINE, HORS D'OEUVRES AND LIVE ENTERTAINMENT. MOST SHOWROOMS ARE OPEN LATE!

JOIN THE CONVERSATION:
#DESIGNONHPMKT

www.ihchighpointmarket.com

ADVERTISING



SHOWPLACE

@HIGH POINT MARKET
OCTOBER 18-23, 2014

JUST STEPS FROM THE TRANSPORTATION TERMINAL, the hub of Market, the Showplace building offers a broad selection of product at every price point and in every category, including furniture, rugs, lighting, wall décor, outdoor/casual, decorative accessories, and more.

SHOWROOMS INCLUDE:

- A A Importing Co
- Adagio Water Features
- Agio International
- AKARA Rugs
- Amer Rugs
- American Leather
- AntlerWorx, Inc
- Art as Antiques
- B.S. Trading Rug, LLC
- Badash Crystal
- Baroque Masters, Inc
- Berg Furniture USA
- Bolton Furniture
- Bramble Co. The
- C.R. Plastic Products
- California Kids
- Camaflexi
- CDI International Inc
- Chandra Rugs
- Clayton Marcus
- Coast Lamp Mig
- Copeland Furniture
- Creative Accents Area Rug
- Dimplex North America LT
- Dynasty Gallery



JOIN THE CONVERSATION:
#DESIGNONHPMKT



@HIGH POINT MARKET OCTOBER 18-23, 2014

IHFC, MAIN WING, 3rd FLOOR

No trip to High Point Market is complete without a visit to see the latest new products from temporary exhibits in Pavilions on Main 3. Occupying the entire third floor of the main wing of IHFC, Pavilions on Main 3 features a unique and diverse mix of products ranging from furniture, accessories, wall art, rugs, outdoor/casual and more.

TEMPORARIES PAVILIONS ON MAIN 3

PARTICIPATING companies:

- 2 DAY DESIGN
- ARASON
- BETSY DRAKE
- BLW MANUFACTURE INTERNATIONAL
- BOGA ORIENTAL RUGS
- CAROLINA FORGE
- CENTRAL ORIENTAL RUGS
- CHINA SHENYANG YINLING FURNITURE CO. LTD
- CONSILIO DÉCOR
- DESUM INDUSTRIAL CO LTD
- FINE MOD IMPORTS
- FISHTALES
- HELLENIC RUGS CANADA
- HONOR
- HUMPHREYS FARM, INC.
- JAAVAN PATIO
- MAGNOLIA CASUAL
- METROTEX DESIGNS
- NORTHLAND ART COMPANY
- OASIS CONCEPTS
- ORLANDI STATUARY
- PAPILA DESIGN, INC.
- RAJDAHANI CRAFTS
- RAYSON GLOBAL CO. LTD
- RIZHAO GOLDENSTAR CO.,LTD
- RUSTIC LOG
- SCREEN GEMS
- SEVEN WONDERS
- SHENZHEN CHANGDING INDUSTRIAL CO, INC.
- TAYSE RUGS
- THE OUTDOOR GREATROOM COMPANY LLLP
- THE LIGHT GARDEN
- VIETNAM PAVILION
- VIKING LOG FURNITURE
- VISTA FINE ARTS
- WEIJIAN YUAN CHENG IMPORT & EXPORT CO LTD
- WINDHAM
- WOVEN WORKZ
- YOGIBO
- YONGJUN INDUS

RUGS

@HIGH POINT MARKET
OCTOBER 18-23, 2014

200 N. Hamilton St.

- French Accents Rugs & Tapestries, Inc. N C1 339
- IHFC
- Bertrams, Inc. M230
- Rugs Rugs M306 Pavilions
- Central Oriental Rugs D443
- Classic Home D443
- COGARUS H202
- Central Oriental Rugs D443

Showplace

- Ajara Rugs 3400
- Amer Rugs 3415
- B.S. Trading Rug, LLC 3100
- CHANDRA 2650
- Creative Accents 3000
- Four Hands 4021
- Jasour Rugs, Inc 3300
- Kalson Rugs, Inc. 2345
- Lifestyles USA, Inc. 3433
- LI Resources 3452
- Olson Rugs Inc. 2533
- Razy Home 3515
- Rug Factory Plus 3422
- SAMS International 3600
- Sikanda International 2300
- Surya 4100

Suites At Market Square

- Aspen Home Décor M 3019
- Arj Mountain M 3035
- Bishop Linen G-7643 SALON
- Calico Home G 1009
- Clas Rugs Inc. M 1033
- Creative Touch G-3045
- Davis & Davis Rugs G-7053 SALON
- Distressed Carpets M 8000
- F.J. Kusherman Corp. G-2037
- Economic Lustrous M-1014 MAR
- Grandisimo G-4001
- J & D Oriental Rugs G-2044
- Karen Robertson Collection G-1040
- Karen O'Brien Studio G-6013 SALON
- Lawrence of La Brea G-1050
- Madison, Inc. M-5025
- Master Fine Rugs Est 1890 G-3029, G-4042
- Michael Home G-1059
- New England Collection, The G-1033
- New Moon Rugs G-8005
- Noradic Trading Company G-8005
- Patrick Charles Ltd. G-1015
- Peel & Company G-6013
- Rug Market America, The M-1000A
- Siddhant of Santa Fe G-0844, 10444
- Tamarian Carpets G-6000
- V Rugs & Home G-6032 SALON



SALON

A JURIED SELECTION OF STYLE-SETTERS.



-Signoria Di Firenze

COMPLIMENTARY COFFEE BAR
8AM-4PM DAILY

PITA DELITE OPEN DAILY
11AM-3PM

AFTERNOON RECEPTION
4PM-6PM DAILY

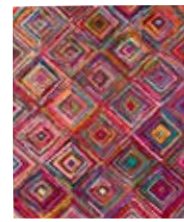
PARTICIPATING companies:

- Alder & Tweed Furniture
- Belgian Linen
- Benson Cobb Studios
- Charles Harold
- Chelsea Textiles LLC
- Circa Imports
- Cotton & Quill
- Daniel Stuart Studio
- Dallas A. Saunders Studio
- Davis and Davis Rugs
- DIRA
- Doug Frates Glass
- Dovetail
- Dunes and Duchess
- DuxburyCoastalTeak
- Elizabeth Bradley Home
- Estetik Décor by Maka
- EurDecor
- Euroline Ltd.
- Fortunata
- Italmound Custom Furniture
- Jamie Dietrich Design
- John Strauss Design
- Kevin O'Brien Studio
- Marshall Clements
- MFANO
- Michel Ferrand
- Mind of Canine
- Mirror Image Home
- Mitchell Black
- MSM 4 Imports
- Nine 6
- Objet De Curiosite
- Outpost Original
- Pandora de Balthazar Fine Linens
- Pheromone by Christopher Marley
- Phillips Scott Collection
- Phylum Design Inc.
- PiuDesign
- Prestige Identity
- PRIMA
- Reprotique
- Riado
- Ro-Sham-Beaux
- Shadow Catchers Art
- Signoria Di Firenze
- Simon Blake Interiors
- Sivaana
- Solaria Lighting
- Stuart Lawrence Design
- Taylor Burke Home
- The Laguna Collection
- by Tables & More
- The Oliver Gal Artist
- Tommy Mitchell Co.
- Tronk Design
- TWS of Miami
- V Rugs & Home
- VanCollier
- Wink Gaines Photography

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#DESIGNONHPMKT



Where INSPIRATION becomes REALITY



WWW.IHCHIGHPOINTMARKET.COM 336.888.3700



The Market Square Textile Tower features more than 60 fabric manufacturers on 9 floors within this landmark building in downtown High Point. Since its launch in July 1990, the Showtime® Fabric Fair has called Market Square its home. When the Suites at Market Square section of the building opened in 2000, it was the natural location for the temporary exhibits for the biannual Showtime events. Visit the Suites to find:

- Fresh, new resources and design
- More than 100 current exhibitors
- Trend displays, seminars, social events

EXCLUSIVE OPPORTUNITIES



TRENDWATCH PRODUCT DISPLAYS, PRESENTED BY IMC AND WGSN-HOMEBUILDLIFE

IMC tenants and exhibitors were invited to submit products from their collections that best match three key Spring/Summer 2014 WGSN-homebuilidlife macro trends and home décor themes

Displays:

- Everyday Utopias:
IHFC Green Lobby
- Data Divination:
Suites at Market
Square Lobby
- Social Superheroes:
Showplace Walkway

Displays are located in high traffic areas around Market and accompanied by a distinct marketing track to encourage buyers to visit all three displays and visit the participating showrooms to see the products featured.

Marketing Support:

- Signage with company & showroom
- Companion brochure in all IMC buildings throughout Market
- QR code & website landing page promoting selected companies
- Email to buyers with trend information
- Directory Ad
- Seminar
- Promotion via Social Media channels
- Stand-alone press release



EXCLUSIVE OPPORTUNITIES

design HPMKT

DESIGNON HIGH POINT MARKET

DesignOn High Point Market was launched as the official design and trend voice for the Market. This social media profile allows attendees to connect with designers and bloggers who will be sharing their inspirations found at market. Designers and bloggers will promote IMC showrooms, products and events.



@DesignOnHPMkt

Instagram Takeover Top designers and tastemakers have been enlisted to takeover Spring Market with exciting happenings and events, hosted throughout International Market Center's many design destinations.



Candice Olson



Mark D Sikes
@markdsikes



Christiane Lemieux
@DwellStudio



Barry Dixon
@BarryDarrDixon



Peloso Alexander
@GlenandJamie



Gloria De Lourdes Blalock
@gloriablalock



Caroline Williamson
@designmilk



Greg Dunlop
@homebuildlife



Timothy Corrigan
@TimothyCorrigan



Paloma Contreras
@ladolcevitablog



Suzanne & Lauren McGrath
@mcgrath2



Parker Kennedy
@parkerkennedyliving



Kristin Drohan
@KristinDrohan



Dakota Jackson
@dakotajacksoninc



Jennifer Mehditash
@decaporter



Daniel Park
@danielparkdesign



Madcap Cottage
@madcapcottage



SketchPad Display

DesignOn High Point Social SketchPad Program- a room designed through a collaborative effort of talented interior designers. This program is aimed to introduce new-to-market products and trends to thousands of designers and buyers that are planning to attend High Point. It will manifest through an onsite product display located in the courtyard outside Market Square at October High Point Market.

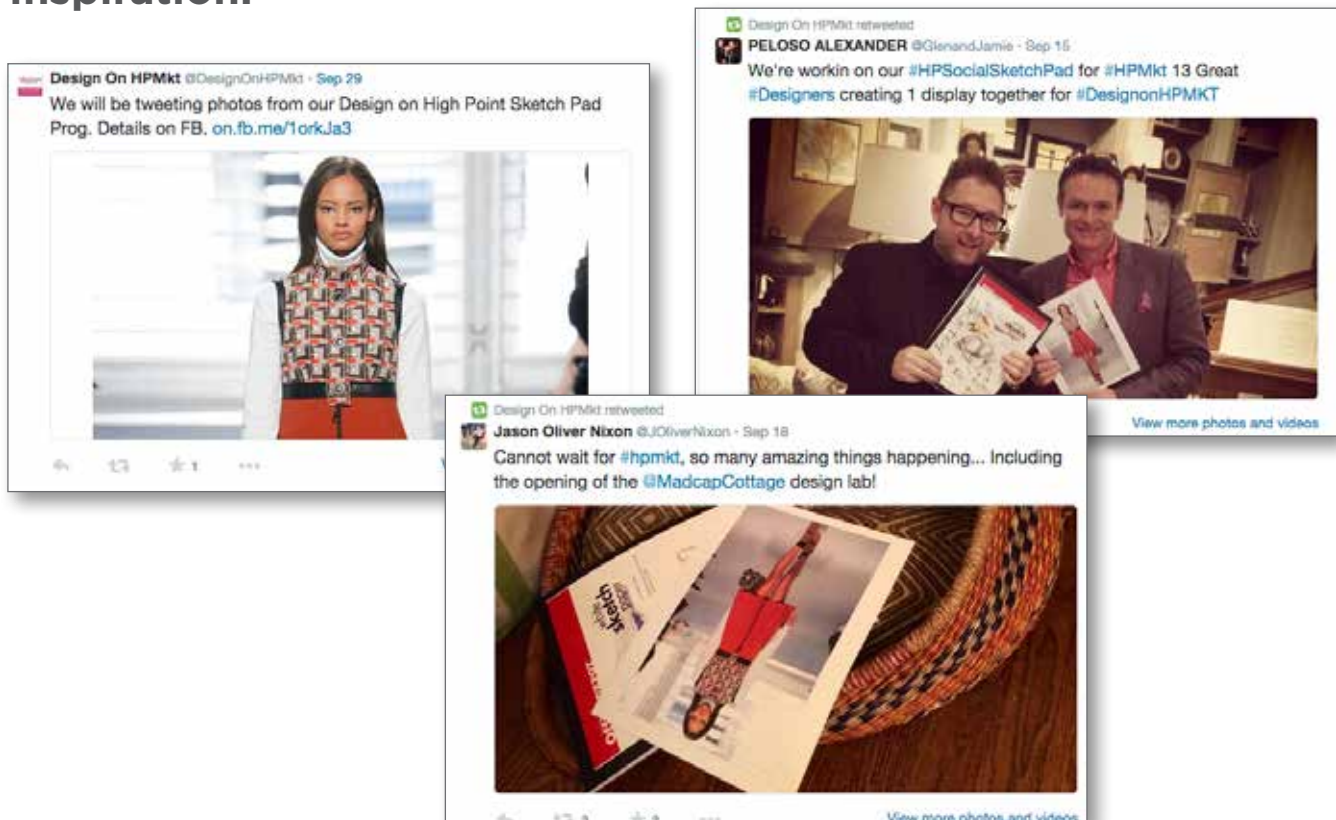
The Designers:

Michelle Nussbaumer
Corey Damen Jenkins
Madcap Cottage
FORM LA

Woodson & Rummerfield
Jamie and Glen
& Peloso Alexander
Daniel Park

Lance and David
& Parker Kennedy
Jennifer Meditash

Inspiration:



SOCIAL MEDIA



What We Do

Leverage High Point Market's extensive social networks to focus the Market conversation on IMC buildings, destinations, tenants/exhibitors, and products. Offer timely messaging and content (links, photos) about IMC customers.

Re-tweet and share key information from influencers, important exhibitors, speakers, etc.

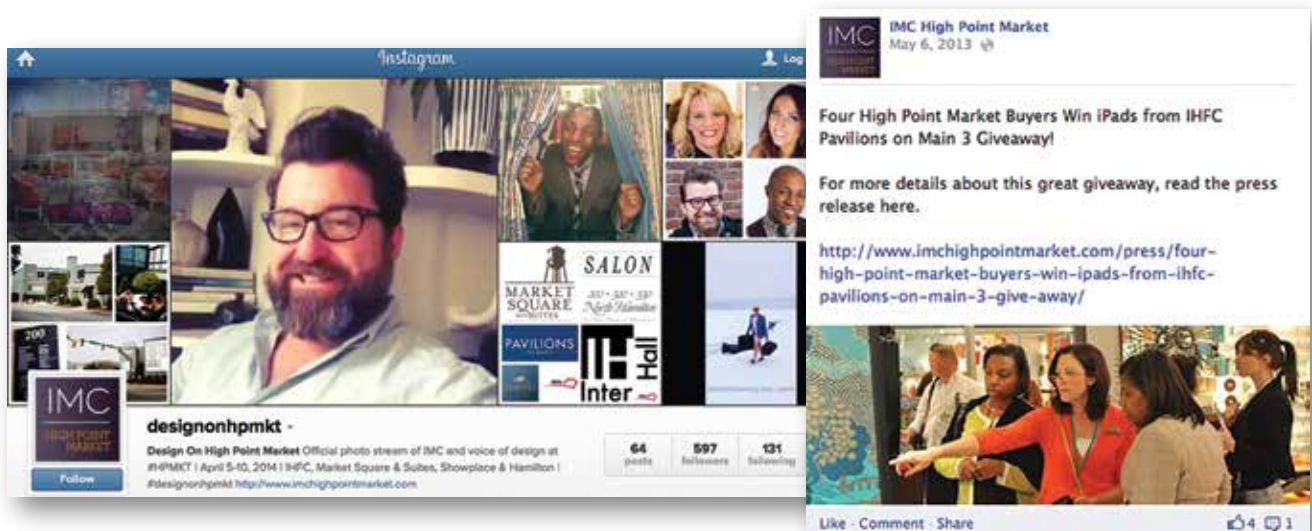
Conduct ongoing dialogue with users, particularly Twitter (which is very real-time). Market week is VERY robust with dialogue and activity, so the conversations are fueled in over-drive during Market week.

- Encourage usage of hashtags: #HPMkt
- DesignOnHPMKT
- Include "share" feature in emails and on web

Video

Enhanced video capture at High Point Market creating compelling content for the IMC High Point Market website.

NEW Designer Correspondents! IMC has enlisted renowned designers Corey Damen Jenkins, Kristin Drohan, and Ron Woodson to be Market correspondents conducting man-on-the-street interviews during High Point Market.



Social Handles

Facebook

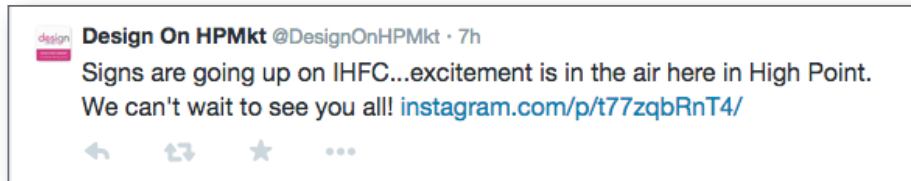
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Twitter

@DESIGNONHPMKT

Instagram

@DESIGNONHPMKT






**INTERNATIONAL
MARKET CENTERS**
HIGH POINT



THE HEART OF THE HIGH POINT MARKET

HIGH POINT MARKET
OCTOBER 18-23, 2014 [REGISTER NOW](#)

Contact | Exhibitor Directory | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#)




OCTOBER 18-23, 2014


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Featured Video




IMC Spring 2014 - Surprise a Buyer Play Video

IMAGE GALLERY




[VIEW >](#)

NEW & NOTEWORTHY




[VIEW >](#)

SEMINARS & EVENTS




[VIEW >](#)

WHY EXHIBIT



[VIEW >](#)


Instagram




Designer Interviews

Hear what others are saying:


Christian May




Corey Damen Jenkins




Julia Buckingham Edelmann




Jason Oliver Noon and John Loeck



Gretchen Aubuchon



Michelle Wortman



Exhibitor/Product Locator Search

Exhibitor / Product Search

ABCDEFGHIJKLMNOPQRSTUVWXYZ [Email My Search Results](#)

Exhibitor Name Like:	Company Name	Building	Booth
	A & B Home	HFC	D403
	A A Importing Co.	Shoppack	3021
	A.L.F. Ltd S.p.A.	HFC	H726
	A.L.T.O. Furniture, Inc.	Suites At Market Square	1-401
	A.P. Industries	HFC	H045
	A.R.T. Furniture Inc.	Pizza Suites	200
	AAI Furniture	HFC	M391
	A-America	HFC	W047
	AB Art Wholesalers	Shoppack	1608
	Acogels	HFC	H417
	ADA Advertising Concepts of America	Pizza Suites	Retailer Resource Center 191 FL, 1-827-893
	Accounts Beyond, Inc.	Suites At Market Square	M-1001
	Accessories By Sherwood, Inc.	HFC	D008
	ACD Green Group, Inc.	Suites At Market Square	M-3001
	Acom	Market Square	G-11 ADC
	Acquisitions Ltd	Suites At Market Square	M-6003
	Adynorm by Sherwood	HFC	D716
	Adorns Company	HFC	C801, H643

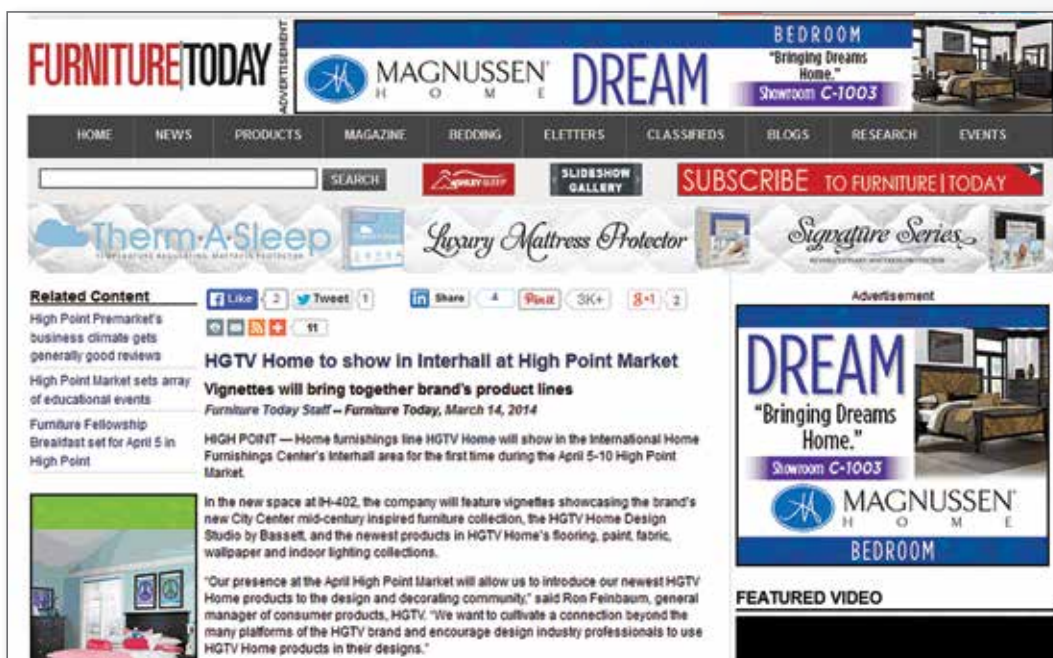
Search By Category

- Accent Furniture
- Antiques / Reupholsters
- Bar Furniture
- Bath
- Bedrooms Furniture
- Decorative Accessories
- Dining
- Fireplace & Hearth
- Game Room / Recreational
- Home Theater
- Juvenile
- Kitchens
- Lamps & Lighting
- Mattresses
- Office
- Outdoor / Patio
- RTA Furniture
- Rugs
- Storage & Display
- Textiles / Soft Goods
- Upholstered Furniture
- Wall Decor

Comprehensive IMC market information and exhibitor/product search for market planning.

OVER A DOZEN PRESS RELEASES ISSUED TO TRADE AND DESIGN MEDIA ON A NUMBER OF NEWSWORTHY TOPICS INCLUDING:

- New tenants, expansions, relocations
- New product introductions
- Temporary exhibitors
- Special events and seminars
- Exhibits and partnerships



KIOSKS/MyMarket APP

- 9 kiosk locations in IMC buildings, not available in any other market buildings
- Improve building navigation and product search capabilities for buyers
- Tenants and exhibitors are searchable by name, keyword or product category
- Buyer search results feature ONLY IMC tenants and exhibitors



KIOSK LOCATIONS:

- IHFC Commerce Lobby
- IHFC Main Lobby
- Showplace
- Market Square
- Suites at Market Square
- Plaza Suites
- Furniture Plaza



MyMarket APP

IMC is the Sponsor of High Point Market's MyMarket App

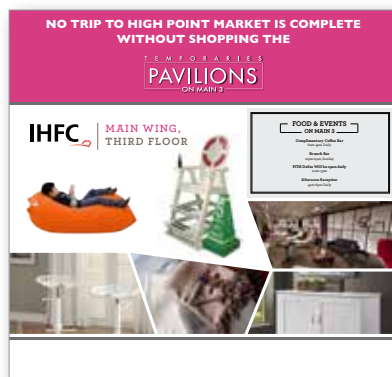
- A powerful planning and navigating tool for market attendees
- Extensive advertising for IMC buildings through APP and on market web site
- Daily push notifications to buyers to drive traffic to IMC buildings

VIB/RETAIL RELATIONS

PERSONAL OUTREACH TO VERY IMPORTANT BUYERS INVITING THEM TO MARKET AND PROVIDING PERTINENT INFORMATION REGARDING IMC TENANTS AND PROPERTIES.

- Concierge service
- Send 3 emails to encourage registration, promote housing options, offer free parking
- Coordinate parking
- Assist with any other guide Market plans as needed
- In-house call center calling regional retailers and designers leading up to Market

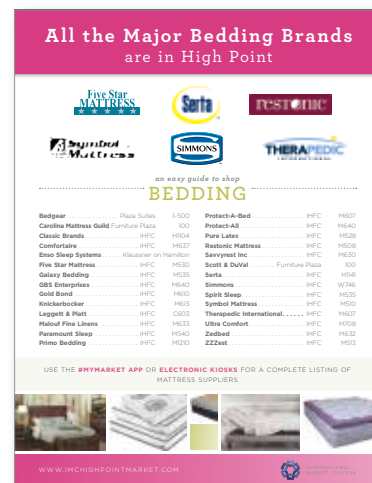
On-site Signage and Branding Opportunities



- Large format signage in high-traffic areas to drive traffic to IMC tenants and destinations



- Cross-promotion of IMC destinations featuring similar products



- Signage promotion of special IMC programs and events at High Point Market

EDUCATION & LEARNING

SEMINARS

We offer a full roster of seminars for each market to keep buyers abreast of emerging trends, discovering what's new and hot at market, and learning best business practices.

The Mix: Blending the History of Eastern & Western Aesthetics into All-American Design for the 21st Century

Saturday, October 18
10:30-11:30 am
Market Square, Seminar Room #272

Up Close & Personal With Candice Olson

Saturday, October 18
12:00-1:00 pm
IHFC, Green Wing, 11th Floor, Ballroom A

Presented by Greg Dunlop, ASID, Vice President/ Global Commercial Director, WGSN-Homebuildlife

Saturday, October 18
3:30-4:30 pm
Market Square, Seminar Room #272

Getting Published In Print and Beyond

Presented by: Tobi Fairley, Tobi Fairley Interiors and Editors from Coastal Living and Southern Living
2pm-3:30pm, Sunday, October 19, 2014
Market Square Courtyard

Untangling the Web: How Blogs and Social Media are Transforming Design

Panel Discussion featuring Mark D. Sikes, Paloma Contreras, Jenny Komenda, and Suzanne & Lauren McGrath, moderated by Robert Leleux, Domino's Editor-in-Chief
Sunday, October 19
3:30-4:30 pm
Market Square, Seminar Room #272

Are the Fashion and Home Decor Industries Colliding? A Panel Discussion between Fashion and Home Industries' Leading Trendsetters

Featuring Kelly Cutrone, Founder of People's Revolution; Deborah Camplin, Senior Vice President of Design for Kate Spade; famed interior designer Barclay Butera; and Eddie Ross,

East Coast Producer/Editor for Print and Digital for Better Homes & Gardens

moderated by IMC's CEO Bob Maricich
Monday, October 20
10:00-11:00 am
IHFC, Green Wing, 11th Floor, Ballroom A

Comfortable Elegance: Tips for Creating Beautiful and Welcoming Spaces

Presented by Timothy Corrigan
Monday, October 20
3:30-4:30 pm
Market Square, Seminar Room #272



EVENTS

MARKET KICK-OFF PARTY

IHFC

InterHall Martinis
Pavilions Receptions
Accessory Floor Parties
7th Floor Design Center Receptions
Accessory Floor Brunch Bars*
Pavilions Brunch Bars*

SHOWPLACE

Buyer Breakfast
Afternoon Socials
Sunset on 3

MARKET SQUARE & SUITES

Brunch Bars*
Suite Libations
Market Square BBQ

HAMILTON PROPERTIES

Gourmet Coffee Station
Afternoon Socials
Sunday Uptown Reception

* Serving speciality brunch drinks



**WE LOOK FORWARD TO A
SUCCESSFUL HIGH POINT MARKET.**

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