

IMC BUILDINGS

ARE THE *heart* OF THE HIGH POINT MARKET



1 IHFC

IHFC is home to 500 of the leading home furnishings manufacturers, including 13 of the top 20 companies

2 Showplace

A state-of-the-art building adjacent to the transportation terminal offering a great location to draw buyer traffic

3 Plaza Suites

This landmark building houses an impressive collection of top names in the furniture industry

4 Furniture Plaza

Conveniently located in the center of the Market, Furniture Plaza features promotional to medium priced name-brand lines

5 National Furniture Mart

Nine floors of permanent showrooms featuring promotional to medium price points

6 Market Square

A former furniture factory transformed into unique, upscale showrooms, catering to designers and medium to high-end retailers

7 Market Square Textile Tower

Home to the Showtime Fabric Fair, the building houses nine floors of permanent fabric showrooms

8 Suites at Market Square

The primary temporary exhibit building at Market making it a must-see for every retail buyer and designer at Market

9 300 S. Main

Two-story, storefront building in downtown High Point offering great street-level exposure

10 Hamilton Market

Home to Klausner Furniture

11 12 13 200/320/330 N. Hamilton

A beautiful campus in the center of the Hamilton/Wrenn Design District that caters to designers and high-end retailers

INTERNATIONAL MARKET CENTERS

IS WHERE *the* HIGH POINT MARKET ALL COMES TOGETHER

98% of buyers who come to the High Point Market shop at International Market Centers' properties. Why? Maybe it's because we own and operate the primary market buildings in the heart of the Market, with six million square feet in 13 buildings. Possibly it's because we're the only building owner that conducts comprehensive marketing campaigns to draw buyers, while offering you a broad base of pre-, during, and post-market marketing opportunities. Or maybe it has something to do with our unparalleled market experience, supported by significant investment in buildings and services. Regardless of the reasons, why would you want to be someplace else?

Key Reasons To Choose International Market Centers

- Our buildings are the highest-destination buildings at Market.
- IMC is the largest and most compelling home furnishings platform.
- According to Market attendees, our properties offer the top 3 shopping experiences in High Point.
- IMC creates a partnership with our customers to cooperatively build your brand and your business. We are successful only if you are successful.
- Our experienced, in-house marketing team can provide support and advice.
- We offer extensive on-site branding opportunities to generate awareness.
- IMC buildings offer a full schedule of seminars, and social and networking events—drawing buyers to the buildings and keeping them there longer.

When exhibiting at the High Point Market, you have the option of either a permanent showroom or temporary exhibit space.

Temporary Exhibit Options

We offer unique, upscale exhibit spaces in three of the primary buildings at High Point Market: IHFC, Showplace, and the Suites at Market Square. This option provides the ability to create a custom, showroom-like atmosphere without a long-term lease. For those companies that need less space and would prefer to commit to a shorter term, this is the perfect solution. We have made participating even easier with all-inclusive, turn-key exhibit packages. Temporary exhibit options include:



Suites at Market Square
SALON
Made in America



Showplace – First Floor East



IHFC
Pavilions on Main 3
InterHall

Permanent Showrooms

If you require a large amount of space, or would like to have a space to use between markets, permanent space is your best option. By committing to a longer term lease, you can take advantage of lower rates, have a place to bring customers between markets, sell to designers year-round, and have adequate time to re-design your showroom and change out products between markets. You will also build equity in your location, so buyers know exactly where to find you each Market. We offer permanent showroom options that include:



IHFC



Showplace



300 S. Main.



Plaza Suites/Furniture Plaza



National Furniture Mart



Hamilton Market



200 North Hamilton



320/330 North Hamilton



Market Square
Market Square Textile Tower

Depending on your product offering, we can find the perfect location to attract the buyers you need to see.

ALL-INCLUSIVE TEMPORARY EXHIBIT PACKAGE

(Packages vary slightly by building)

- No additional drayage costs
- Non-Union facility
- Hard Wall dividers, not pipe and drape
- Flexible temporary exhibit space can be customized to meet customer needs
- Track lighting in booths for flexible lighting options
- Neutral colored carpeting
- Option to leave products and display between markets
- Open Floor plan with ample aisles to facilitate traffic flow and visibility
- Extra electrical capacity, including duplex outlets
- Complimentary box storage during Market
- Complimentary booth signage
- Free listing in directory and on web site
- Daily social events to draw buyers and entice them to stay longer



INTERNATIONAL
MARKET CENTERS

MARKETING PARTNERSHIP

We conduct an extensive marketing campaign to promote all International Market Centers (IMC) buildings and the tenants and exhibitors within our buildings, which reaches tens of thousands of buyers from all distribution channels. This is all in supplement to the comprehensive buyer outreach conducted by the High Point Market Authority for the entire Market.

IMC does more marketing for the bi-annual High Point Market than any other building owner in High Point. We view our relationship with exhibitors as a partnership. We work with you to attract more buyers to the building, but you play a key role in ensuring those buyers come to your showroom during market. We will work with you to develop a marketing plan to accomplish this. Below is a brief outline of our marketing campaign.

Advertising

- More than 30 Advertisements in 20+ industry trade publications
- Extensive advertising in High Point Market Preview Guides, Resource Guide and Pocket Guide

Direct Mail/Print

- Brochure sent to 60,000 retailers and designers showcasing IMC High Point properties
- Handouts promoting key destinations and categories distributed throughout market

Email/Web

- A series of nine email blasts to more than 62,000 prospective and pre-registered buyers (retailers and designers) promoting IMC market highlights leading up to Market
- Two eblasts to subscribers of *Home Accents Today*
- Two eblasts to subscribers of *HFN*
- Exhibitor e-newsletter to provide marketing tips and important deadlines and information
- Highly-trafficked web site

Public Relations/Social Media

- More than 30 press releases issued each market
- Editorial coverage in top trade magazines, including show dailies
- Outreach to hundreds of design and home furnishings blogs
- Social Networking campaign, including LinkedIn, Facebook, Blogs, Pinterest and Twitter

Education and Social Events

- A complete line-up of educational seminars throughout Market
- Complimentary coffee/breakfast service and receptions every day during market
- Evening events in the Market Square Courtyard
- Host of the official Market kick-off party on Friday night

Onsite Branding

- Onsite signage to draw traffic to key destinations
- Advertising on TV monitors and electronic marquee throughout buildings