



INTERNATIONAL  
MARKET CENTERS  
HIGH POINT

THE HEART OF THE HIGH POINT MARKET



IHFC



Showplace



C&D



200 North Hamilton



320/330 North Hamilton



Plaza Suites/Furniture Plaza



National Furniture Mart



300 S. Main



Market Square  
Market Square Textile Tower



Suites at Market Square  
SALON

MARKETING UPDATE  
FOR EXHIBITORS  
02.13.17

# 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

PRE-MARKET

# Direct Mail & Email

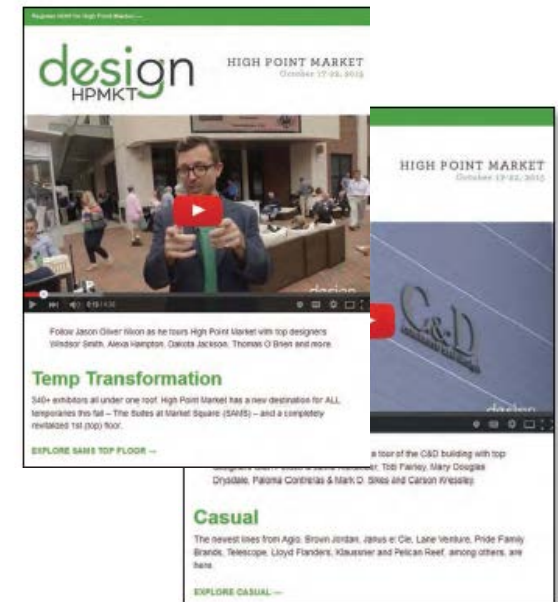
## Preview Guide

- Dedicated Editorial features on New & Noteworthy products, resources & categories
- Mailed to pre-registered and past attendees



## Email

- **Email Campaign** reaching IMC's list of retailers & designers promoting IMC Buildings, new products, exhibitors, seminars & events
- Reaches nearly **60,000** retailers & designers
- **Exhibitor** Email campaign of marketing opportunities & information



# Retail Relations

## **VIB Program:**

- Personal outreach to top retailers inviting them to market & registering them
- Concierge level service before, during & after market

## General Buyer Acquisition

- High Point Market Authority has a robust program for broad based buyer acquisition and building loyalty among retailers & designers

# Website

## highpointmarket.org

The screenshot shows the homepage of highpointmarket.org. At the top, there is a navigation bar with the HPMKT logo and links for 'Medialink | Exhibitor Services' and 'Contact Us'. Below this is a secondary navigation bar with categories like 'Find Exhibitors', 'Find Events', 'Products & Trends', 'Tips & Insights', 'News & Videos', 'Plan Your Trip', 'International', and 'About', along with a 'REGISTER FOR PASSES' button. The main content area features a large banner for 'DREW MCGUKIN' with the text 'STYLE IS SUBJECTIVE. MANNERS AND COMFORT ARE PARAMOUNT.' and 'THE EXTRA MILE IS ALWAYS WORTH IT.' The banner also includes the dates 'OCTOBER 22-26 / HIGH POINT MARKET WEEK' and a 'REGISTRATION NOW OPEN!' call to action. Below the banner is a grid of six featured articles: 'ON-TREND DESIGN, ON-TREND BUSINESS', 'COVE: A COMING TREND FOR 2017', 'YOU DON'T HAVE TO BE BIG TO WIN BIG', 'CREATING Signature Styles', 'PRO TRAVEL TIPS', and 'LEADING RESOURCE'.

Information share with High Point Market Authority for **highpointmarket.org**

## IMChighpointmarket.com

The screenshot shows the homepage of IMChighpointmarket.com. The top navigation bar includes the 'INTERNATIONAL MARKET CENTERS HIGH POINT' logo, the event dates 'HIGH POINT MARKET OCTOBER 22-26, 2016', and a search bar. Below the navigation bar is a main banner with the text 'THE HEART OF THE HIGH POINT MARKET' and 'SHOW INFO - BUYERS & DESIGNERS - EXHIBITORS - PRESS - HB2'. The banner features a collage of images related to the market, including colorful balloons, a dining table, and a living room. A 'Featured Video' section on the right shows a video titled 'Celebrating 25 Years of Design' with a 'Play Video' button. Below the banner is a grid of three featured articles: 'NEW & NOTEWORTHY', 'SUITE SPOT TOURS', and 'WHY EXHIBIT'. An 'Instagram' section is also visible on the right side of the page.

Buyer & Exhibitor content and information at IMC's website: **IMChighpointmarket.com**



# IMC Advertising

- Print Advertising in **over 20** industry trade publications
- **Extensive** Advertising in Market Guides
  - Previews
  - Resources Guide
- **500,000+** combined circulation each market cycle!



## HOME DÉCOR

All the Finishing Touches

Classic Home

Open Design

Home: The Art of Living

More than half of the exhibitors at High Point Market offer home décor and accessories and nearly 70% of the products shown can only be found here. A wide selection of home décor, wall art, decorative accessories and unique finds are available at a great mix of price points and styles. Find established brands and newcomers in the accessory category showing the newest trends throughout our buildings.

**HPMKT**  
HIGH POINT MARKET  
OCTOBER 22-26, 2016

Market Square & Suites • Showplace • Hamilton Properties • IHFC Floors 2-4, InterHall • C&D

design | #DesignOnHPMkt | IMCHighPointMarket.com

## OUTDOOR & CASUAL

Fresh Air Finds

Zuo Modern, Inc.

**HPMKT**  
HIGH POINT MARKET  
October 22-26, 2016

Outdoor manufacturers, from well-known brands to newcomers, exhibit their diverse product offerings at High Point Market. The casual showrooms provide a variety of price points and style options in furniture, tables, ottomans, fabric, cushions, and more.

Woodard

design | #DesignOnHPMkt | IMCHighPointMarket.com

## BEDDING

Sweet Dreams get Sweeter

YORPING Luxury Bed

**HPMKT**  
HIGH POINT MARKET  
OCTOBER 22-26, 2016

design | #DesignOnHPMkt | IMCHighPointMarket.com

# IMC Advertising

## SHOWPLACE

Amor Rugs

Serya

Copeland Furniture

A known destination for top brands and up-and-comers offering furniture, rugs, accessories, and casual furniture.

**HPMKT**  
HIGH POINT MARKET  
October 22-26, 2016

design HPMKT  
#DesignOnHPMkt  
IMCHighPointMarket.com

INTERNATIONAL MARKET CENTERS

## MARKET SQUARE

Robert Allen

Thibaut Foa Furniture

Selwick

Upscale showrooms offering a full range of home furnishings including furniture, rugs, wall art, accent furniture and decorative accessories. Market Square is an ideal destination for fresh products and new resources.

**HPMKT**  
HIGH POINT MARKET

design HPMKT  
#DesignOnHPMkt  
IMCHighPointMarket.com

## C&D

Commerce & Design

Southwest Design

My Home Furnishings

With a surprise around every corner, C&D offers every type of buyer a reason to shop here – whether you are a designer, mass or specialty retailer – there's a company here to source your needs.

### SHOP OVER 200 PRODUCT LINES THROUGHOUT 9 FLOORS!

FLOOR	PRODUCT CATEGORIES	EXHIBITOR NAMES
9	Furniture, Seating, Bedding	Americanwood Industries • COSCO • Dural
8	Furniture, Lighting, Decor	Breathwood Classics • Elba Dining • O'Fallon
7	Furniture, Baby	South Shore Furniture • Crawford & Burke
6	Furniture, Lighting, Rugs, Decor	Allysh Rugs • MCA Design • Spectra Home Scandinavian Design
5	Furniture, Lighting, Decor, Outdoor, Commercial Cafe	Buller Specialty Company Coated Creations • My Home Furnishings Urban Imports
4	Furniture, Lighting, Rugs, Decor, Outdoor, Floral, Artwork, Reproductions	Artخانه Furniture • Ruffini International andDOM Area Rug • Teenage
3	Furniture, Decor, Lighting	Serravallo Ltd.
2	Decor, Lighting	Trendbridge Gallery • Visual Comfort
1	Furniture, Lighting, Decor	Art Addition • GoldMuster • Seiber-Martin Salsola Lighting • Spiller and Company

design HPMKT  
#DesignOnHPMkt  
IMCHighPointMarket.com

INTERNATIONAL MARKET CENTERS

**HPMKT**  
HIGH POINT MARKET  
OCTOBER 22-26, 2016



# IMC Advertising

**INTERHALL**  
First Floor, IHFC

Rogno Andrew Design

Nima Obaidi - Linens

Worlds Away

InterHall, a juried collection of design-driven, lifestyle-focused home furnishings, is the premiere destination for fresh, new and exciting resources representing all styles – from traditional to contemporary. Buyers and designers flock to InterHall for one main reason: to find The Next Big Thing. DISCOVER IT.

**HPMKT**  
HIGH POINT MARKET  
October 22-26, 2016  
– InterHall opens Oct. 21 –

INTERHALL Martini Parties Saturday, Monday & Tuesday • 4pm to 6pm

design | #DesignOnHPMkt  
HPMKT | IMCHighPointMarket.com

INTERNATIONAL MARKET CENTERS

**INTERHALL**  
First Floor, IHFC

Rogno Andrew Design

Seed Design USA

Tutor Perini

Hofman Anthony Furniture

Worlds Away

InterHall, a juried collection of design-driven, lifestyle-focused home furnishings, is the premiere destination for fresh, new and exciting resources representing all styles – from traditional to contemporary. Buyers and designers flock to InterHall for one main reason: to find The Next Big Thing. DISCOVER IT.

"InterHall is the first place I go when I get to High Point to check the hottest and newest designs, and my last stop to write orders!"

Bobby Berk - Bobby Berk Home

**HPMKT**  
HIGH POINT MARKET  
October 22-26, 2016  
– InterHall opens Oct. 21 –

design | #DesignOnHPMkt  
HPMKT | IMCHighPointMarket.com

INTERNATIONAL MARKET CENTERS

# IMC Advertising

## THE TEMPS

Suites at Market Square

LORENZINI LIVING

D. LADONNANTE/EGG

Site Studio

**EXCLUSIVE SHOW SPECIALS**  
Available only in The Temp!

MARKET SQUARE  
SUITES  
Where design happens.

The Suites at Market Square is the ONLY temporary exhibit destination at High Point Market featuring 340+ exhibitors with multiple product categories across 3 floors.

design HP MKT  
#DesignOnHPMkt  
IMCHighPointMarket.com

INTERNATIONAL MARKET CENTERS

**HPMKT**  
HIGH POINT MARKET  
October 22-26, 2016

## THE TEMPS

Suites at Market Square

EXCLUSIVE SHOW SPECIALS  
Available only in The Temp!

Alexandra Ferguson

Chad Rogg

Original Book Works

Elysium Gallery

"We try to walk every single aisle of SAMS, because you never know when something completely NEW and different will be around the next corner."  
- Sarah Paxton, Owner  
La Difference

MARKET SQUARE  
SUITES  
Where design happens.

The Suites at Market Square is the ONLY temporary exhibit destination at High Point Market featuring 340+ exhibitors with multiple product categories encompassing 3 floors.

design HP MKT  
#DesignOnHPMkt  
IMCHighPointMarket.com

INTERNATIONAL MARKET CENTERS

**HPMKT**  
HIGH POINT MARKET  
October 22-26, 2016

## SALON

Ground & Mezzanine Floors, Suites at Market Square

Wally Davidson Photography

Sigurd O. Tveita

John Debus Furniture

**SALON** Known as the hottest location at High Point Market to find hip and trendy new products, SALON is home to design-forward, fashion-forward companies and their creative designs. A JARED SELECTION OF STYLE-SETTERS.

design HP MKT  
#DesignOnHPMkt  
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## SALON

Ground & Mezzanine Floors, Suites at Market Square

David Hanks Company

John Debus Furniture

Hans Textiles

Wally Davidson Photography

**SALON** Known as the hottest location at High Point Market to find hip and trendy new products, SALON is home to design-forward, fashion-forward companies and their creative designs. A JARED SELECTION OF STYLE-SETTERS.

"Suites at Market Square's SALON has become like another InterHall - a must for new finds and clever items."  
- Ron Warner, President, HW Home

design HP MKT  
#DesignOnHPMkt  
IMCHighPointMarket.com

INTERNATIONAL MARKET CENTERS

**HPMKT**  
HIGH POINT MARKET  
October 22-26, 2016

# Fall Ad Campaign – Featured Exhibitors

Congratulations to these exhibitors featured in the IMC Campaign:

Alden Parkes  
Alexandra Ferguson  
Amer Rugs  
Bliss Studio  
Brentwood Classics  
Bungalow 5  
Capel  
Charles Harold Company  
Citak Rugs  
Classic Home  
Copeland Furniture  
Cyan Design  
Dynasty Gallery  
Eastern Accents

FJ Kashanianan Rugs  
Home Treasures  
Jdouglas  
John Strauss Furniture  
Kevin O'Brien Studio  
Kindel Furniture  
My Home Furnishings  
Nathan Anthony Furn.  
Nima Oberoi - Lunares  
nuLOOM  
Original Book Works  
Regina Andrew Design  
Resource Décor  
Robert Allen

Safavieh  
Scandinavian Design  
Seed Design USA  
Signoria De Firenze  
South Shore Furniture  
Surya  
The Blush Label  
Thibaut  
Tritter Feefer  
VISPRING Luxury Beds  
Wendy Concannon Photog  
Woodard  
Worlds Away  
Zuo Modern

**To be considered for future ads, submit product photos to:  
[exhibitors@imcenters.com](mailto:exhibitors@imcenters.com)**

# IMC PR & Programming

## PR

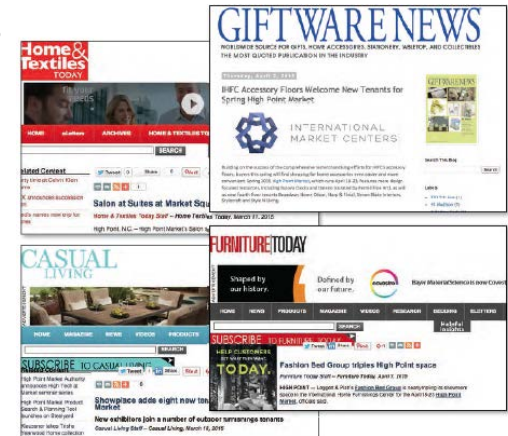
- **Press releases** exclusively dedicated to IMC properties and exhibitors
- New tenants, exhibitors, designer lines, showroom expansions.
- Market destinations, one-of-a-kind exhibits and events.

## Programming (Seminar Room: SAMS Top Floor)

- **CEU accredited seminars**, networking events, educational programs, and tastemaker-curated tours.
  - Sherwin-Williams Colormix 2017
  - Designer Insights with Bunny Williams
  - The Art of Wallcoverings with Candice Olson
  - LifeStyle Journey of 2017 with HGTV
  - Captivate - a 2017 Color Forecast with Pratt & Lambert
  - Sherwin Williams Colormix™ 2017 Color Forecast

**NEW for S17: Designer CEU's and Programming in the Hamilton District**

<http://www.imchighpointmarket.com/seminars-and-events/>





# Social Media Tips

## Take advantage of all things social with DesignOnHPMkt!



[Facebook.com/DesignOnHighPointMarket](https://www.facebook.com/DesignOnHighPointMarket) | #DesignOnHPMkt #HPMKT

- ◆ Facebook is a great tool to engage in conversation with industry peers
- ◆ While photos are visually appealing and a natural fit for Facebook content, be sure to use video (including Facebook Live) to interact with your friends, fans & followers



[@DesignOnHPMkt](https://www.instagram.com/DesignOnHPMkt) | #DesignOnHPMkt #HPMKT

- ◆ Instagram is a photo and video sharing platform; be sure to post daily to keep your brand top-of-mind for buyers
- ◆ Connect with your customers on a more personal level to create a strong connection. Give them an “inside look” into your brand by posting images of new products before they are released, share behind-the-scenes photos from a furniture shoot, or show the staff to generate customer affinity for your brand.



# Social Media Tips



[Pinterest.com/DesignOnHPMkt](https://www.pinterest.com/DesignOnHPMkt) | #DesignOnHPMkt #HPMKT

- ◆ Pinterest is a great place to house curated product boards. For maximum exposure, increase interactions and comment on and/or re-pin other people's pins. Be sure to tag @DesignOnHPMkt!
- ◆ When creating boards, don't forget to include keywords in the title so that your images are easy to find through the search function. Using detail in your Pin's description also contributes to this.



[@DesignOnHPMkt](https://twitter.com/DesignOnHPMkt) | #DesignOnHPMkt #HPMKT

- ◆ Twitter is the most copy-driven social media outlet
- ◆ Don't forget that your message must be crafted in 140 characters or less (including URLs and attached images). Be sure to shorten your URLs using a website (such as [ow.ly](https://ow.ly)) to leave room for hashtags!
- ◆ Since Twitter is much more conversational than other social outlets, posting etiquette doesn't bar posting multiple times in a day (or even an hour!)

We hope to see you on social media! Don't forget to **tag us @DesignOnHPMkt** and **use our hashtag #DesignOnHPMkt along with HPMA's hashtag #HPMKT** to interact with us on the various channels listed above.

**If you have a product/collection launch or a celebrity appearance in your showroom, please email [lluppino@imcenters.com](mailto:lluppino@imcenters.com) so that we can share this information directly on our social media pages.**

# TrendWatch – Exclusively for IMC Tenants

Opportunity for exposure before , during & after market

## **Marketing Support:**

- 3 High-Profile, professionally curated Product Displays at market:
  - Showplace Walkway, IHFC Green Lobby & Suites Lobby
  - Signage with Company & Showroom
- Market Seminar
- Market Video Coverage
- Email to Buyers with Trend Information
- Companion Brochure in all IMC buildings throughout Market
- Press Release
- Directory Ad
- Dedicated Trade Ads
- All Entries featured in Social Media

New trends announced each market, submit up to 5 products per trend

This market's trends...

# TREND 1: UNBOUNDED

Rules are few and fussiness is frowned upon in UNBOUNDED, a visual celebration of diverse patterns, textures and colors. In this latest look at Bohemian-inspired styling, we're mixing regional and folkloric motifs, vibrant and colorful accessories, and modern embellishments to create a convincing and cosmopolitan show of personal expression.



# TREND 2: TRANSITIONS

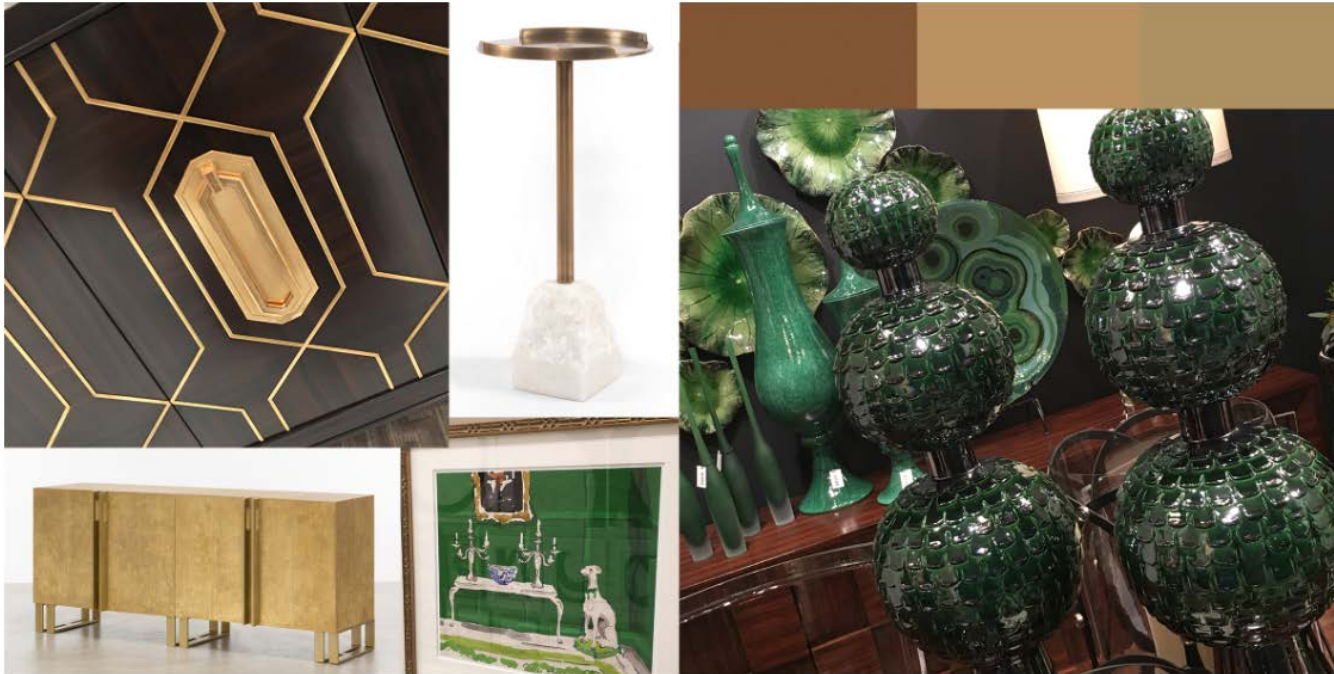
Urban environments transition to suburban floor plans as older Millennials achieve new wealth and reach the crossroads of marriage and family. This season's TRANSITIONS vignette illustrates this natural migration pattern in a two-part story of scale and functionality. Just when you think you've figured out the wants and needs of Millennials, who are forecast to outspend Baby Boomers in 2017, an even more powerful and plentiful set is waiting in the wings ... Generation Z.





# TREND 3: VERDURE

Greens that promise renewal and growth create a backdrop for interiors and tablescapes in 2017. These upbeat greens will reinforce tropical-inspired themes in the year ahead, plus strengthen indoor/outdoor living and decorating trends. TrendWatch is going several shades darker for Spring 2017 – more dried kale, less moringa powder – as we gravitate to greens such as Benjamin-Moore’s Salamander 2050-10, a changeable blackened green, or Sherwin-Williams’ deep blue-cast green, Cascades 7623.





# SUBMISSION PROCESS



All IMC tenants and exhibitors are encouraged to submit products for consideration.

This program is offered exclusively to tenants and exhibitors in IMC buildings.

There is no cost to participate.

A jury will determine the final assortment of products selected for the TrendWatch displays.

Not all products submitted can be included in the displays.

IMC reserves the right to use all submissions in marketing, promotions, social media, and collateral.

The **deadline** to submit images for consideration: **Wednesday, February 22, 2017**

**Winners** will be notified: **March 6-10, 2017**

Winning product must be delivered to High Point no later than: **Monday, April 10, 2017**

Please follow this link to upload your product photos along with descriptions and specifications: [TRENDWATCH](#)

1. If this is your first time visiting IMCHP.com, you must first set up an account.
2. Once logged in, select the 'TrendWatch' tab from the top right menu.
3. Fill in the blank form and select the macro trend theme or themes for which you would like to be considered.
4. In the Product Description field, include information on the product and how it supports the trend.
5. In the Product Specification field, include product dimensions, material, color information, and any special features.
6. Then upload your digital image of the product.

Alternate methods to submit:

Via direct email to [phairr@imcenters.com](mailto:phairr@imcenters.com), or via [www.WeTransfer.com](http://www.WeTransfer.com)

# HPMA *New Product Premiere*

- The High Point Market Authority (HPMA) is teaming up with various design industry experts and exhibitors for its New Product Premiere program. This program will give attendees a sneak peek of what to expect at the April show.
- New product images are now being accepted from exhibitors for inclusion in the HPMA's New Product Premiere program. This program will include the well-known Twitter Chat, special Pinterest boards highlighting submitted images and top picks, a preview from the 2017 Style Spotters team, highlights from popular online design publications and trend forecasting experts and a special "Exhibitor New Product Picks" section of [highpointmarket.org](http://highpointmarket.org).
- The popular Twitter Chat will take place on Wednesday, March 8, at 6pm ET.
- To be considered for these previews, exhibitors can submit up to two photos of their 2017 introductions via their online exhibitor profile ([exhibitor.highpointmarket.org/profile](http://exhibitor.highpointmarket.org/profile)) by 5pm on Tuesday, February 28, 2017. Details can also be found at <http://www.highpointmarket.org/event>.

# Top Drivers for Buyer Attendance

1. Show website
2. Preview guide
3. Preview guide online
4. Emails (from market & exhibitors)
5. Direct Mail

# Pre-Market: Exhibitor Checklist

- ❑ Submit product images for use in IMC marketing ([exhibitors@imcenters.com](mailto:exhibitors@imcenters.com))
- ❑ Submit products for consideration in TrendWatch program
- ❑ Update Exhibitor Directory at <http://exhibitor.highpointmarket.org/>
- ❑ Get Social! Tag #HPMkt and #DesignOnHPMkt in social media posts and promote new market introductions
- ❑ Take advantage of trade editorial opportunities
- ❑ Buyer marketing on new products & appointment setting
  - Email & Direct Mail to your buyer database
  - Set appointments with buyers
- ❑ Order lead retrieval system
- ❑ Create press kit, request HP registered media list
- ❑ Prepare market presentation: showroom/booth display
- ❑ Advertise in Market Publications & On-site signage

**EXHIBITOR MARKETING CHECKLIST**

A PARTNERSHIP FOR SUCCESS: Take advantage of these exclusive, complimentary marketing opportunities to promote your brand and generate more sales & conversions at High Point Market.

Visit [indighpointmarket.com/marketing](http://indighpointmarket.com/marketing) and press tools for more details on these opportunities.

Opportunity	Details	Deadline
<b>Advertise</b> High Point Market publications and on-site advertising means the most efficient and effective advertising option. Reach buyers, designers and media professionals before, during, and after trade shows by advertising in the Business, the Market Research Guide and the Product Guide as well as on-site.	<b>Contact:</b> Yvonne Givens, Sales Account Executive 336.891.1338 <a href="mailto:ygivens@imcenters.com">ygivens@imcenters.com</a> Brenda Reynolds, Account Executive 336.868.3748 <a href="mailto:brey@imcenters.com">brey@imcenters.com</a> Eli Wiegman, Account Executive 336.888.3752 <a href="mailto:wiegman@imcenters.com">wiegman@imcenters.com</a>	<b>Deadlines:</b> Business February 9 Market Research Guide February 17 Product Guide & Inspiration March 17 On-Site Signage March 9
<b>Submit New Product Photos</b> Expose your brand and latest products to tens of thousands of buyers and designers. Share your latest product photos for consideration in High Point Market advertisements, social media, press releases & more by emailing them to <a href="mailto:submit@imcenters.com">submit@imcenters.com</a> .	<b>Deadline:</b> Ongoing (check to be sure)	
<b>Submit Products for TrendWatch</b> High Point Market's popular TrendWatch program offers an editorial opportunity for all High Point Market exhibitors. Images can be used in the trade show ad campaign, social media, and other marketing. Contact <a href="mailto:images@hpim.com">images@hpim.com</a> .	<b>Deadline:</b> February 22, 2017	
<b>Editorial Opportunities</b> Take advantage of exclusive, complimentary High Point Market editorial opportunities with top trade publications. Visit the web site for a list of current opportunities and deadlines.	<b>Deadline:</b> Varies	
<b>Send Us Your Press Kit!</b> Press Kits will be displayed in the media center and available for viewing upon. Details at <a href="http://exhibitor.highpointmarket.com/submitting-press">exhibitor.highpointmarket.com/submitting-press</a> .	<b>Deadline:</b> General: April 11, 2017 In-Person: April 25, 2017	
<b>Send Us Your Inventory Listing</b> Highlight in your company's profile through the Exhibitor Brand and create a company information, the design, product categories, and other information that will connect in High Point Market Research Guide, Business and online directory listings. Details at <a href="http://exhibitor.highpointmarket.org/submitting-press">exhibitor.highpointmarket.org/submitting-press</a> .	<b>Deadline:</b> Varies	
<b>Send Us Your Social Media Content</b> Social media can build a custom marketing plan to help reach your goals.	<b>Deadline:</b> Varies	

**Marketing Contacts:**  
[exhibitors@imcenters.com](mailto:exhibitors@imcenters.com)

**Business Inquiries:**  
Yvonne Givens  
336.891.1338  
[ygivens@imcenters.com](mailto:ygivens@imcenters.com)

**Media Inquiries:**  
Eli Wiegman  
336.888.3752  
[wiegman@imcenters.com](mailto:wiegman@imcenters.com)

# IMC Advertising Works

Survey Results show a clear leadership position for Previews, Directories, and Guides:

1. Most effective in reaching buyers
2. Most valuable event media for buyers
3. Most Impact on a buyer's decision to attend Market

## Decision Makers use IMC products extensively

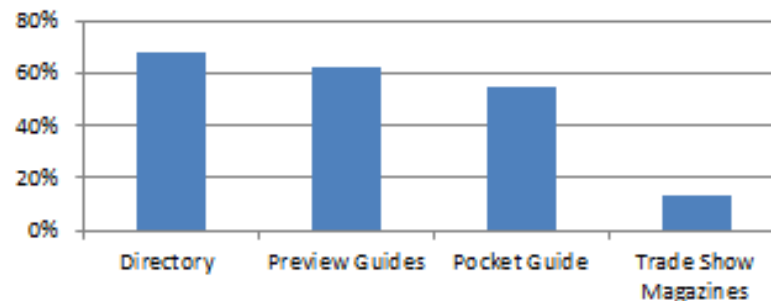
• <u>Product</u>	<u>%</u>	<u>Decision Makers</u>	<u>% Used Extensivley</u>
• Previews		78%	89%
• Directories		79%	80%
• Pocket Guides		75%	80%

## Top Uses

IMC Products Deliver results:

1. Help Buyers select vendors to visit
2. Buyers visited a specific showroom as a result of ad
3. Buyers identified new vendors

When Buyers were asked "What is the Most Valuable Media at Market?" the results show IMC products as clear leaders:



\*Buyers Survey (Alexander Babbage Copyright 2012)



AT MARKET

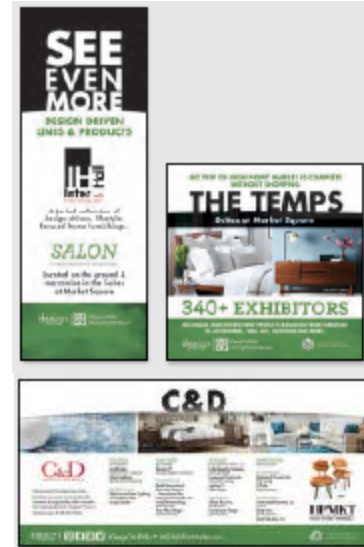
# At Market: IMC

## On-Site Signage

- Streamlined, effective signage and way-finding system designed to direct and circulate buyer traffic - product locator maps, floor plans, key destinations, showroom listings, dining options and featured events.

## Product Displays

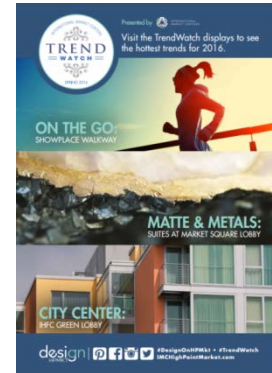
- Juried product displays to showcase new product introductions, categories and trends.



# At Market: IMC

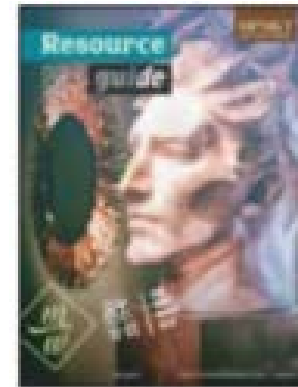
## On-Site Publications & Companion Guides

- **TrendWatch** trend forecast guide
- **Market Resource Guide:** The most utilized buyer tool at market
- **Pocket Guide:** Abbreviated version of the Guide
- **Trade Publication distribution** from every major trade publication across the furniture, home décor and gift industries.



## APP

- MyMarket App
- Enhancements made each market to improve experience
- Building to building navigation
- Enhanced showroom to showroom navigation



# At Market: IMC

- ❑ Social Media – Instagram Takeover with 15 tastemakers covering market and promoting IMC exhibitors
- ❑ Email
- ❑ Programming
- ❑ Show Specials Distribution & Promotion
- ❑ Video filming & Photography
- ❑ Full programming roster of educational & networking events and tours
- ❑ Daily hospitality



# At Market: Exhibitor Checklist

- Showroom/Booth merchandising
  - Make a good first impression
  - Freshen each market
  - Show how you are on-trend
  - Consider music and other environmental cues
  - Offer hospitality and additional reasons for buyers to come by or stay longer
  - Consider hosting an event or demonstration in your showroom and pre-promote it
- Use market hashtag in social media: #HPMkt #DesignOnHPMkt
- Update your Exhibitor Directory Listing
- Promote Show Specials
- Get Press Kits to Press Center for distribution  
<http://exhibitor.highpointmarket.org/connections-press>
- Pickup & connect lead retrieval system



POST MARKET & YEAR ROUND

# Post-Market: IMC

- ❑ Buyer communication
- ❑ Exhibitor surveys
- ❑ Trade press coverage from market
- ❑ Share photos and videos from market
- ❑ Continue social media coverage
- ❑ Prepare for the next market!

# Post Market: Exhibitor Checklist

- Contact buyers from market
- Answer/follow-up with any PR or media inquiries
- Continue social media, post photos from market as a reminder
- Prepare for the next market!
  - Send new product photos to [exhibitors@imcenters.com](mailto:exhibitors@imcenters.com)
  - Advertise

Thank You!

# IMC Marketing Contacts

## General Marketing:

- Cain Brodie, Director of Marketing 702.599.3016 [cbrodie@imcenters.com](mailto:cbrodie@imcenters.com) (presenter)
- Renee Loper-Boyd, VP Marketing 336.888.3795 [rloper-boyd@imcenters.com](mailto:rloper-boyd@imcenters.com)
- Karen Olson, SVP Marketing 336.821.1502 [kolson@imcenters.com](mailto:kolson@imcenters.com)

PR/Programming: Eden Bloss, Director, PR & Comm. 336.821.1548 [ebloss@imcenters.com](mailto:ebloss@imcenters.com)

Social Media: Lauren Luppino, Social Media Manager 336.821.1514 [lluppino@imcenters.com](mailto:lluppino@imcenters.com)

TrendWatch: Phyllis Hairr, Marketing Coordinator 336.888.3770 [phairr@imcenters.com](mailto:phairr@imcenters.com)

## Paid Marketing Opportunities: Advertising & Sponsorship Team

- Vanessa Gentile, Senior Account Executive 336.821.1528 [vgentile@imcenters.com](mailto:vgentile@imcenters.com)
- Beverly Royals, Account Executive 336.888.3749 [broyals@imcenters.com](mailto:broyals@imcenters.com)
- Bill Utley, Account Executive 336.888.3782 [wutley@imcenters.com](mailto:wutley@imcenters.com)

# SAMS Exclusive Benefits & Opportunities

## Programming:

- All IMC Seminars hosted on the Top Floor of Suites as a traffic driver for the building
- **Suite Spot Tours (Saturday, April 22 – Tuesday, April 25, 1:00-2:00pm)** Designers, bloggers and social media maestros not only have their finger on the pulse of what is hot today, they influence consumer demand tomorrow. To get a first-hand look at what trendsetters think is hot at High Point Market this fall; spend an hour on an intimate guided tour with one of them. Our star-studded Suite Spot Tour leaders hail from top design publications and interior design studios.
- **Best Booth Awards** - our tour guides nominate showrooms for the coveted Best Booth Award. One lucky winner selected from each floor plus Salon.

## Show Specials:

- Opportunity to submit Show Specials that IMC will promote before and during market via email and printed handout throughout market.

## Product Displays:

- Top Floor exhibitors can contact their leasing agent for an opportunity to place product in a product display area on the Mezzanine level. More details forthcoming.