INTERHALL

FIRST FLOOR, IHFC

INTERHALL, a juried collection of design-driven, lifestyle-focused home furnishings, is the premier 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.







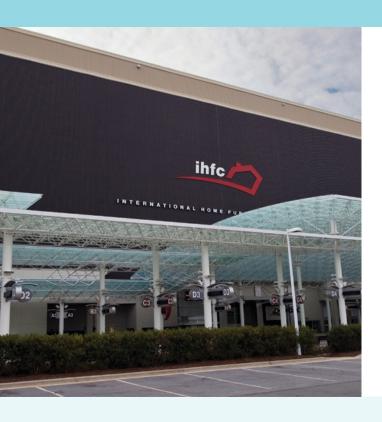
To learn more, contact:

Gaye Outlaw, Director of Leasing 336.888.3754 • <u>goutlaw@andmore.com</u> <u>ANDMOREHighPointMarket.com</u>

ANDM (AT HIGH POINT) RE

Spring Market April 13 – 17, 2024 INTERHALL opens April 12 Fall Market
October 25 - 30, 2024
INTERHALL opens October 24

EXHIBIT SPACE AND SUPPORT



INTERHALL at IHFC

- A juried collection of design-driven, lifestyle-focused home décor
- · The Front Door to Market First Floor of the IHFC
- · 90% of all High Point Market attendees visit IHFC/INTERHALL
- · 70 of the Best, Medium-High to High-End Exhibitors in High Point
- · Every product category and style
- 80,000 sq. ft of the freshest furniture and accessory exhibitors in the market
- Recent cosmetic update throughout plus renovation and relaunch of cafe & bar: Mix Bistro & Lounge

MARKETING CAMPAIGN & BUYER OUTREACH:

As an exhibitor, you will not only benefit from the extensive marketing campaign we conduct each market, but you will also be a part of a dedicated marketing campaign exclusively for ANDMORE at High Point Market properties. A few of our exclusive marketing opportunities include:

PRINT ADVERTISING

 Dedicated ads in Market Previews, Resource Guide and Trade Publications.



DIGITAL

- Eblast to Buyer list reaching 60,000 retailers and designers with a dedicated mention leading up to Market.
- Information included in High Point Market Exhibitor Directory at highpointmarket.org.
- Website destination promotion: <u>ANDMOREHighPointMarket.</u> com.

ON-SITE SIGNAGE/ ADVERTISING

- Signage promoted throughout Market.
- Opportunity to participate in paid sponsorship programs.

SOCIAL MEDIA

- Coverage before and during market on #ANDMOREhpmkt social channels including <u>Instagram</u>, <u>Facebook</u>, <u>YouTube</u> and <u>Pinterest</u>.
- Potential inclusion in videos during market which are promoted on social media and buyer eblasts.

MARKET SNAPSHOT PROGRAM

 Opportunity to submit products for consideration in social media campaign and product display.

PUBLIC RELATIONS

 Opportunity for inclusion in public relations campaign to trade and consumer media.

RETAIL RELATIONS

 Personal outreach to Top 300 retailers, specialty retailers and designers.



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