

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.



Tom Collins Home



Liora Manné



Union Home

To learn more, contact:

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ANDMOREHighPointMarket.com

ANDMORE AT HIGH POINT MARKET

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: ANDMOREHighPointMarket.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 [Instagram](https://www.instagram.com), [Facebook](https://www.facebook.com), [YouTube](https://www.youtube.com) and [Pinterest](https://www.pinterest.com).
- 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.