

EXHIBITOR MARKETING CHECKLIST

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



INTERNATIONAL
MARKET CENTERS

Visit imchighpointmarket.com/marketing-and-press-tools for more details on these opportunities.



Update Your Directory Listing in IMC Publications

For IMC publications including the Market Resource Guide, Preview and Pocket Guide, complete the exhibitor listing form found in the media kit, or by contacting your account executive.

Details: Contact Tanisha Ramsey, tramsey@imcenters.com or 336.888.3735



Submit Products for TrendWatch

High Point Market's popular TrendWatch program offers free editorial opportunities for all IMC High Point Market exhibitors. Images can be sent via email, Dropbox, Hightail or

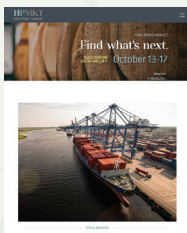
WeTransfer. Send images to Stalley@imcenters.com.
Deadline: Details Coming Soon



Lead Retrieval

Capture the contact information of buyers visiting your showroom or booth at Market. By leveraging lead retrieval, you can follow up with your new accounts to secure deals.

Details: exhibitor.highpointmarket.org/lead-management



Update Your Online Directory Listing

Login to the Exhibitor Portal to update your company's contact information, line listings, products categories and other information that will appear on the IMC and High Point Market's websites

Details: exhibitor.highpointmarket.org/exhibitor-profile



Editorial Opportunities

Take advantage of exclusive, complimentary High Point Market editorial opportunities with key trade publications. Visit the web site for a list of current opportunities and deadlines.

Deadline: Various



Social Media

The official voice of design in High Point, DesignON HPMKT social channels bring tastemakers' viewpoints to the industry and provide a forum

for conversation and content sharing.
[@DesignOnHPMKT](https://twitter.com/DesignOnHPMKT)

Contact: Lauren Luppino, lluppino@imcenters.com



Submit New Product Images

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, email, mailers & more by emailing

them to exhibitors@imcenters.com.
Deadline: Ongoing (earlier is better)



Send Us Your Press Kits!

Press Kits will be displayed in the media center and available for attending press. Details at exhibitor.highpointmarket.org/visibility-press

Deadline:

Mailed: October 8, 2018
In-Person: October 12, 2018



Media Relations

Request a copy of the High Point Market registered media list and reach out to media who want to hear about your company and products.

Contact: Sandy Talley at Stalley@imcenters.com



Advertise

Reach buyers, designers and media professionals before, during, and after Market by advertising in the Previews, the Market Resource Guide and the Pocket Guide as well as on-site.

Deadlines:

Preview	Jul. 6	Pocket Guide & Inspirations	Sept. 7
Market Resource Guide	Aug. 17	On-Site Sponsorships:	Aug. 31

Contact:

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