



# EXHIBITOR MANUAL

## April 2022

### **INTERNATIONAL HOME FURNISHINGS CENTER**

210 East Commerce Ave.  
High Point, NC 27262-0828

An International Market  
Centers Company

(336) 888-3700

Fax (336) 882-6322

[imchighpointmarket.com](http://imchighpointmarket.com)



INTERNATIONAL  
MARKET CENTERS

Revised 12|13|21



# TABLE OF CONTENTS

1. WELCOME.....	4
2. GENERAL INFORMATION & POLICIES.....	5
2.1 IMC MISSION .....	5
2.2 OUTSIDE SERVICE FIRMS AND CONTRACTORS .....	5
2.3 EXHIBITOR INSURANCE REQUIREMENTS.....	5
2.4 MARKET STAFFING.....	6
2.5 SMOKING POLICY .....	6
2.6 PAYMENT OF ACCOUNT .....	6
2.7 ABC PERMITS FOR SERVING ALCOHOL .....	6
2.8 ACCOMMODATIONS .....	6
2.9 AIRLINES.....	7
2.10 PARKING AND TRANSPORTATION.....	7
2.11 REGISTRATION.....	7
2.12 PASSES.....	8
3. YEAR ROUND OPERATING HOURS .....	8
3.1 OPERATING HOURS.....	8
4. YEAR ROUND OPERATING CALENDAR .....	8
4.1 IMPORTANT DATES.....	8
5 CONSTRUCTION/SPACE DISPLAY/TIME LINE.....	9
5.1 SHOWROOM PLANS.....	9
5.2 TIMETABLE/CONSTRUCTION DEADLINE .....	9
5.3 RESTRICTIONS.....	9
5.4 CONSTRUCTION WASTE REMOVAL .....	10
6 SHIPPING, HANDLING AND RECEIVING.....	10
6.1 SHIPPING AND SAMPLE MOVEMENT - TO INTERHALL .....	10
6.2 INTERNATIONAL SHIPMENTS TO IHFC .....	11
6.3 INCOMING SAMPLES.....	11
6.4 TRUCK STAGING LOT.....	11
7. SET UP.....	12



8	DISMANTLING/OUTGOING SAMPLE HANDLING, SALE & REMOVAL.....	13
8.1	SCHEDULE.....	13
8.2	PROCEDURE.....	13
8.3	SECURITY GUIDELINES.....	13
9	PHOTOGRAPHY.....	14
9.1	PRE-MARKET.....	14
9.2	MARKET.....	14
9.3	STUDIO PHOTOGRAPHY.....	14
10	EXHIBIT HOURS.....	15
11	EXHIBITOR SERVICES/SPACE FURNISHINGS - PROVIDED BY IHFC.....	15
11.1	SECURITY.....	15
12	STORAGE.....	16
13	SALE/REMOVAL OF SHOWROOM SAMPLES.....	16
14	SCHEDULE OF CHARGES FOR DAMAGE TO IHFC PROPERTY.....	16
15	EXHIBITOR SERVICES AVAILABLE AT ADDITIONAL FEE.....	17
15.1	ELECTRICAL.....	17
15.2	HOUSEKEEPING/CLEANING.....	17
15.3	TELEPHONE.....	17
15.4	INTERNET SERVICE.....	17
15.5	TEMPORARY LABOR.....	17
16	INTERHALL IMPORTANT CONTACTS.....	18
17	FUTURE MARKET DATES.....	18
18	MARKETING/PROMOTION.....	18
18.1	MARKETING ASSISTANCE.....	18
18.2	MARKET PUBLICATIONS (REQUIRED).....	18
18.3	HIGH POINT MARKET AUTHORITY BUYER REGISTRATION SOFTWARE.....	19
19	FORMS.....	19-23
20	NOTES.....	24



# WELCOME

It is my pleasure to personally thank you for choosing International Market Centers (IMC) in High Point. As the largest building owner at the High Point Market, we strive to provide the most effective and efficient venue for you to conduct business in High Point.



In this Exhibitor Manual are all of the tools and information you need to make your participation in High Point Market as easy and productive as possible. Beyond all of the logistical information you need, you will also find a list of key contacts should you have any questions that were not answered by this manual, a preferred vendor list, and order forms to contract needed services.

Our world-class staff is here to ensure that your experience with us is unmatched. IMC does more marketing than any other building owner in High Point, so I encourage you to review the marketing and press tools offered exclusively for IMC customers by visiting <http://www.imchighpointmarket.com/marketing-and-press-tools/>. In addition to our exclusive marketing support, I recommend you review the Exhibitor Services page on the High Point Market Authority site for other opportunities <http://exhibitor.highpointmarket.org/>. Your success is largely driven by a combination of our efforts and your own, so working to secure market appointments with your current and prospective customers is essential as is ensuring you stand out among the 2000+ exhibitors by participating in advertising and sponsorship opportunities to capture the attention of buyers before, during and after market.

Should you require any assistance or have any specific requests, please feel free to contact your Tenant Relations Manager or myself. We are dedicated to partnering with you to provide the most efficient, effective and compelling market for you and your customers.

We look forward to our shared success.

Sincerely,

A handwritten signature in black ink that reads "Robert Maricich".

Robert Maricich  
Chief Executive Officer  
International Market Centers





## 2. GENERAL INFORMATION & POLICIES

### 2.1 IMC MISSION

International Market Centers is a Leasing business that serves as the center of commerce for the furniture, gift and home decor industries, bringing buyers and sellers from the global marketplace together in the most effective, efficient and compelling venues. Our company provides Exhibitors with unrivaled access to Buyers and Buyers with unparalleled access to resources. Through experience and exceptional service, the IMC Team delivers Markets that create value and growth opportunities for our partners.

The International Home Furnishings Center operates for the wholesale distribution of home furnishings. Direct sales to consumers is not permitted from the showrooms nor should the showroom be promoted directly to consumers.

### 2.2 OUTSIDE SERVICE FIRMS AND CONTRACTORS

The International Home Furnishings Center (IHFC), under its leases with its exhibitors, retains the absolute right to approve all contractors performing work on its property. All service firms, including contractors, caterers, designers, florists, janitorial firms, and photographers performing work at the International Home Furnishings Center must first obtain IHFC's approval and be placed on its approved vendor list.

Among other things, all service firms to be placed (and to remain) on the approved list must:

- Carry insurance satisfactory to IHFC, including comprehensive general liability with limits of not less than \$3,000,000 and statutory worker's compensation insurance on all employees, including part time, casual, and day laborers.
- Execute line waivers and indemnity agreements satisfactory to IHFC.
- Comply at all times with IHFC's Guidelines and policies.
- IHFC maintains a list of service firms who have the proper insurance. Firms who are not on IHFC's approved list will not be allowed to perform work on its property. Lists are available upon request.

### 2.3 EXHIBITOR INSURANCE REQUIREMENTS

A certificate of insurance verifying that you have both the property/casualty and the comprehensive general liability coverage must be on file with IHFC in accordance with Lease Paragraph 7.1, which states:

7.1 . Insurance. Tenant agrees to insure its property located in the Building against a loss or damage by fire or other casualty, under an "all risks" policy in an amount equal to the full replacement value thereof. Tenant agrees to maintain in force Commercial General liability insurance coverage on the Premises, with a minimum combined single limit of \$3,000,000.00 for death, personal injury or property damage, naming Landlord as an additional insured. This general liability coverage must be on an "occurrence" basis. All



policies shall provide that unless Landlord is given thirty (30) days written notice of any cancellation or material change, the insurance shall remain in full force and effect without change. If Tenant will be serving alcoholic beverages, as a condition to the granting of this Agreement, Landlord or its authorized management agent must receive from Tenant or its caterer, evidence that insurance, satisfactory to Landlord, providing appropriate liability insurance or Dram Shop coverage indemnifying the Landlord, its authorized management agent and the owners of the Building as additional insured parties has been procured. Prior to installing its exhibits in the Premises, Tenant agrees to provide Landlord with satisfactory evidence that all required insurance is in force. Tenant may provide any insurance required under this article through its corporate or blanket policies covering multiple locations, provided that (i) such policy or a certificate of such policy must specify the amount(s) of the total insurance allocated to the Premises, which amount(s) must equal or exceed the amount(s) required by this Agreement, and shall not be reduced for claims made for other properties; and (ii) in all other respects, each such policy shall comply with the requirements of this Lease.

## 2.4 MARKET STAFFING

Showrooms must be staffed during official hours of the Market. Saturday - Tuesday, April 2-5, 8am-7pm, and Wednesday, April 6, from 8am-5pm.

## 2.5 SMOKING POLICY

IHFC is a non-smoking facility. Thank you!

## 2.6 PAYMENT OF ACCOUNT

Your account balance is due in full no later than 5:00 pm. Saturday, April 2, 2022, and you should come to Market prepared to pay any incidental charges incurred during setup. We will accept cash, company checks, MasterCard, Visa and American Express. If payment is being mailed, make sure it will arrive by the due date. If you have any questions about your account, please contact Angie Parsons at [aparsons@imcenters.com](mailto:aparsons@imcenters.com) or 336-888-3736.

## 2.7 ABC PERMITS FOR SERVING ALCOHOL

If you are planning to serve liquor in your showroom during the upcoming April 2022 High Point Market, you are required by the State of NC to purchase a "Limited Special Occasion Permit" This applies only to liquor, not beer and wine. No permit is required for serving beer and wine. However if you are planning to purchase beer or wine through a distributor, you will need this permit. The cost of the permit is \$50. No permit is necessary if the host is serving or offering only beer or unfortified wine or if you are using a catering company.

To obtain a permit to serve liquor in your showroom during Market, email the request to Joel Weston, Tradeshow Operations Manager at [jweston@imcenters.com](mailto:jweston@imcenters.com).

## 2.8 ACCOMMODATIONS

Many exhibitors/sales representatives find it advantageous to rent a private home, condominium, or an apartment. For more information call:



Clements Market Housing: 800-608-1211/336-431-6611  
 Holtzman Market Rentals: 877-643-3069/336-454-5892  
 Market Home Source: 800-211-8171/336-885-028  
 High Point Furniture Market Services: 888-791-4411/336-259-7944

Visit [www.highpointmarket.org](http://www.highpointmarket.org) for additional listings. Hotels may be booked by calling Market Housing (800-874-6492/336-869-1000) or visit <http://www.highpointmarket.org> for all of your accommodation needs. NOTE: Accommodations should be arranged directly by exhibiting company.

## 2.9 AIRLINES

The High Point Market can be reached via Allegiant Airlines, American Airlines, Delta Airlines, Frontier Airlines, and United Airlines, which connect at Piedmont Triad International Airport.

Airline connections can also be made through the Charlotte Douglas International Airport or the Raleigh-Durham Airport (approx. driving time to High Point from either airport is 1-1/2 hours). Visit <http://www.highpointmarket.org> for discount airline codes.

## 2.10 PARKING AND TRANSPORTATION

IHFC provides one free parking space per InterHall contract in the Exhibitor Executive lot which is located near the Commerce Lobby entrance on Commerce Ave. Parking is by permit only. Permits can be picked up in the Commerce Lobby prior to market upon receipt of Parking Pass Form (Form #3, page 22) (Note: Location of lot is on reverse side of permit.) NO DUPLICATE PERMITS WILL BE ISSUED. Free shuttle buses serve satellite parking lots and High Point area showrooms; free service is also available from over 100 hotels in the High Point/Greensboro/Winston-Salem area.

Express shuttle service between the Piedmont Triad International Airport and the market transportation terminal operates 8:00 am — 7:00 pm Free shuttles are also available from Charlotte Douglas and Raleigh/Durham airports. For reservations visit [www.highpointmarket.org](http://www.highpointmarket.org).

Detailed schedule published in market publications and available in IHFC Commerce Lobby during market.

## 2.11 REGISTRATION

Registration must be completed online. To pre-register, please visit: [www.highpointmarket.org/register](http://www.highpointmarket.org/register). Select "Exhibitor" and then enter the login ID and Password that have been assigned to you. If you do not have an ID and Password, please email [registration@imcenters.com](mailto:registration@imcenters.com) so that one can be assigned to you.

- Follow the prompts to completely fill out the form.
- Only when you have completed the roster, click "Submit all Badges".
- Last day for U.S. exhibitors to register and have passes mailed: March 18
- Last day for international exhibitors to register and have passes mailed: March 4
- Onsite registration opening: March 31
- Online registration will remain open throughout Market week- bring your barcode confirmation (printed or on your smartphone) and photo ID to have your passes printed at a registration desk in your building.



## 2.12 EXHIBITOR PASSES

For Registration assistance please email [registration@imcenters.com](mailto:registration@imcenters.com). All "setup" personnel will require an IHFC Exhibitor or Contractor wristband. All "break-down" personnel will require an IHFC Exhibitor/Day wristband. Please contact security at 336-888-3719 or by e-mail: [hpsecurity@imcenters.com](mailto:hpsecurity@imcenters.com).

## 3. YEAR ROUND OPERATING HOURS



### 3.1 OPERATING HOURS

### BUILDING LOADING DOCK

Between Markets	8:00am – 5:00pm	8:00am – 4:30pm
Market Preparation: Monday–Sunday beginning the Monday before Market	8:00am – 5:00pm	7:00am – 8:30pm
Emergency Service Contact Reception at 336.888.3719	5:00pm – 11:00pm	NA
Monday before Market	7:00am – 7:00pm	6:00am – 8:30pm
Market - April 2-6	7:00am – 7:00pm	6:00am – 8:30pm

## 4. YEAR ROUND OPERATING CALENDAR

### 4.1 IMPORTANT DATES



January	Closed New Year's Day Showroom plans due January 21, 2022
February	Closed President's Day Pre-Market: February 28 - March 1
March	Truck log in by 3:00 pm Friday, March 25, 2022. InterHall truck log in by 3:00pm on Friday, March 25, 2022. After that will incur a \$300 late fee per occurrence Finishing touches on setup by Thursday, March 31, 2022, by 6:00pm.
April	Early opening for Interhall: Friday, April 1. Official Market Dates: April 2-6
May	Closed Memorial Day
June	
July	Closed Independence Day
August	Showroom plans due August 26, 2022
September	Closed Labor Day. Pre-Market is September 12-13
October	InterHall truck log in by 3:00pm on Friday, October 14, 2022. After that will incur a \$300 late fee per occurrence Finishing touches on setup by Thursday, October 20, 2022, by 6:00pm. Early Opening for Interhall: Friday, October 21. Official Market Dates: October 22-26
November	Closed Thanksgiving Day and Friday after Thanksgiving
December	Closed Christmas Day





## 5 CONSTRUCTION

Our years of experience tell us that showroom planning is important and a professional interior display is essential to your success in this Market.

### 5.1 SHOWROOM PLANS

Please submit a detailed space plan to Sherrie Kruse in Tenant Improvements at [skruse@imcenters.com](mailto:skruse@imcenters.com) by January 21, 2022, to include the following information:

- Contractor or other personnel responsible for display, with time line for construction.
- Scaled drawing of total leased space.
- Location, size and height of interior walls/partitions, platforms, display items, etc.
- Walls and product display cannot be higher than 9'. Interior walls exceeding 6' in height must be constructed with non-combustible material per state and local building codes.
- Type of flooring to be used e.g. wood, tile, carpet, area rugs, painting, wallpapering, etc.
- Other types of wall covering to be used e.g. fabric, foam board, etc.
- Details of how you plan to accessorize the space.
- Additional information on the amount and placement of merchandise within the space.
- Display may be subject to advance approval by City of High Point Building Inspections Department and the Fire Marshall.
- All painting, flooring and construction requires an IMC Building Authorization Pass. These will be issued to the contractor or tenant based on the submitted information. All displays must meet local and state building codes and are subject to requiring building permits from the City of High Point as needed.

### 5.2 TIMETABLE/CONSTRUCTION DEADLINE

All construction must be completed 30 days in advance of Market (March 11, 2022) – NO EXTENSIONS. This includes walls, floors, platforms, painting, etc. All painting must be completed prior to arrival, or within the "30-day in advance of market" time frame required for construction and must be approved by IHFC as part of exhibitor's proposed space plan. Items needing repair or touch-up must be removed to the loading dock.

### 5.3 RESTRICTIONS

- IHFC Perimeter Walls: If walls are modified in any way (hanging pictures, painting, etc.) Exhibitor is responsible for returning to original condition, including patching holes, re-sheet-rocking, and painting original color Sherwin Williams Harmony IAQ Interior Acrylic Flat Extra White Color: SW7005 Pure White.
- IHFC Floor: Painting of IHFC concrete floors is strictly prohibited as well as the use of any type of adhesive. A protective layer between IHFC concrete and exhibitor floor is



required before installing any type of flooring or carpet. Tenants are responsible for damage to stained concrete floors. Repairs will be billed at cost. Floor protection must be placed between hallway ply board, use 6 mil or better plastic, corrugated cardboard, or ply board. DO NOT use duct tape or double sided tape for securing to concrete. Transition strips must be used, tape is not acceptable. The GC will be responsible for providing a black rubber transition strip in the profile necessary to transition from the showroom floor to the 3mm vinyl composition tile in the public corridors. The flooring type along with the respective profile of the transition strip shall be submitted for approval by the Tenant Improvement office prior to installation.

- Construction: Must be approved in writing, in advance by IHFC and completed 30 days prior to Market. Refer to "Set-Up" guidelines, page 12.
- Painting: No painting of any kind is permitted in space less than 30 days prior to Market without approval.
- Interior Signing: Subject to advance written approval by IHFC.
- Electrical: Any additional electrical service or fixtures must be done by IHFC-approved contractor and must be approved in writing by IHFC prior to installation. Painting Over Electrical Outlets: Strictly forbidden, contractors will be billed at cost.
- Suspended Items: Any suspended items inside a showroom shall not be hung from pipes, light tracks, ducts, etc. No exceptions. Any item suspended inside a showroom must be attached structurally to the frame of the building or to the concrete slab above. Upon removal all holes or other damage done to the building shall be repaired in such a way that the repair is acceptable to Owner.

## 5.4 CONSTRUCTION WASTE REMOVAL

- Exhibitor and/or contractors are solely responsible for all construction waste removal, including paint cans.
- Construction waste should not be disposed of in IHFC boxes or on IHFC trucks.

# 6 SHIPPING, HANDLING AND RECEIVING

## 6.1 SHIPPING AND SAMPLE MOVEMENT - TO INTERHALL

- Exhibitor shipments will be received at IHFC Wrenn/Green Wing Loading Dock and stored in Exhibit Space beginning February 18, 2022. (For earlier delivery of samples, contact Joel Weston at 336-884-2467 or e-mail: [jweston@imcenters.com](mailto:jweston@imcenters.com).)
- All samples/deliveries must be received by 6:00 PM Friday, March 25, 2022. This includes shipments by common carrier, company truck, personal deliveries, etc. Any samples/deliveries received after 6:00 pm Friday, March 25, 2022 will incur a **\$300** charge per occurrence.
- Late samples must be unpacked on the loading dock and moved to space by the exhibitor. Therefore please ship early and instruct your driver to wait his turn as trucks are worked on appointment basis.



- SHIP TO:

Exhibitor Company Name/InterHall Space #  
c/o International Home Furnishings Center  
239 South Wrenn Street  
High Point, NC 27260

- Users of Amazon Prime that ship packages to IMC Properties may have their items come by USPS who doesn't deliver directly to IMC. Customers may have to collect their merchandise from the local post office or be charged a small package fee of \$20 per item if IMC has to pick up from the post office and place at your show room.
- All freight, customs charges and duties must be prepaid. IHFC WILL NOT ACCEPT COLLECT SHIPMENTS.

## 6.2 INTERNATIONAL SHIPMENTS TO IHFC

- All shipments of imported merchandise require Ultimate consignee ID numbers to be cleared by U.S. Customs & Border Protection. IHFC is not the Ultimate Consignee & we do not provide tax ID numbers for the purpose of receiving imported showroom samples.
- The exhibitor, as the Ultimate Consignee, must provide his own ID number. If you do not have a U.S. tax ID number, contact Customs & Border Protection for a CBP-issued Ultimate Consignee ID number. Telephone: 202-354-1000. Visit their website at: [www.cpb.gov](http://www.cpb.gov).

## 6.3 INCOMING SAMPLES

- All shipments must be accompanied by a manifest and bill of lading, which should be presented to IHFC Dock Supervisor on arrival. InterHall personnel will be responsible for movement of samples from the truck to the space.
- IHFC personnel will not handle construction material: e.g. lumber, paint, carpet, flooring material, etc. Construction material must be handled by the Exhibitor or their agent. Any RTA (Ready to Assemble) walls, floors and/or other display materials must be pre-cartoned, labeled and on wheels for easy handling by IHFC dock personnel. If shipped with merchandise, please load so that RTA product/ display materials will be unloaded first, followed by merchandise.
- Maximum size of crate allowed: 9' width X 7' height X 5' length, we suggest 4' width X 7' height X 4' length.
- IHFC is not responsible for lost or damaged merchandise – See Security Guidelines on pages 13-14.
- Due to limited space, our storage capabilities are limited to cardboard boxes and crates only. Excess product will need to be stored with an outside storage contractor, reserved in advance by the Exhibitor.

## 6.4 TRUCK STAGING LOT

Located at 314 E. Green Drive – Opens March 14, 2022. If you have any questions, please contact Logistics Coordinator at 336-888-3765.



## 7 SET UP

Exhibitor set-up may take place any time after samples have been received beginning February 18, 2022, but more specifically within the time frame indicated below. For earlier set-up, contact Joel Weston at 336-884-2467 or email to [jweston@imcenters.com](mailto:jweston@imcenters.com).

2nd Monday prior to Market (3/21/22)	8 am - 8 pm
Friday (3/25/22)	8 am - 8 pm (Last day to receive samples)
Monday-Wednesday (3/28/22-3/30/22)	8 am - 8 pm (Unpacking/set-up) *See below
Thursday (3/31/22)	8 am - 8 pm (Last day to set up)
Friday (4/1/22)	8 am - 6 pm (Early Opening for Interhall) **See below
Saturday (4/2/22)	7 am - Official Opening Day!



NOTE: All merchandise must be unpacked by **\*6:00 pm, Wednesday, March 30, 2022** prior to Market opening to allow for removal of crates, cartons and packing containers to storage. Finishing touches on space set-up to be completed by **\*\*6:00 pm, Thursday, March 31, 2022**.

- All construction within exhibit space is subject to prior written approval by landlord and should be completed 30 days prior to market (March 11, 2022). This includes walls, floors, platforms, painting, etc.
- NOTE: Interior display cannot be higher than 9'.
- A list of approved contractors is available upon request.
- Display may be subject to advance approval by City of High Point Building Inspections Department and the Fire Marshall.
- All painting, flooring and construction requires an IMC building authorization pass. These will be issued to the contractor or tenant based on your submitted space plan. All displays must meet local and state building codes and are subject to requiring building permits from the City of High Point as needed.
- All painting must be completed prior to arrival, or within the "30-day in advance of market" time frame required for construction and must be approved by IHFC as part of exhibitors proposed space plan. Items needing repair or touch-up must be removed to the loading dock.
- No merchandise through lobby.
- No burning candles/open flames allowed by order of Fire Marshall. Also, no floor spotlights underneath or near fabric.
- Any merchandise found beyond the physical bounds of exhibit space during market will automatically be removed by IHFC Operations personnel.
- Because of the high visibility within InterHall, intrusive signing promoting pricing and/or market specials is prohibited! No handwritten signs. All interior signing subject to approval by IHFC. Lighted signs are not permitted.
- No music shall be heard from aisles.



## 8 DISMANTLING/OUTGOING

### SAMPLE HANDLING, SALE & REMOVAL

Exhibitor must provide IHFC with "exit schedule" by April 6, 2022 to include information on who will be responsible for dismantling the space, dates to start/end, shipping carrier, scheduled pick-up and local storage contractor.

#### 8.1 SCHEDULE

At close of Market on Wednesday, floor protection will be installed and storage boxes will be brought to InterHall spaces.

- Wednesday 4/6/22: 5:00 pm until 11:00pm if needed
- Thursday 4/7/22: 8:00 am - 5:00 pm
- Friday 4/8/22: 8:00 am - 5:00 pm

#### 8.2 PROCEDURE

IHFC operations staff will begin to deliver all stored boxes to InterHall spaces as quickly as possible Wednesday (end of Market), with final delivery no later than 7:00 am. Thursday (post Market).

- Exhibitor should properly wrap, pack and label all merchandise for removal. (NOTE: packing of product must be done within the space, so corridors remain passable)
- Schedule your truck for the Wrenn/Green loading dock with proper paperwork. IHFC dock personnel will then go to your space and bring merchandise to dock for Exhibitor pickup.

Special Note: All merchandise and property of Exhibitor must be removed and space returned to original condition within (2) weeks post market. Anything remaining after 5:00 pm Wednesday (4/20/22) will be sent to a local warehouse for storage – at exhibitor's expense.

- All monies owed IHFC must be paid BEFORE merchandise will be released end of Market.

#### 8.3 SECURITY GUIDELINES

- IHFC will have perimeter security guard service beginning Monday (3/28/22) through end of Market. Exhibitor is solely responsible for the security of its Exhibit and merchandise and is required under the InterHall Lease to insure its Exhibition Space against loss or damage from any cause whatsoever.
- All property of Exhibitor shall remain in its control, custody, and care in transit to, from or within the confines of the Exhibition Space. Please refer to "Security", Item 8, under "Standard Terms and Conditions of Lease".
- Exhibitors are required to protect Exhibit Space against loss or damage; some general suggestions and guidelines follow:
  - o Attach a rider to your insurance policy to cover your exhibit for shipping, set-up, market and dismantling. (See "Lease" Section 7, entitled "Insurance".)



- o Ship through reputable carrier, making sure to furnish them with accurate and complete bill of lading.
- o IHFC does not accept responsibility for merchandise shipped out via multiple carriers. If you are shipping via multiple carriers, please provide a list to IHFC Tenant Relations Manager.
- o Be sure all cartons or crates are securely taped or banded. DO NOT label with content.
- o Do not leave Exhibit unattended during set-up, market and dismantling period.
- o Small electronic items (i.e. phones, iPod's, etc.) and tools should be locked up or removed from the space each evening.
- o Do not include merchandise, tools or other misc. items in containers to be stored with empties.
- o Inventory all valuable items in your Exhibit by recording serial numbers and descriptions.
- o Properly label all storage boxes to reflect "current market" space number. Storage labels provided by IHFC.

## 9 PHOTOGRAPHY

### 9.1 PRE-MARKET

Photography is not permitted after 3pm on Thursday before Market opening to allow for final housekeeping and Market preparation.

### 9.2 MARKET

In-space photography may be scheduled after 7 pm. Email Joel Weston, prior to 3:00pm [jweston@imcenters.com](mailto:jweston@imcenters.com) to authorize photographer admittance. While it is the desire of IHFC management to be as flexible as possible, our first priority is building safety and maintenance. Therefore, it is possible that photography may not be permitted on any given night.

### 9.3 STUDIO PHOTOGRAPHY

In case of emergency, samples may be removed to a photography studio after 7pm. They must be returned to the showroom before 7am the next day. Email Joel Weston, Tradeshow Operation Manager at [jweston@imcenters.com](mailto:jweston@imcenters.com) to make arrangements. Note: Photography samples may be released if all bills due IHFC have been paid.



## 10 EXHIBIT HOURS

Market opens on Saturday. While IHFC opens at 7:00 a.m., all exhibits must be open, staffed and ready for business each day and remain fully staffed as follows:

Saturday - Opening Day	8:00 a.m. – 7:00 p.m.
Sunday through Tuesday	8:00 a.m. – 7:00 p.m.
Wednesday	8:00 a.m. – 5:00 p.m.

While the building policy requires IHFC spaces to be open and staffed from 8:00 a.m. to 7:00 p.m. daily; business can be done in the later evening hours beyond 7:00 p.m.

## 11 EXHIBITOR SERVICES/SPACE FURNISHINGS - PROVIDED BY IHFC

- **Floor:** Corridor floors - LVT; showroom floors - stained concrete
- **Electrical:** Electrical outlets every 6—8 ft. throughout space.
- **Housekeeping/Cleaning:** In-space day cleaning during Market to include emptying wastebasket at reception desk twice daily.
- **HVAC:** Heating/cooling to be turned on 14 days prior to Market and turned off 6:00p.m. Thursday, end of move-out.
- **Internet Service:** Public wireless access available throughout InterHall. See section 15.4 for DSL service information.
- **Lighting:** Temporary Spaces Only - MR-16 LED track lighting
- **Perimeter Walls:** Fully demised spaces with sheet rock painted walls for each exhibit
- **InterHall paint colors:**
  - o Showrooms and Hallways: Sherwin Williams Harmony IAQ Interior Acrylic Flat Extra White Color: SW7005 Pure White.
  - o Trim: Harmony Interior Latex Semi-Gloss Deep Base Color: Charcoal SWDD3111

If IHFC walls are modified in any way, Exhibitor must return to original condition.
- **Wastebasket:**

One wastebasket per space (please do not put in corridor during market.)

### 11.1 SECURITY

Perimeter security guard service throughout set-up, open and dismantling periods of Market;

- Contact IMC Security Manager at 336-888-3719 or [hpsecurity@imcenters.com](mailto:hpsecurity@imcenters.com).



## 12 STORAGE

- Empty crates, cartons or boxes cannot be stored in or behind exhibit space. "STORAGE" labels, for cardboard boxes and crates stored with IHFC only, are available from the Operations Department. Exhibitors should write the appropriate current market space number on the labels and affix them to all boxes.
- All items marked for IHFC "STORAGE" will be removed from space by the InterHall operations staff, placed in storage and returned to the designated space beginning at close of market Wednesday. Any items not marked for storage will be discarded as "TRASH" (IHFC is not responsible for lost or damaged cartons.)
- Do not include personal property or merchandise in containers to be stored with empty boxes.

## 13 SALE/REMOVAL OF SHOWROOM SAMPLES

- IHFC caters to serious buyers who visit your showrooms to develop relationships and purchase products for resale and is not a "Cash & Carry" facility. "Carry out" samples are prohibited.
- IHFC accepts no responsibility for items being incorrectly disbursed from our loading dock via multiple carriers.

## 14 SCHEDULE OF CHARGES FOR DAMAGE TO IHFC PROPERTY

Any damage done to InterHall walls, floors, ceiling, etc. will be charged to Exhibitor at full replacement value as follows:

- |   |                                       |
|---|---------------------------------------|
| • Floor repairs:                          | \$5.00 per sq. ft. (\$250.00 minimum) |
| • Ceiling repair for anchor installation: | \$25.00 per anchor                    |
| • Tape residue removal                    | \$5.00 per sq. ft. (\$250.00 minimum) |





## 15 EXHIBITOR SERVICES AVAILABLE AT ADDITIONAL FEE

### 15.1 ELECTRICAL

- Standard lighting consists of MR16 LED Track Lighting (7W), which may be positioned as needed. (This may vary depending on location of space.) Hanging of chandeliers and other overhead lighting: Contact BECO at 336-886-5310.
- All electrical must meet IHFC guidelines. Any fasteners installed must be painted flat black and removed at the end of market.

### 15.2 HOUSEKEEPING/CLEANING

- Service includes sweeping for 6 nights, emptying wastebasket.
- See "Housekeeping/Cleaning" Form #4.
- NOTE: Please bring your own broom, carpet sweeper, vacuum cleaner and ladder.

### 15.3 TELEPHONE

- North State Communications handles all new phone installations and relocations for exhibitors. Todd Messner can be reached by phone @ 336-821-4696 or email [todd.messner@nscom.com](mailto:todd.messner@nscom.com). All other inquiries to North State such as billing, questions, repair needs, etc should be handled by calling 336-886-3600. Todd will be offering both services that are in place just for furniture market, as well as services that can be used in a full time capacity all year long.

### 15.4 INTERNET SERVICE

- Public wireless access available throughout InterHall at no charge. DSL offered through North State please reach out to Todd Messner 336-821-4696 or email [todd.messner@nscom.com](mailto:todd.messner@nscom.com). All other inquiries same as above.

### 15.5 TEMPORARY LABOR

- InterHall will provide labor for movement of samples only, from the loading dock to the space. (Does not include positioning of merchandise in the space.) Exhibitors are cautioned against hiring temporary labor off the street and are encouraged to use the following agencies for additional help:

o ProCision Hire Resources: 336-339-3650

o Workforce Unlimited: 336-884-4448

- Most services require advance notice, so be sure to call ahead of time for temporary labor.



## 16 INTERHALL IMPORTANT CONTACTS

Contacts	Name	Telephone Number
Receptionist	Main Lobby	336-888-3700
Director of Tenant Relations	Deadra Weston	336-888-3740
Tenant Services Supervisor	Joel Weston	336-884-2467
Director of Logistics	Mike Peacock	336-888-3758
Dock Supervisor	Kyle Utley	336-888-3765
Accounting	Angie Parsons	336-888-3736
Maintenance Dispatch	Facilities	336-888-3745
Dock		336-888-3765 336-888-3725
First Aid/Market Emergency		336-888-3719
Executive Office		336-888-3742

## 17 FUTURE MARKET DATES

YEAR	SPRING	FALL
2022	April 2-6	October 22-26
2023	April 22-26	October 14-18

## 18 MARKETING/PROMOTION

### 18.1 MARKETING ASSISTANCE

IMC is the only organization offering a total marketing plan for exhibitors, featuring a comprehensive promotional program reaching all buyers before, during and after market.

### 18.2 MARKET PUBLICATIONS (REQUIRED)

- Previews - Furniture and Accessory editions mailed 45 days before market to every buying organization attending the High Point Market. Information and photographs on new products, market information, articles about retailing, merchandising and advertising. The total premarket planning guide for buyers.

- Resource Guide - The only complete Guide to the High Point Market. Picked up by every



registered buyer as they enter the market and used throughout the year, this publication has become the established guide to Market. It contains the only comprehensive exhibitor, product and showroom directories available for the High Point Market.

- Pocket Directory - Pocket-size directory listing all market exhibitors, important phone listings, and market events. Handy format! (Limited advertising space, contact IHFC for details.)

- Web Site: [www.imchighpointmarket.com](http://www.imchighpointmarket.com)

IMC's web site provides information where buyers & exhibitors can:

- o Link to Registration
- o Hyperlink to IHFC exhibitor's web sites and e-mail addresses
- o Access comprehensive market planning information – events, seminars and suppliers
- o Access a product locator that identifies product by major category
- o Access information concerning our market publications, the Previews and Resource Guide

### 18.3 HIGH POINT MARKET AUTHORITY BUYER REGISTRATION SOFTWARE

HPMA maintains the only buyer database for the High Point Market. This software contains the entire registration database - 50,000 names and 21,000 organizations. All names and organizations are verified and updated twice a year. All organizations are bar-coded for quick market registration. Direct mail capabilities - create mail labels easily addressed to the key merchant at each organization. Can be used during Market for on-site registration. Available in a list download. For more details, call ShowCare: 866-267-2107.

## 19 FORMS

The following can be removed and emailed back to: [jweston@imcenters.com](mailto:jweston@imcenters.com).



# INTERHALL APRIL 2022

## SPACE PLAN FORM \* CONSTRUCTION -SET-UP -DISMANTLING

EXHIBITOR/COMPANY NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

SUBMITTED BY: \_\_\_\_\_ INTERHALL SPACE NO. \_\_\_\_\_

PLEASE PROVIDE IHFC WITH DETAILED INFORMATION AS FOLLOWS:

1) INTERIOR WALLS: (Location, size, color, height, materials etc.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2) PAINTING AND/OR OTHER WALL COVERING TO BE DONE IN SPACE: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3) FLOORING MATERIALS: (Type: e.g. wood, tile, carpet, area rugs, etc.) \_\_\_\_\_  
\_\_\_\_\_

NOTE: Include description of any elevations, platforms, etc. \_\_\_\_\_  
\_\_\_\_\_

4) ACCESSORIES: (Details of how space will be accessorized) \_\_\_\_\_  
\_\_\_\_\_

5) AMOUNT & PLACEMENT OF MERCHANDISE: **Please attach scaled drawing of space.**  
\_\_\_\_\_  
\_\_\_\_\_

---

---

6) CONSTRUCTION CONTRACTOR/PERSONNEL DOING DISPLAY \_\_\_\_\_

START DATE \_\_\_\_\_ COMPLETION DATE \_\_\_\_\_

7) TRANSPORTATION CARRIER \_\_\_\_\_

MDSE. SHIP DATE \_\_\_\_\_ ARRIVAL DATE \_\_\_\_\_ EOM PICK-UP \_\_\_\_\_

8) SET-UP/DISMANTLE PERSONNEL \_\_\_\_\_

9) LOCAL STORAGE CONTRACTOR \_\_\_\_\_

Please sign below to indicate that you authorize all above listed contractors access to your showroom and permission to modify your space (per your submitted plans) for the current market cycle.

Please sign here.

\_\_\_\_\_  
Please complete and return to Sherrie Kruse, [skruse@imcenters.com](mailto:skruse@imcenters.com) by **January 21, 2022.**



FORM #2

## SPACE IDENTIFICATION SIGN

Company Name \_\_\_\_\_

Date \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone # \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Space # \_\_\_\_\_

Contact Name \_\_\_\_\_

Signage to include: (Typed or legibly print for space identification)

Company Name \_\_\_\_\_

Space Number \_\_\_\_\_

NOTE: BECAUSE OF THE HIGH VISIBILITY WITHIN INTERHALL, INTRUSIVE SIGNING PROMOTING PRICING AND/OR MARKET SPECIALS IS PROHIBITED WITHIN SPACE. NO HANDWRITTEN OR LIGHTED SIGNS. ALL INTERIOR SIGNING SUBJECT TO APPROVAL BY IHFC.

Please Return To:

InterHall

IHFC

email: [jweston@imcenters.com](mailto:jweston@imcenters.com)

Fax: (336) 889-2329

<http://www.imhighpointmarket.com>

NO OTHER EXTERIOR SIGNAGE PERMITTED



FORM #3

## PARKING PASS

Name (contact person) \_\_\_\_\_

Exhibitor (company name) \_\_\_\_\_

Space Number \_\_\_\_\_

Fill in the the form at the top of this page.

**MUST RECEIVE form by March 11, 2022**

NOTE: Please email or scan this form only to: Joel Weston at [jweston@imcenters.com](mailto:jweston@imcenters.com)

**PLEASE PICK UP THE PARKING PERMIT AT THE IHFC COMMERCE LOBBY UPON ARRIVAL.**

If the Commerce Exhibitor lot is full you may have to park in the Steele Street Overflow Lot.

Continue down E Commerce Ave and make a left on Centennial St, follow it and make a left on Richardson Ave, follow this and make a left on Steele St, the Steele St overflow lot will be on your left.



FORM#4

HOUSEKEEPING/CLEANING

Company Name \_\_\_\_\_ Date \_\_\_\_\_

Mailing Address \_\_\_\_\_ Phone # \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Space # \_\_\_\_\_

Contact Name \_\_\_\_\_

In-space cleaning is provided daily during Market. There is no charge for day cleaning. Service includes emptying wastebasket at reception desk twice daily.

**Nightly cleaning may be ordered as specified below:**

Service begins Friday night before Market opening. Contract janitorial will vacuum carpet six nights and empty wastebasket. Service provided by IHFC contracted janitorial firm exclusive to InterHall.

Size	Rate
0 - 400 s.f.	\$ 80
401-800 s.f.	\$160
801 - 1,200 s.f.	\$240
1,201 - 1,600 s.f.	\$320

Payment: Check or money order payable to International Home Furnishings Center required with mail order. American Express, Mastercard, Visa, company check or cash payment at market should be made to Tracy Miller, Revenue Accountant.

\* All monies owed IHFC® must be paid before merchandise will be released end of Market.

Please Return To:

InterHall  
IHFC

email: [jweston@imcenters.com](mailto:jweston@imcenters.com)

Fax: (336) 889-2329

<http://www.imhighpointmarket.com>

