

SALON

THE PREMIER DESTINATION FOR DESIGN-INSPIRED HOME FURNISHINGS



SALON has quickly become the go-to destination for what's fresh and new at High Point Market.

We constantly scour the planet to find the newest and best medium to high-end furniture and home décor companies, so buyers will find a new selection every market. Each company featured in SALON is carefully selected and screened by our jury prior to approval.

Located on the Ground and Mezzanine Floors of the Suites at Market Square, High Point's only temporary exhibit building, SALON is easy to find and easy to shop. Retailers, designers and media come every market to see the latest design-driven furniture, lighting, wall art, home textiles, and decorative accessories.



SALON

A NEW JURIED SELECTION OF STYLE-SETTERS.



MARKET SQUARE AND SUITES

Where design begins.

To find out more about the application process please contact:

Laura Price

Leasing Manager

336.888.3788 • lprice@imcenters.com



INTERNATIONAL
MARKET CENTERS

IMCHighPointMarket.com

HPMKT
HIGH POINT MARKET

SALON

A NEW JURIED SELECTION OF STYLE-SETTERS.



QUALIFICATIONS:

- Product that appeals to medium to higher-end retailers and designers
- Showroom build out required
- Booth must materially change every market
- Approval by jury

BOOTH PACKAGES INCLUDE:

- All drayage costs within the set time frames
- Exterior hard walls
- Electrical outlets and electrical service
- Track lighting
- Polished concrete floors within booth
- Free wireless Internet access
- Non-union facility
- Storage of product in space if under contract
- Access to booth between markets



IMC MARKETING CAMPAIGN & BUYER OUTREACH:

As an exhibitor you will not only benefit from the extensive IMC campaign that we conduct each Market, but you will be a part of a dedicated campaign exclusively for SALON. Here's what's planned for the Market:

MARKET TOURS

- Suite Spot tours during Market to drive traffic to exhibitors in the building

TELEMARKETING

- Telemarketing to top 300 retailers, specialty retailers and designers

PRINT ADVERTISING

- Dedicated ads for SALON in:
 - High Point Market Furniture Preview
 - High Point Market Accessory Preview
 - High Point Market Designer Preview
 - High Point Market Resource Guide
 - Home Fashion Forecast
 - enLIGHTenment Magazine
 - Furniture Today Daily

DIGITAL

- Eblast to IMC's Buyer list
- Retailer Now! – eblast
- Information included in High Point Market eNewsletter and HighPointMarket.org
- Destination Promotion via IMC website: IMChighpoint.com

SOCIAL MEDIA

- Coverage before and during Market on IMC's #DesignonHPMKT social channels including Instagram, Pinterest, Facebook, Twitter
- Potential inclusion in Designer Correspondent videos during Market that are promoted via social media and eblasts

PUBLIC RELATIONS

- Campaign to Trade and Consumer Media

TRENDWATCH

- Opportunity to submit entries for jury consideration for IMC's TrendWatch Program which includes product displays, trend event during Market, signage and collateral

ON-SITE SIGNAGE ADVERTISING

- Promoted throughout IMC signage during Market

SPONSORSHIP

- Opportunity to participate in IMC paid sponsorship programs to promote showroom in other IMC buildings