

High Point Spring Market 2022 Advertising Opportunities

Deadlines:

Preview 1/6/22

MRG 2/17/22

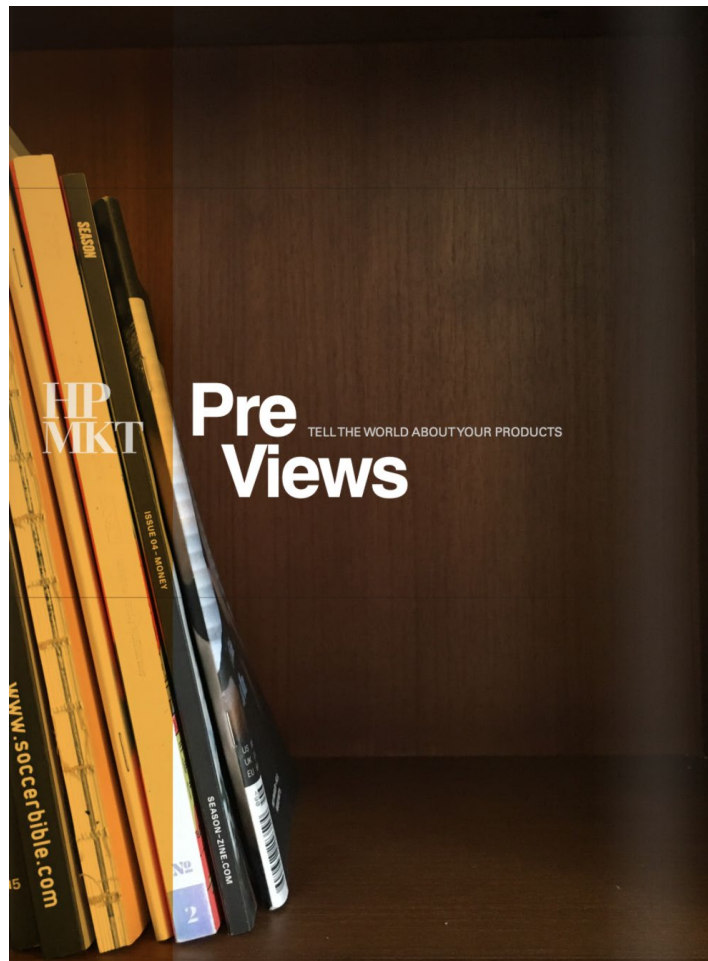
Pocket Guide 2/17/22

Sponsorships 2/16/22



INTERNATIONAL
MARKET CENTERS

Preview Guides



PREVIEWS – Showcase your NEW Products & Lines!

- High Point Preview & Designer Preview
- Mailed during prime market planning phase to over 25,000 buyers 6 weeks prior to market; emailed to over 60,000 buyers; and posted on IMC and HP Market Authority websites, enabling buyers to have access between markets
- Advertising Options: Full page ads, half page ads, product photos, postcards and inserts.

Product photo includes:

- Image
- Company name
- Space
- Contact info
- 30 word or less description

Preview insert:

- Postcard or catalog* mailed along with the Previews

**Catalog pricing will depend on size and number of pages*

Rates:

- Preview postcard insert \$7,500
- Spread \$5,295
- Premium Positions starting at \$3,695
- Full page \$3,295
- Half page \$1,550
- Product photo \$395

E-Preview Digital Flipbook Enhancements



E-PREVIEWES – Digitally Showcase your NEW Products & Lines!

- High Point Preview & Designer Preview
- Emailed to over 60,000 buyers and 200,000 subscribers 6 weeks before Market; and posted on IMC and HP Market Authority websites, enabling buyers to have access between markets
- Advertising Options: All Inclusive Package, Carousel Feature, and Hotspot Options

<https://www.angstromcreative.com/digital/flipbooks/imc/corporate/2020/salesflipbook/>

Rates:

- All Inclusive Package \$1,500
 - Discounted Rate of \$750 if done in HP & LV
- Carousel Feature \$1,500
- Hot Spot Options \$750

Market Resource Guide



MARKET RESOURCE GUIDE (MRG)

- Distributed at market to all buildings and information desks
- Directory with listings of all companies exhibiting at market
 - Company name, space, contact info
 - *Logo above listing will make your company stand out on a page.*
- Contains full market information including events, floor plans and exhibitor listings.
- Buyers often take this publication home for reference between markets – enduring value post-show!
- Advertising Options: Full page ads, logo above directory listings, product focus

Rates:

- Spread, \$5,295
- Premium Positions starting at \$3,695
- Full page, \$3,295
- Half Page, \$1,550
- Logo or Product Focus, \$395 each

Pocket Guide



POCKET GUIDE:

- Distributed at market throughout all our buildings
 - Hand-held publication designed for quick reference of showroom locations & events.
 - Limited advertising space to keep publication slim and light for buyers to carry
 - Listing of all companies exhibiting at market – company name and space only
 - One of our most heavily used publications at market
-
- Cover Position, \$7,500
 - Spread, \$6,995
 - Full Page, \$3,695

Sponsorships

Wallboard on IHFC Main Wing
Visible from Commerce and Wrenn
Measures 31.16' wide x 20.42' tall
Rate \$22,500



Sponsorships



XL Wallboard
Located on IHFC Main Wing
at the corner of Main Street & Commerce
Measures 25' x 41.2' Tall
Rate \$35,000

Sponsorships

Main St Window Graphics

Located on the Main St front of IHFC Main Wing

Windows 13-14: \$5,500 for set



Sponsorships



IHFC Freight Elevators
Availability depends on location
Rate \$5,000

Sponsorships

Escalator Banners*

\$4,000 each

Availability depends on location

**IHFC Only*



Floor Graphics

24" Round or Square

Availability depends on location

\$250 each



Sponsorships



Market Square Courtyard Banners

Greet Buyers as they exit shuttles on West High Street
and enter Market Square
Measures 21.6'wide x 8.75'tall

Rate: \$10,000 each

Sponsorships

C&D Building Window Graphics

Display your company's graphic on up to 10 contiguous windows seen from the South Elm Plaza Walkway

Rate: \$5,000



Sponsorships



SAMS Ground Floor Café Sponsorship
Located in the Salon of the Suites at Market Square

Rate: \$1,500

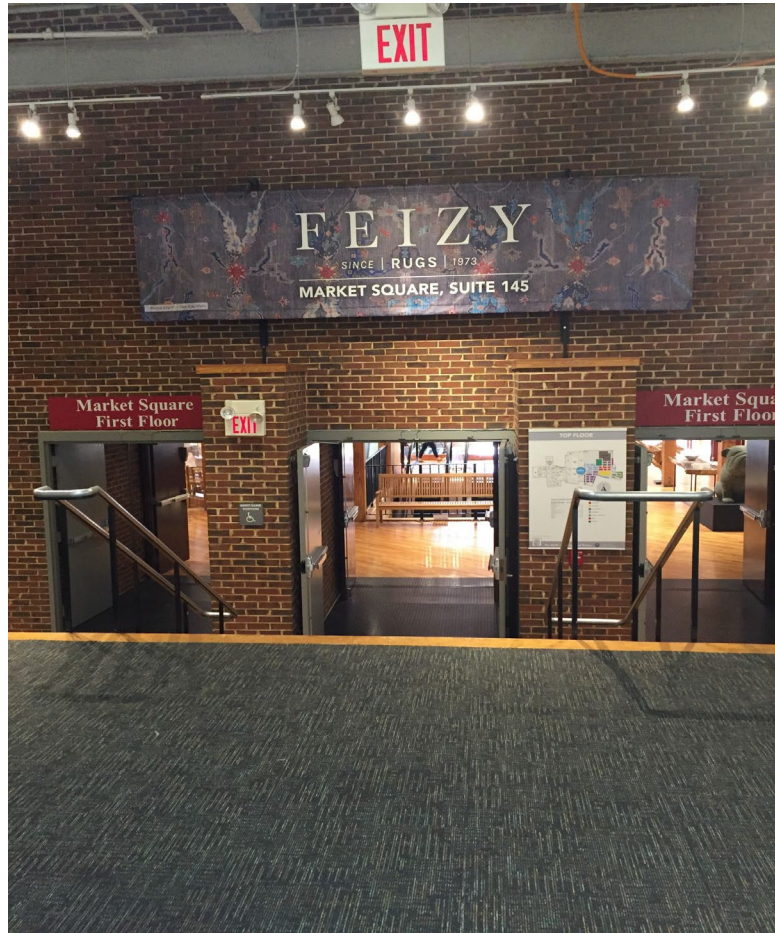
Sponsorships



Suites at Market Square Display Cases
Located on the Mezzanine floor of SAMS

Rate: \$750

Sponsorships



SAMS Top Floor Banner

Located on the top floor of the Suites hanging over the entrance doors into Market Square

Rate: \$10,000

Sponsorships

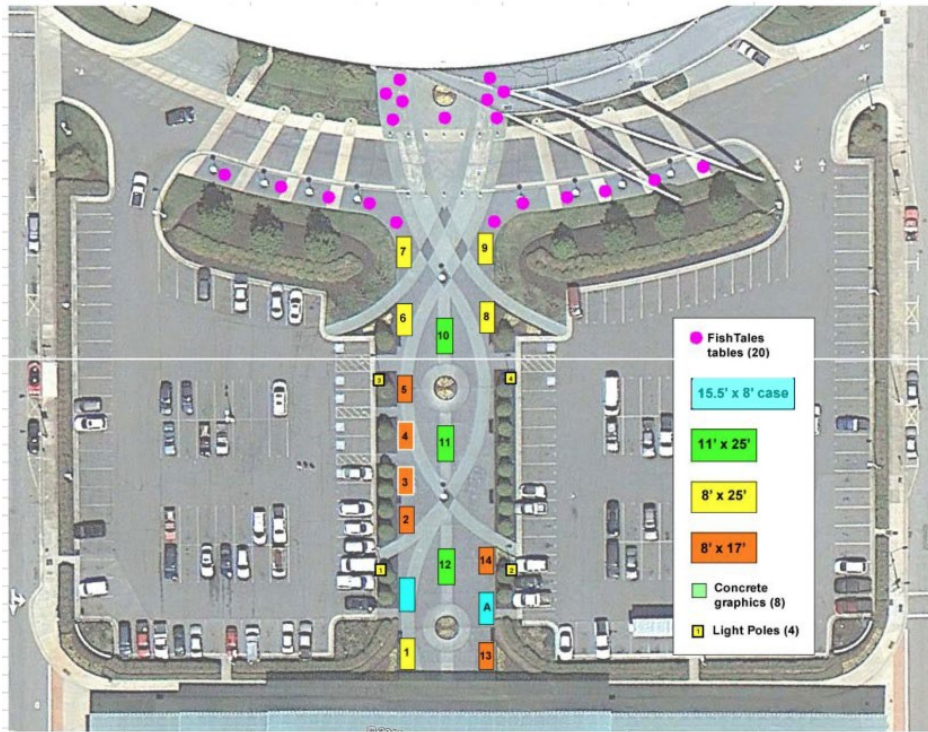


Market Square Bridge Windows
Located as you walk through the first, second,
and third floors of Market Square
Rate \$750/each

Sponsorships

OUTDOOR DISPLAYS

Showplace Walkway
**Space based on availability*
Rate \$6,500



South Elm Plaza
**Space based on availability*
Rate \$5,000



Sponsorships



Water Bottles

Available in IHFC Main, Green and Wrenn Lobbies

Includes branded barrel and bottles

Rate: \$7,500 per barrel

Sponsorships

Hand Sanitizers

Rate \$500 each

Various locations available



SAMS Digital Marquee*

Rate \$1,500

*Market Square Exhibitors only



Sponsorships

Exterior Elevator Graphics
Availability depends on locations
Rate \$3,900 each



Escalator Graphics
Availability based on location
Rate \$4,000
Includes 10 clings



Sponsorships



Sponsored Seating Areas

Locations:

IHFC Food Court (40 Tables with graphics) - \$7,500

Market Square and South Elm Plaza (40 tables with graphics) - \$7,500

Overflow Seating (50 Tables with graphics) - \$7,500