

The premier destination  
for design-inspired  
home furnishings

# SALON

A JURIED SELECTION OF STYLE-SETTERS.

Ground Floor,  
Suites at Market Square



Michel Ferrand

SALON continues to be the go-to destination for what's fresh and new at High Point Market.

Located on the ground floor of the Suites at Market Square, High Point, North Carolina'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.

Each company featured in SALON is carefully vetted and hand-selected. We scour the planet to find the newest and best design-driven home furnishings companies, providing buyers with new resources and the latest products every market.



Olyvia Stone



Couture Lamps



Poetic Pillow

Fall Market: October 14 – 18, 2023

Spring Market: April 13 – 17, 2024

To find out more about the application  
process please contact:

Angie Carter

Executive Director of Tradeshow Sales

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# HPMKT™

HighPointMarket.org



INTERNATIONAL  
MARKET CENTERS

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

# SALON

A NEW JURIED SELECTION OF STYLE-SETTERS.



# MARKET SQUARE AND SUITES

Where design begins.

# SALON

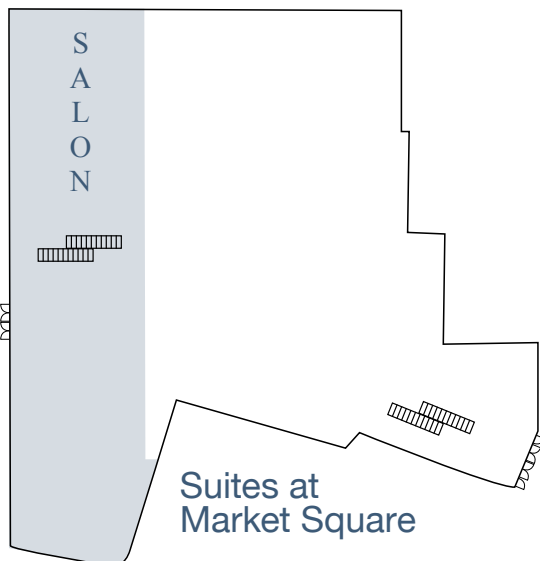
A NEW JURIED SELECTION OF STYLE-SETTERS.

## 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
- Paid advertising with IMC to support Salon marketing is required

## BOOTH PACKAGES INCLUDE:

- No additional drayage costs within designated time frame, per exhibitor manual.
- Non-Union facility
- Hard Walls 10' high, not pipe and drape
- LED track lighting in booths for flexible lighting options
- Polished concrete floors with neutral colored carpet along the aisles
- Free Standard Electric
- Complimentary empty box storage during Market
- Complimentary booth signage with your company's name
- Complimentary listing in print and online directories if signed prior to deadlines
- Mandatory advertising packages starting at \$1,500 to complement the most comprehensive marketing support conducted by any High Point building owner
- Free limited public/unsecured internet access



design  
HPMKT BY IMC

## IMC MARKETING CAMPAIGN & BUYER OUTREACH:

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

### RETAIL RELATIONS

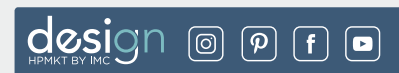
- Personal outreach to top 300 retailers, specialty retailers and designers

### PRINT ADVERTISING

- Dedicated ads for Salon in Market Previews, High Point Market Resource Guide and Trade Publications

### DIGITAL

- Eblasts to IMC's Buyer list reaching 60,000 retailers and designers - dedicated mentions leading up to market
- Information included in High Point Market eNewsletter and [HighPointMarket.org](https://www.highpointmarket.org)
- Destination promotion on IMC website: [IMCHighPointMarket.com](https://www.imchighpointmarket.com)



### SOCIAL MEDIA

- Coverage before and during Market on IMC's #DesignOnHPMKT social channels including [Instagram](https://www.instagram.com), [Pinterest](https://www.pinterest.com), [Facebook](https://www.facebook.com), [YouTube](https://www.youtube.com)
- Potential inclusion in Designer Correspondent videos during Market that are promoted through social media and buyer eblasts.

### PUBLIC RELATIONS

- Campaign to Trade and Consumer Media

### TRENDWATCH PROGRAM

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

### MARKET SNAPSHOT PROGRAM

- Opportunity to submit entries for consideration in IMC's social media campaign and product display.