

87%

of Top 100
retailers attend
High Point Market

SUITES

AT MARKET SQUARE

High Point's Only Temporary Venue



The Suites at Market Square is High Point's **ONLY** temp venue, showcasing hundreds of exhibitors and artisans.

Key Reasons to Exhibit

- High Point is the premier market for unveiling state-of-the-art designs and is conveniently located in North Carolina.
- Market dates are perfectly timed for retail buying cycles.
- This is the only event that delivers 99% of the total industry buying power.
- High Point is the epicenter of the home furnishings industry and where trends are established.
- The Market attracts key buyers from all 50 states and 106 nations from across the globe.
- Buyers know they will find more product introductions than any other market.
- High Point is THE source of inspiration for the design community.
- High Point's bi-annual Market attracts buyers from every distribution channel

MARKET SQUARE AND SUITES



Where design begins.

Every Home Furnishings Category

The High Point Market offers a second-to-none selection of home furnishings and accessories from every product category for the home, including:

- Antiques/Reproductions
- Bedroom
- Casual/Outdoor/Patio
- Decorative Accessories
- Dining Rooms
- Home Office
- Home Theatre
- Youth
- Lamps/Lighting
- Motion Furniture
- Occasional/Accent Furniture
- Rugs
- Softgoods/Textiles
- Upholstery
- Wall Décor
- Wall Units/Entertainment



Southwest Loom

“ Julia Dillon, President and Brian Dillon, Vice President, Matahari, Inc.

The relationships we have made exhibiting at Suites over the last 20 years has enriched our lives and business and is THE place to find new exciting business opportunities, reconnect and nurture relationships.

Fall Market: October 14 – 18, 2023 | Spring Market: April 13 – 17, 2024

To find out more about the application process please contact:

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INTERNATIONAL
MARKET CENTERS

IMCHighPointMarket.com

HPMKT™

HighPointMarket.org

EXHIBIT SPACE AND SUPPORT

Turn-Key Booth Package

- Free drayage during scheduled move-in and move-out periods
- Free standard electrical capacity
- User friendly aisle layout for enhanced traffic flow
- Complimentary booth signage
- Free listing in directory and on website
- Complimentary empty box storage during Market
- Mandatory advertising packages starting at \$395 to compliment the most comprehensive marketing support conducted by any High Point building owner
- The most extensive marketing campaign conducted by any building owner in High Point
- Non-union facility
- Free public/unsecured internet access
- Hard wall dividers, not pipe and drape
- LED track lighting in booths for flexible lighting options
- Polished concrete floors with neutral carpet along aisles
- Option to leave products and displays 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 the IMC Properties. Here's what's planned for the market:

PRINT ADVERTISING

- Dedicated ads in Market Previews, Resource Guide and Trade Publications.



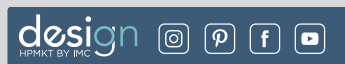
DIGITAL

- Eblast to IMC's Buyer list reaching 60,000 retailers and designers - dedicated mention leading up to Market
- Information included in High Point Market eNewsletter and highpointmarket.org
- Destination Promotion on IMC's website: IMCHighPointMarket.com

ON-SITE SIGNAGE/ ADVERTISING

- Promoted throughout IMC signage during Market
- Opportunity to participate in IMC paid sponsorship programs to promote via other IMC buildings

SOCIAL MEDIA



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

TRENDWATCH PROGRAM

- Opportunity to submit entries for jury consideration for IMC's Trend Program which includes 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.

PUBLIC RELATIONS

- A part of IMC's Public Relations Campaign to Trade and Consumer Media

RETAIL RELATIONS

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