

MARKETING OPPORTUNITIES

A PARTNERSHIP FOR SUCCESS: Maximize your ROI at High Point Market by taking advantage of these exclusive, free and easy marketing opportunities for IMC exhibitors designed to increase your exposure to buyers and designers.

[Visit imchighpointmarket.com](http://imchighpointmarket.com) for more details.

Update Your Directory Listing in IMC Publications



To update your printed directory listings go to, exhibitor.highpointmarket.org/exhibitor-profile. Be sure to submit your updates early to be included.

Deadline: Various

Details: exhibitor.highpointmarket.org/exhibitor-profile

Update Your Online Directory Listing



To update your online directory listing, login to the Exhibitor Portal to update your company's contact information, line listings, product categories and other information that appears on the IMC and High Point Market's websites.

Details: exhibitor.highpointmarket.org/exhibitor-profile

Submit Product Photography & Video

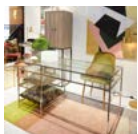


Send your product photography and video for possible inclusion in [Market Snapshot](#), trade publication ads, email campaigns, print projects, social media and other free marketing opportunities. Submit hi-res photos and videos to exhibitors@imcenters.com with subject line: "HPM F21 EXH Photos." Please use a file sharing site such as WeTransfer or

Dropbox if your file is too large to email.

Deadline: Ongoing (earlier is better)

Submit Product Images for TrendWatch



IMC High Point's popular TrendWatch program offers free editorial opportunities for all IMC High Point exhibitors. Hi-res images can be sent via email, Dropbox, or WeTransfer. For more details and submission information, visit imchighpointmarket.com/trendwatch-program

Deadline: August 25, 2021

Upload Your Product Catalog to Catalog Connexion



Upload your PDF Catalog to be included in an online catalog library that IMC will promote to buyers. Your catalog is fully searchable and buyer leads and inquiries about specific products will come directly to you. Feature your full catalog, new introductions or in-stock items - the choice is up to you!

It may be beneficial to include a SKU listing of current in-stock merchandise, current customer service levels and any shipment lead time notices.

Contact: Cheryl Dobbins Hege at CHege@imcenters.com

Social Media



Connect with us on social! Here are a few ways we can collaborate: Send us your webinar, Facebook Live, Instagram Live, 3D virtual tour link, or showroom tour video link so we can help you promote your company. Also, tag us on [Facebook](#), [Instagram](#), [Pinterest](#) or [YouTube](#) with #DesignOnHPMkt and #HPMkt.

Submit to: social@imcenters.com

Launching 2021



Juniper will leverage IMC's deep relationships from industry-leading physical Markets to offer the broadest buyer reach of any B2B marketplace for the gift, home and apparel

industries. Juniper is a suite of digital tools designed to support your business – online, at Market and on the road. *Fee applies.*

Details: JuniperCommerce.com

Lead Retrieval



Capture contact information from buyers visiting your showroom or booth at Market. By leveraging lead retrieval, you can follow up with your new leads to generate sales. *Fee applies.*

Details: Exhibitor.highpointmarket.org/lead-management

Editorial Opportunities



Take advantage of exclusive, complimentary High Point Market editorial opportunities with key trade publications. [View Editorial Opportunities](#) for a list of current opportunities and deadlines.

Deadline: Various

Build a Digital Press Kit



Digital Press Kits will be available online and on a kiosk in the media center for press. Details for building and submitting a Digital Press Kit: exhibitor.highpointmarket.org/press-kit

Deadline: October 13, 2021 (12pm)

Media Relations



Request a copy of the High Point Market registered media list and reach out to media who want to hear about your company and products.

Contact: Chelsea Peabody Bohannon at CBohannon@imcenters.com

Suites Only! Show Specials



Share your exclusive show specials for High Point Market! The information you provide will be included in buyer communications. Submit your Show Specials to imchighpointmarket.com/submit-specials.

Deadline: October 5, 2021

Suites and InterHall Only! Press Kit



Share your company name, product image and brief description to be included in an exclusive Suites and SALON press kit. Submit your information at www.imchighpointmarket.com/press-kits. The final press kit will be on display in the media center, and posted online. **Deadline:** October 5, 2021

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