

# How to Make the Most of Market

**HPMKT**  
HIGH POINT MARKET<sup>SM</sup>

A step-by-step guide to creating more traffic for your showroom  
Visit [exhibitor.highpointmarket.org](http://exhibitor.highpointmarket.org) for complete details on our full set of marketing tools.

## 1. POLISH YOUR EXHIBITOR PROFILE

- Make sure your contact info, showroom address, website, and social media links are correct
- Share your photos and videos – be sure to include your latest New Product Picks
- Post your latest press releases – we'll automatically add them to our online MediaLink press center
- Add your at-Market events

## 2. INCREASE YOUR VISIBILITY

- Get your free Exhibitor Banner ad
- Add the High Point Market logo to your Market-related communications
- To reach designers every day of the year, consider joining the Steelyard research and specification platform

## 3. TAP INTO SPONSORSHIPS

- Promote your showroom in some of High Point's most popular venues and events

## 4. ADVERTISE IN MARKET PREVIEWS AND DIRECTORIES

## 5. INVITE YOUR CUSTOMERS AND PROSPECTS

- Don't forget to call, mail, and email the people you know you want to see

## 6. CONNECT WITH THE MEDIA

- Develop a professional Press Kit – and send it to MediaLink
- Press releases you post to your Exhibitor Profile will automatically update our online MediaLink

## 7. GET INSIDER INFO ON VISITING BUYERS

- Order your High Point Market Lead Retrieval System to capture contact info for every buyer who walks into your showroom – and every buyer at Market