

How to Make the Most of Market



A step-by-step guide to creating more traffic for your showroom
Visit exhibitor.highpointmarket.org for complete details on our full set of marketing tools.

1. POLISH YOUR EXHIBITOR PROFILE

- Make sure your company name, showroom address, website, and contact information are correct for inclusion in Market guides
- Share your photos and videos – be sure to include your latest New Product Picks
- Add your at-Market events
- Add social media links

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

- Maximize your impact and stand out from the crowd leading up to, during and after Market. Check out the sponsorship opportunities or let us create a custom package to help meet your goals

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