

AN EXHIBITORS QUICK GUIDE

TO NAVIGATING THE HIGH POINT MARKET

THE WORLD'S LARGEST &
MOST IMPORTANT HOME FURNISHINGS SHOW

MORE THAN

2,000
EXHIBITORS

tens of
thousands
OF BUYERS & DESIGNERS

APPROXIMATELY

12

MILLION
SQUARE FEET OF
SHOWROOM SPACE

Welcome to the world's leading home furnishings trade show. Featuring close to 2,000 exhibitors in showrooms spanning approximately 12 million square feet and all the latest new product introductions, we attract 10's of thousands of buyers and designers every Market.

We are also unique in structure. Since we have grown organically over the past 100+ years, there are many operational features of our Market that do not occur anywhere else in the world.

As an exhibitor, or potential exhibitor, knowing these things can save you time, money, and in some cases, make or break your Market success.



Exhibit Space

High Point Market encompasses more than 160 unique addresses where exhibitors set up to sell their products. Further, there are over 110 owners of these buildings. Some are small single tenant facilities, others house hundreds of showrooms on multiple floors. Most of the exhibit space is permanent, in that the exhibitor occupies and pays rent for that space all year long. Less than 10% is temporary space which the exhibitor occupies the duration of one Market only.

One company, International Market Centers (IMC), owns and operates approximately 60% of all High Point Market real estate, comprising 14 buildings. Included in this real estate is 99% of the temporary space. All leasing inquiries should be directed to the building owner's leasing agent. Contact information for any Market building may be obtained by calling the High Point Market Authority (HPMA) at 336.869.1000.

Guides, Directories, and Websites

The Market Preview Guides, Market Resource Guide, and Market Pocket Guide are managed and printed by IMC. HPMA produces the cover art to ensure that these publications have the same look and feel as our trade press ads, direct mail pieces, email communications, and website. The printed guides, their content, and all the advertising revenue is the property of IMC.

The exhibitor listing at highpointmarket.org is gathered from many sources. Most of the information for multi-tenant buildings is provided to HPMA by each building's leasing staff. Single tenant buildings and others provide the information directly. HPMA also reaches out to new exhibitors who are not in a multi-tenant building, as soon as we are aware that they have opened. On a regular basis, HPMA feeds information on IMC tenants to the IMC website. As of this writing, the information for all of the written directories is gathered by the IMC publications department and is separate from the HPMA website.



Passes

HPMA chooses the registration vendor, owns the registration list, trains the onsite registrars, and controls the pre-registration process. We DO NOT hire the on-site registrars, own or operate the onsite registration equipment, or lay out the on-site registration areas.

Transportation

Through a grant from the State of North Carolina and the City of High Point, HPMA manages the vendor that supplies the buses, vans, and traffic control officers that make Market run smoothly. We serve all three (3) major NC airports, about 100 hotels, various rental homes and other businesses in the Triad, two Park and Ride lots, and two Market district bus routes. All of these transportation options are free to the Market goer. Please bear in mind that our primary focus is the Market buyer. If we are able to accommodate exhibitors and representatives, we are happy to do so, but the buyer is the real key to Market's success.

Promoting your showroom

HPMA works to bring buyers and designers to High Point. Building owners may conduct their own communications campaigns and events, to attract attendees to their buildings. It is the responsibility of the exhibitor to bring traffic into his or her showroom. To assist our exhibitors in driving showroom traffic, HPMA offers a number of free marketing communications tools, as well as a variety of paid sponsorships. Visit exhibitor.highpointmarket.org for a full listing of available options.



CISCO BROTHERS



HPMKT

HIGH POINT MARKET

FOR EXHIBITOR INFORMATION VISIT
exhibitor.highpointmarket.org

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