

YOUR KEYS TO SHOWROOM SUCCESS

Like you, we want your guests to have the best possible Market experience. Some of our most experienced exhibitors tell us the keys to making Market marvelous sometimes come down to some easily-overlooked details. Here are their 6 top tips for maximizing the showroom experience:



Train your front desk greeters, scanners, and gatekeepers. They're the first (hopefully smiling) face your guests will see. Make sure they know all about your events, scheduled tours, the licensees you work with, etc.



You absolutely should be scanning your showroom visitors. Our lead management system tracks your showroom traffic, captures contact info for every buyer and media professional that graces your door, and makes it super-easy to follow-up with guests between Markets. It's also the only way to receive the full list of every buyer at Market. Find more information at exhibitor.highpointmarket.org/lead-management.



Keep your exhibitor profile at exhibitor.highpointmarket.org up to date. Buyers search for exhibitors they want to visit using profile information supplied by you. Don't miss this opportunity to promote your showroom on the most visited section of our website – highpointmarket.org/exhibitor – and in the printed guides buyers use at Market.



Attendees who carry a press pass – editors, journalists, and bloggers – could be the key to (free!) exposure that will net you a few extra customers. They've been vetted and approved, and they came to your showroom to spread the news about your latest and greatest. A little time and attention could pay off in a big way.



Be sure your press kit is in our media center, MediaLink. It's a great way to connect with press people who may never make it to your showroom – or convince them to stop in for a visit. High Point Market is a global force in home furnishings, attracting buyers from more than 100 different countries. These buyers represent a real business-building opportunity. Welcome them, and find out how you can work together. If you can't, that's fine, but it always pays to explore new possibilities.



One final thing, please remember we're here for you – to support you, cheer you on and provide you with the resources you need to be successful at High Point Market. If you have any questions, or would like to explore more ways to maximize your High Point Market presence, please contact our Market Advisor team at 336.869.1000.