

High Point Market Exhibitor Welcome Guide

Official publication of the High Point Market

HPMKT
High Point Market®



Table of Contents

1. Welcome

2. High Point Market Authority

2.1 About

2.2 Contact

3. High Point Market Dates

4. Exhibitor Information

4.1 Exhibitor Profile

4.2 Official High Point Market App

4.3 Exhibitor Resources

4.4 Lead Retrieval

5. Marketing and Sponsorships

5.1 Advertising and Public Relations

5.2 Paid Sponsorships

5.3 Market Publications

6. Transportation & Accommodations

6.1 Concierge

6.2 Hotels & Private Homes

6.3 Airports

6.4 Transportation Services

7. Education & Entertainment

8. MediaLink

9. International Services

10. Recycle Information

11. High Point Market Authority Staff



Welcome to High Point Market



Welcome to High Point Market!

Time-honored manufacturing techniques. Custom craftsmanship. The finest materials. Family legacies. This is what comes to mind immediately when you think about the history of home furnishings in the state of North Carolina. For over a hundred years, our state has been the center of the home furnishings industry, and High Point Market is where the world convenes every spring and fall to see the stars of the industry and experience all the latest innovation in design.

Our story started in 1909 with the Southern Furniture Exposition, and now, over 100 years later, thousands upon thousands of visitors from across the globe still descend on High Point Market. You won't find dimly lit convention centers or common pipe and drape in our world. You are about to embark on a design journey like no other. If you are prepared to set yourself apart and have a product that you can't wait to tell the world about, High Point is calling your name!

Founded in 2001, the High Point Market Authority is tasked with making this enormous event happen twice a year, and doing it with style, flair, and our famous Southern hospitality. We take pride in creating and cultivating an experience that keeps our industry coming back to their adopted home year after year, always eager for fresh educational experiences, opportunities to meet new faces of the trade, and of course, to celebrate a shared passion.

Should you have any questions, please reach out to our team, and let us share with you the tips of the trade like only the official show sponsor can!

Sincerely,

Tammy Covington, President | CEO

High Point Market Authority

We Make High Point Market Happen!

2. High Point Market Authority

2.1 About

The High Point Market Authority is a non-profit organization that is tasked with the oversight, execution, and promotion of the twice-yearly High Point Market that occurs every April and October, the largest Home Furnishings trade show in the world.

We are a small team that is here to assist exhibitors looking to showcase their product, promote to, qualify, register, and help make travel plans for buyers of home furnishings goods; and provide a welcoming environment for any media professionals looking to cover this world-renowned event. We are the only entity that is officially sanctioned to advertise High Point Market to the world.

The High Point Market Authority does not own any buildings or showroom space in High Point. Encompassing 13 city blocks, showroom leasing space is offered by many different building owners in High Point, and High Point Market Authority can help connect you to those property owners if you are looking for space. Some of those companies/buildings that house showroom space available to lease include:

- | | | |
|--------------|---------------------------|---------------------|
| • 200 Steele | • Atrium on Main | • Market on Green |
| • 220 Elm | • Casa Italia | • Market on Main |
| • 313.Space | • Centers of High Point | • Profit Center |
| • 518 North | • Chelsea on Green | • Radio Building |
| • ANDMORE | • Furniture First on Main | • The Bank on Wrenn |

2.2 Contact

High Point Market Authority

164 South Main Street, Suite 700
High Point, NC 27260
Monday - Friday, 8am - 5pm EST

Call: 336-869-1000

Toll free: 800-874-6492

(USA, Puerto Rico, US Virgin Islands)

Email: info@highpointmarket.org

This address should not be used for shipping product.

3. High Point Market Dates

2026

Spring: April 25 - 29
Fall: October 17 - 21

2027

Spring: April 10 - 14
Fall: October 23 - 27

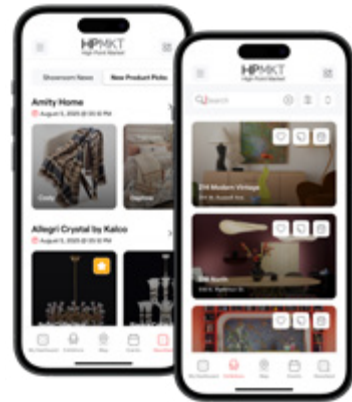
2028

Spring: April 22 - 26
Fall: October 21 - 25

4. Exhibitor Information

4.1 Exhibitor Profile

As hundreds of thousands of our guests use our website and the official High Point Market App to plan their itineraries, your free Exhibitor Profile is the single best way to introduce yourself. Craft a compelling profile of your company and products and you will attract your share of these engaged prospects. Make sure your showroom location, product categories and contact information are all up to date. Upload videos, images and press releases, and list all showroom events you're hosting, paying special attention to adding new product photos in the What's New tab on your profile. And don't forget links to your website and social media channels. A little extra effort pays big dividends in increased showroom traffic.



For information regarding your profile,
please contact:

Stephanie Jonas at stephanie@highpointmarket.org

Exhibitor Services:

exhibitor.highpointmarket.org

Exhibitor Resources:

exhibitor.highpointmarket.org/exhibitor-resources

4.2 Official High Point Market App

Through the official High Point Market App, Market attendees can customize their trip to High Point Market. Available on both ANDROID and IPHONE, visitors can save selected showrooms, view upcoming events, and easily navigate the Market district with this must-have resource tool.

The Exhibitor Directory is featured in the Market app, so make sure your profile and events are up-to-date.



4.3 Exhibitor Resources

As an exhibitor at High Point Market, you have available to you a number of privileges and services. Use these resources to ensure your Market is as successful as possible. Download the High Point Market logos to include in your HPMKT-related communications and download the Exhibitor Check List and Quick Guide to keep you organized and prepared.

exhibitor.highpointmarket.org/exhibitor-resources

4.4 Lead Retrieval

Never lose another lead. With one quick scan of a Market pass, our lead retrieval products provide you with easy access to vital contact and demographic details for each attendee who enters your showroom. Every order also receives a pre and post-show buyer list, perfect for creating a targeted direct mail campaign and assisting your team with identifying potential leads with which you may not already be engaging. Plus, we'll communicate with the attendee all the places at which they were scanned for easy follow-up after Market. This is your easy access pass for lead generation and showroom traffic monitoring.

exhibitor.highpointmarket.org/lead-management



5. Marketing and Sponsorships

5.1 Advertising and Public Relations

The High Point Market Authority engages in sizable paid advertising campaigns each and every Market to recruit home furnishings buyers. An integrated advertising mix is utilized including digital, social, print, direct mail, display, and paid search.

Additionally, the High Point Market Authority conducts public relations campaigns for each Market, securing placements and impressions in both industry trade and national media.

5.2 Paid Sponsorships

High Point Market provides an unmatched opportunity for your brand to connect and engage with the Market community. Uniting professionals across the globe and featuring trademark inspirational and educational content, networking, and high-octane events, sponsorships can put your brand in front of the world's largest gathering of retail buyers, interior designers, and media. With up to 75,000 attendees each Market, sponsorships can help elevate your brand and capture the buyer's attention. For more information, go to: www.highpointmarket.org/sponsors or contact Stephanie Jonas at stephanie@highpointmarket.org.



5.3 Market Publications

As an exhibitor, you will be listed in the following publications:



PREVIEW GUIDE

Furniture and Accessory editions mailed 45 days before Market to every buying company attending High Point Market. Information and photographs on new products, Market information, articles about retailing, educational events, merchandising and advertising. The total premarket planning guide for buyers.



RESOURCE GUIDE

A comprehensive listing of all exhibitors, products, and showroom directories available at Market, this widely used publication has become the established guide to Market.



POCKET GUIDE

Pocket-size directory listing all Market exhibitors, important phone listings, and Market events. Handy format! (Limited advertising space – contact the Publication Sales team for details.)

These publications are owned by ANDMORE, a property owner that leases showroom space in High Point. Please contact Karen Wood for more details: kwood@andmore.com or 336-821-1504.

6. Transportation & Accommodations

6.1 Concierge

High Point Market Authority offers free concierge services through Travel Quest, Inc. They can help you plan and manage your trip experience, including hotel, flights, car rental and dining reservations. No one knows the area better than our local experts!

Call 336-434-9920 or email hpmarket@travelquestinc.com

6.2 Hotels & Private Homes

The surrounding area, including Greensboro and Winston-Salem, offers Market attendees the option to book a hotel or rent a private home.

For hotel inquiries, contact:
Travel Quest, Inc at 336-434-9920 or
email hpmarket@travelquestinc.com

High Point Furniture Market Services
Phone: 336-259-7944
www.hpfms.com

For private rentals, contact:
Amanda & Patti Holtzman Market Rentals
Phone: 336-454-5892
www.marketrentals.com

6.3 Airports

Book your flights early to receive maximum savings.

Piedmont Triad International Airport (GSO)
www.flyfrompti.com
High Point, Greensboro, and Winston-Salem

Charlotte Douglas International Airport (CLT)
www.charlotteairport.com

Raleigh-Durham International Airport (RDU)
www.rdu.com

High Point Market Authority provides FREE shuttle service to and from the downtown Transportation Terminal for Piedmont Triad International Airport (**GSO**), Raleigh-Durham (**RDU**), and Charlotte Douglas (**CLT**) airports Thursday – Wednesday of Market week. Visit highpointmarket.org/planyourtrip to access the full airport shuttle schedule.

Reservations are required for Raleigh-Durham and Charlotte Douglas airports. Reservations can be made online until 7:00 PM EST the day prior to your flight arrival or departure. After that time, please call 336-887-RIDE(7433) to inquire about availability.

6.4 Transportation Services

High Point Market Authority offers Park & Ride services to all Market attendees who are driving to Market. Market attendees (staff and buyers) can park in the Park & Ride located at 921 Eastchester Dr., High Point, NC, and take shuttles into the main transportation terminal at Market.

Market attendees can utilize the FREE Red and Green line shuttles which operate in a continuous loop in the downtown showroom district. These shuttles will take Market attendees to and from every Market building, showroom, and event.

Buyers can reach any Market exhibitor or event that is not served by our Downtown Shuttles, and is within a 6-mile radius of the Transportation Terminal, via our FREE Go-Anywhere service. Attendees should do not use the Go-Anywhere service to access any showroom that is served by our Downtown Showroom Shuttle service, our Park & Ride lots, or any hotel.

To catch a Go-Anywhere Shuttle, go to the main Transportation Terminal, shuttle stop 14, or call 336-887-RIDE(7433) to have a shuttle dispatched to your location.

7. Education & Entertainment

High Point Market Authority organizes and promotes a wealth of educational and networking opportunities for buyers at Market. As an exhibitor, if you are looking to increase your presence at Market, you have the option to participate and/or sponsor one of these interactive events.

The Point, owned by High Point Market Authority, hosts at least two roundtable discussions with industry leaders each day at 10 a.m. and 2 p.m. The Point also offers buyers a chance to connect, relax or talk with a Market Advisor.

The High Point Theatre hosts High Point Market's Keynote Series, where celebrities such as Joanna Gaines, Bobby Berk, Miranda Kerr, Martyn Lawrence Bullard, Brigitte Romanek, Bunny Williams, Damon Johns and other industry-wide recognized professionals appear on the big stage.

Center Stage welcomes all Market attendees who are looking for a respite from their day or to liven up their night. Nationally acclaimed musical acts such as Goo Goo Dolls, Barenaked Ladies, Trisha Yearwood, Peter Dinklage, The Fray, Coral Reefer Band, and more grace the big stage on Saturday and Sunday evening during Market. From outdoor games, live music and interactive activations, High Point Market Authority throws the biggest party every Market.

Exhibitor Showrooms can also host their events within their own showrooms. From meet & greets and book signings, to panels and workshops, these events help drive traffic into your showroom. Talk with your tenant relations manager or building owner about potential options.

8. MediaLink

MediaLink, located in the High Point Market Theatre, is offered to all registered press professionals working at and reporting on High Point Market. Registered media professionals have access to a daily breakfast, lunch, light snacks, and drinks to keep them fueled for Market.

Exhibitors have the option to upload or create a digital Press Kit that will be posted on the MediaLink website (medialink.highpointmarket.org).

With up to 300 press attending each Market, this is a great opportunity to inform the media about new product launches, collaborations, showroom news, etc.

Press Releases and Press Kits can be uploaded via the Exhibitor Profile Admin site.

9. International Services

The International Buyers Center is located on the first floor of the High Point Theatre. The High Point Market Authority staff can help your buyers with the visa process, registration and travel arrangements. From daily continental breakfast and lunch to our prayer and meditation room to luggage storage, International guests have access to a wide variety of services to ensure they have a good experience. They can learn more at www.highpointmarket.org/planningresources#section-international.

10. Recycle Information (Property Owners)

The City of High Point and the High Point Market Authority work tirelessly to ensure High Point Market is a great success. High Point recycles over 500 tons of cardboard, foam and other packing materials each Market. Please help us in this endeavor by properly disposing of solid waste and recyclable materials.

Below are the guidelines to help support this initiative:

- Have your materials placed curbside by 2:00pm.
- All cardboard must be broken down and flattened.
- All polystyrene/Styrofoam packaging should be put in clear bags or contained to prevent windblown litter and to be properly recycled.
- No yard waste/yard debris is collected by City of High Point employees. Please take yard waste/yard debris to Ingleside Compost Facility, 3001 Ingleside Drive, High Point, NC.
- No paint (aerosol or bucket), fluorescent light tubes, batteries, ballasts, or electronics are accepted at curbside. Contact ECOFLO (336-855-7925) for proper disposal instruction – Businesses Wednesdays only
Fees will apply
- No mattresses accepted at curbside. Contact BedEx at 336-885-4646 for disposal information.
(Cash only) *Fees will apply*
- No Construction debris accepted. Must be handled by responsible parties and taken to GFL C&D Landfill on Riverdale Drive, Jamestown, NC. *Fees will apply*

- Wood and plastic pallets are accepted at curbside. Please stack accordingly.
- No garbage or other materials will be picked up by City of High Point from loading docks or private property.
- Off Season garbage and recycling collection for showrooms will be on Tuesdays and Thursdays only. Please make sure all materials are placed out for collection by 12:00 PM (noon) on these days. Daily collection will begin two weeks prior to premarket and will continue throughout Market for both Spring and Fall Markets.

**** Please follow these guidelines to avoid missed service, citations, or fines.****

For exhibitors located within a multitenant building, please contact your building owner for specific guidelines pertaining to your building.

Any questions or concerns, please contact:

Teresa Baker – City of High Point Recycling Programs Coordinator 336-807-4817, teresa.baker@highpointnc.gov
or Doug Springer, Environmental Services Supervisor – 336-883-3803, doug.springer@highpointnc.gov

11. High Point Market Authority Staff

Tammy Covington
President and Chief Executive Officer
Tammy@highpointmarket.org

Terry Venable
SVP of Operations/Finance
Terry@highpointmarket.org

Ashley Grigg
VP of Strategic Growth/Partnerships
Ashley@highpointmarket.org

Ben Muller
VP of Marketing/Communications
Ben@highpointmarket.org

Patty Russo
Director of Registration/Support Services
Patty@highpointmarket.org

Jessica Wynn
Director of Guest Experience
Jessica@highpointmarket.org

Stephanie Jonas
Director of Exhibitor/Sponsor Engagement
Stephanie@highpointmarket.org

Mark Murphy
Director of Innovation
Mark@highpointmarket.org

Susanne Purnell
Director of Technology Systems
Susanne@highpointmarket.org

Lindsay Martin
Director of Marketing & Communications
Lindsay@highpointmarket.org

Whitney D. Swaim
Operations Manager
Whitney@highpointmarket.org

Chris Crawford
Executive Assistant
Chris@highpointmarket.org

Anyjah Andrews
Operations Coordinator
Anyjah@highpointmarket.org

Annette Smith
Registration Coordinator
Annette@highpointmarket.org

Nathan Sprinkle
Marketing & Communications Coordinator
Nathan@highpointmarket.org

Melody Sharpe
Senior Market Advisor
Melody@highpointmarket.org

Christian Suanders
Senior Market Advisor
Christian@highpointmarket.org