

How to Make the Most of Market



Here's 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

- Add Profile Pic.
- Include a virtual showroom tour.
- Make sure your company name, showroom address, website, and contact information are correct for inclusion in Market guides.
- Share your photos and videos.
- Add your at-Market events.
- Add social media links.
- Add press releases.
- Upload your digital Press Kits.

2. Increase Your Visibility

- Add the High Point Market logo to your Market-related communications.

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 upload it to your Exhibitor Profile.
- 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.