



2023 | Sponsorship & Advertising Opportunities



Your Opportunity

High Point Market is the industry's largest home furnishings trade show in the world. From inspirational and educational events to networking opportunities, the High Point Market provides an unmatched opportunity to reach thousands of buyers and designers. Our marketing team has a wealth of resources available and will be happy to work with your team to customize a program that meets your goals and objective.





Sales Contact



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Market Map & Transportation Guide

With over 12 million square feet of show space and more than 2,000 exhibitors to visit, the Market Map & Transportation Guide is a must-have for Market attendees. Includes shuttle schedules, a listing of showroom buildings, and an overview of the Market district, this guide is distributed at information booths, showrooms, hotels, and on airport shuttles.



DEADLINE

August 1, 2023



COST


\$8,500 per ad

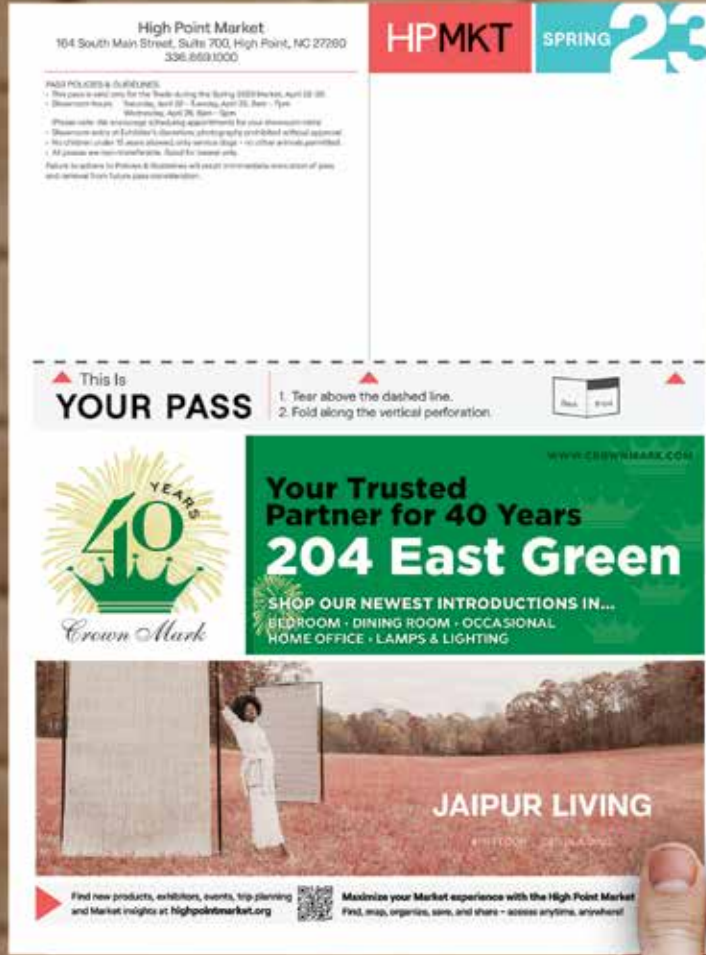
See page 22 for specifications



Market Bag Distribution

Have your branded tote bags distributed to Market attendees on hotel shuttles, at information booths, and in the International Buyers Center.

 DEADLINE	August 28, 2023
 COST	\$5,000
 QUANTITY	2,000



Registration Market Pass

The Market Pass is a great opportunity to get your brand in front of thousands of Market attendees who register, including Domestic and International Buyers, Designers, Media, Exhibitors, and VIP Guests of the Market. Elevate your brand visibility, increase traffic to your showroom, and drive lead generation.

 DEADLINE **June 7, 2023**

 COST **\$8,500 per ad**

See page 22 for specifications

Can't Wait! Can't Miss!

Energizing Inspiration. Industry Connections. Invaluable Insight.
Let's talk High Point Market Registration.

Official registration materials enclosed.

F22 Market
October 22-26



High Point Market delivers the up-and-coming to the here and now. Tap into ideas and inspiration at the source and experience long-lasting impacts for you and your business.



Planning your trip? Make it easier by contacting Travel Quest, Inc. for expert guidance on local hotels, including the best rates for your budget.
Email: hptmarket@travelquestinc.com | Phone: 336.434.3867

Register before October 7, save \$30 and get your pass mailed before your arrival.

Visit registration.highpointmarket.org and login with this User ID + Password

User ID

Password

Please note: If you register after October 7 but before online registration closes on October 10 at 5pm ET, your free passes can be picked up upon arrival at Market. There is a \$30 processing fee for each pass you request onsite.

Registration Mailing Insert

Sponsor will have the opportunity to reach High Point Market buyers and industry professionals via an insert included in the official High Point Market registration Market Pass mailings.



MAILING INSERT

June 21, 2023



COST

\$6,500

*Includes printing and insertion. Sponsor is responsible for providing final artwork.

**See page 22 for specifications.



Solar-Powered Charging Lockers

These solar-powered charging lockers provide secure and reliable charging solutions that keep Market guests connected. They offer a unique customer engagement and provide a much needed and appreciated service. Market guests will feel more comfortable and confident knowing that each locker includes UV-C sanitizing lights that disinfects their mobile devices while they are charging. The UV light modules kill 99% of all germs and bacteria. Charging lockers will be positioned in high-visibility areas located near outdoor seating for convenience. Specifically engineered to resist the elements – withstands rain, wind, heat and cold.

Sponsorship offered: Branding and custom graphics for four solar-powered charging lockers. Include a featured video or a carousel of images on our monitor charging station located within the Transportation Terminal.



DEADLINE

September 6, 2023



COST

\$10,000

[See page 22 for specifications](#)



Go-Anywhere Vans

Market guests use our free Go-Anywhere service to reach any destination within a 6-mile radius of the Transportation Terminal that is not served by our Downtown Shuttles. These vehicles blanket the Market district, thereby guaranteeing that your message will be seen throughout the High Point area.

Sponsorship offered: Vehicle window decals for 10 vans with your company's customized message.



DEADLINE

August 28, 2023



COST

\$8,500

Specifications vary depending on sponsorship customization.



Registration Email Banners

Digital communications are highly effective for reaching the Market's target audiences. The High Point Market sends registration emails to over 300,000 Domestic and International retailers and designers.



DEADLINE

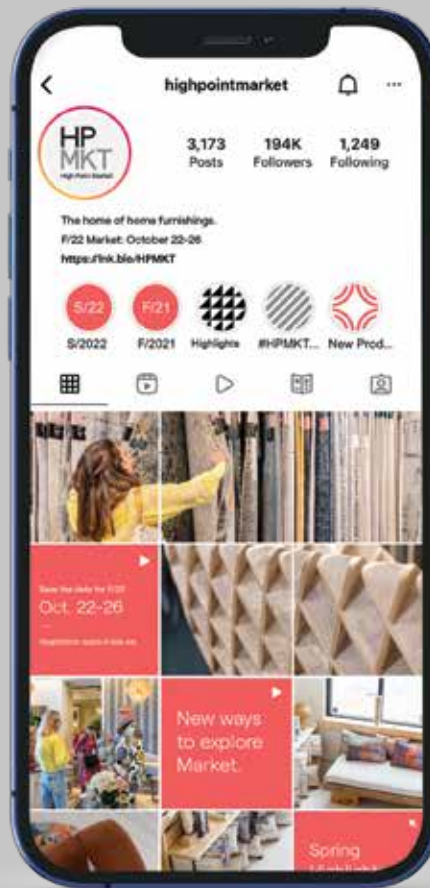
June 7, 2023



COST




\$5,000

See page 22 for specifications



Instagram Live Tour

High Point Market offers more opportunities than ever to reach the HPMKT social community with messaging that makes an impact for your brand. Share company history, new collections, product features and news with our audience of engaged buyers and design professionals through an Instagram Live Tour of your showroom. Promotion includes a "Save the date" teaser plus posts across the official High Point Market social channels including Instagram, Facebook, and Twitter. Social channel reach, over 300,000 followers.

 DEADLINE	August 28, 2023
 COST	\$2,500
 SOCIAL REACH	300,000

See page 22 for specifications



Digital Outreach Program

Connect and engage your brand with style leaders, industry influencers, retailers and interior design professionals with digital advertising through High Point Market. Reach this qualified audience with relevant branded ads that deliver strong results for increased awareness, website traffic and lead generation. Perfect opportunity to promote new collections, launches, and events leading up to Market.



DEADLINE

One week prior to desired launch date



COST

\$2,500 for 35,000 impressions
 \$4,500 for 70,000 impressions
 \$6,000 for 100,000 impressions

See page 22 for specifications



Social Post(s)

Promote your product images and showroom on the official High Point Market Instagram channel to over 300,000 followers.



DEADLINE

August 24, 2023



COST

\$750 per post

See page 22 for specifications



International Buyers Center

Located in the High Point Theatre next to the Transportation Terminal, this active venue is home to all International buyers. This sponsorship is an excellent choice for exhibitors who wish to reach and strengthen relationships with these important Market guests. Breakfast and Lunch sponsorships available. Call for details.



DEADLINE

August 28, 2023



COST

Call for details



Design Influencers Tour

HPMA partners with Esteem Media to bring a diverse group of ten top-quality influencers into sponsored showrooms for a 45-min tour. This program provides valuable exposure for the Exhibitor as the influencers post to their social and digital channels, including a guaranteed mention by each influencer.

The tour and Sponsors are promoted prior to Market and up to 30 days post Market. The Influencers and Sponsors are mentioned in a press release and dedicated webpage on highpointmarket.org.

Sponsors have the opportunity to also tag on a 45-min lunch or a 60-min reception to network with the influencers.



DEADLINE

August 15, 2023



COST

\$5,000 Showroom tour

\$5,500 Showroom tour plus luncheon
(Sunday or Monday)

\$5,500 Reception (Sunday)



Insider's Tour

Designed by industry insiders, the High Point Market Insider's Tour will show new buyers how to maximize their time as a business-building, connection-making, and inspirational experience. Three half-day tours take place on Friday and five full-day tours are offered on Saturday. Tour guides have the opportunity to meet and greet all of their attendees at a kickoff luncheon or breakfast, and the groups have a chance to begin networking with their fellow peers with whom they'll be spending the day.



DEADLINE

July 31, 2023



COST

\$4,500 Friday Kickoff Lunch

\$4,500 Friday Reception

\$7,500 Saturday Kickoff Breakfast

\$7,500 Saturday Closing Reception



Water Distribution

Your company logo and message will be featured on water bottles and water barrels located in the Transportation Terminal.



DEADLINE

August 21, 2023



COST

\$7,500



The Point

Located in the highly foot-trafficked Market district, The Point offers Market guests access to inspirational and educational seminars and panel discussions, valuable peer-to-peer networking, and other services designed to enhance their Market experience. Host a roundtable and sponsor a luncheon or social following your discussion.

Roundtables offered: Saturday-Monday, 10am-11am and 2pm-3pm.



DEADLINE

July 10, 2023



COST

\$2,500



Concerts, VIP Lounge, and Events

The High Point Market offers sponsorship opportunities for our concert and event nights. Held after hours on Saturday and Sunday evening, this tradition lets Market-goers relax and have fun after a busy day. This is a great opportunity for a VIP branding opportunity.



DEADLINE

TBD



COST

Call for all available packages

SPECIFICATIONS

MARKET MAP & TRANSPORTATION GUIDE

Trim: 4" W x 9" H
Bleed: .125" all sides
Live Area: 3.75" W x 8.75" H

Accepted File Types

PDFX1A
See p.22 for settings

REGISTRATION MAILING INSERT

Trim: 3.5" W x 8.5" H, 2-sided flat sheet
Bleed: .125" all sides
Live Area: 3.25" W x 8.25" H

Accepted File Types

PDFX1A
See p.22 for settings

REGISTRATION MARKET PASS

Large Ad

Ad Size: 7.75" W x 2.5" H

Accepted File Types

PDFX1A
See p.22 for settings

SOLAR-POWERED CHARGING LOCKERS

29" W x 28" D x 8' H (to bottom of solar panels)

Accepted File Types

PDFX1A
Mp4 for video monitor screen
See p.22 for settings

REGISTRATION EMAILS BANNER

540px W x 150px H

Accepted File Types

72 dpi jpg

DIGITAL OUTREACH PROGRAM

Leaderboard: 728px W x 90px H
Mobile Leaderboard: 320px W x 50px H
Wide Skyscraper: 160px W x 600px H
Billboard: 970px W x 250px H
Medium rectangle: 300px W x 250px H
Half Page: 300px W x 600px H

Accepted File Types

Accepted file types: .png, .jpg or .gif

SOCIAL POST(S)

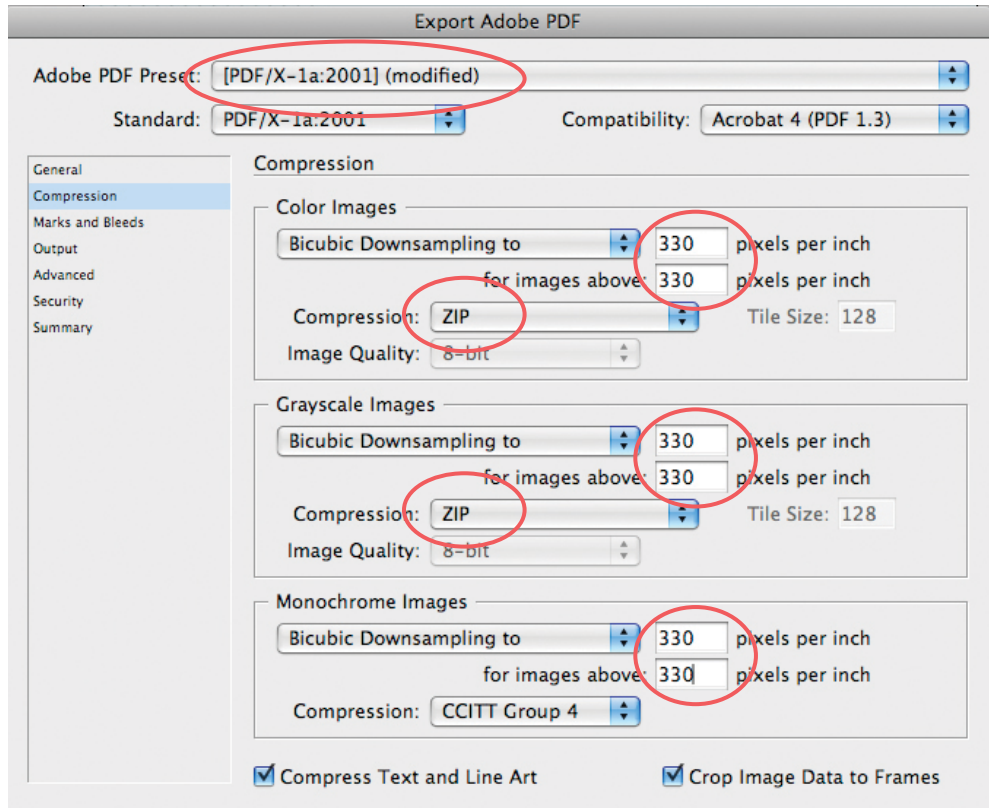
1080px W x 1080px H

Accepted File Types

72 dpi jpg

SPECIFICATIONS

PDFX1A Settings For Print



High Quality Print Settings For Digital Publication

