

HOW THE MARKET AUTHORITY WORKS FOR YOU

The High Point Market Authority (www.highpointmarket.org) is the official sponsor and organizer of the High Point Market. It was created in 2001 to represent all Market constituents, including retailers, exhibitors and building owners. The Market Authority promotes the Market to the world and runs the infrastructure of the event each April and October. Here is how the Market Authority is working for you and the success of your company at the High Point Market.



find us everywhere www.highpointmarket.org



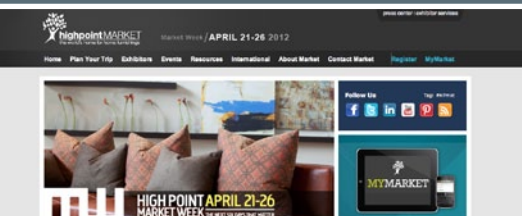
EXHIBITOR MARKETING KIT

To help you stand out among the more than 2,000 exhibitors at the High Point Market, we've put together a comprehensive guide to capturing the attention of buyers and the press. In our Exhibitor Marketing Kit, you'll find a wealth of tools for driving traffic to your showroom, from handy planning checklists and helpful tips to step-by-step instructions on how to enter our annual Showroom Design Competition. Find it online under Events.



MARKETING COMMUNICATIONS PROGRAM

A comprehensive international communications program, across multiple media platforms, is designed to drive registrations and traffic to your showroom. The program includes: Print Advertising, Direct Mail, Email, eNewsletters, Press Releases, Social Media, Telemarketing, Webinars, and Video. Examples of all outreach are included on the Market website.



ONLINE SERVICES

Fully Functional Market

Website – Provides online registration, accommodations, etc.

Ad Creation – FREE ad banner creation for your website

Exhibitor Listing – Searchable online exhibitor database that allows users to sort by your name, your location, and/or your product categories

MyMarket – An industry-only social media and planning tool used by thousands of Market attendees. Upload your video, photos, company information, etc. – FREE

eNewsletter – Send your news to editorial@highpointmarket.org and we'll consider it for our regular Market updates, sent to 40,000 opt-in users.

Events Calendar – Get your Market events listed in our exclusive online guides

All travel and registration coordination

INTERNATIONAL OUTREACH

Advertising and Marketing

HPMA markets heavily to prospective Market attendees in countries around the globe, through eblasts, direct mail, advertising, and trade programs.

Export Directory – A directory that is made available to thousands of international visitors who are searching for companies to visit while at Market.

Multilingual Materials – Includes an international brochure in ten languages, available for you or your staff, an international video, and translated online landing pages.

International Buyer Center – A fully staffed buyers' lounge for international buyers, that includes currency exchange, free meals, a business center, and prayer room.

International Reception – All Market exhibitors are invited to attend this reception to network with international buyers. Held at 6pm the Tuesday of Market in the IBC.

MEDIA/PR OUTREACH

Help with Your Press Kit

The High Point Market Authority offers online videos and guides that help you create the most effective press kits for Market.

Media Center – The HPMA staff works with thousands of reporters and editors from around the globe and actively recruits them for Market attendance. A fully staffed media center then offers your press kits FREE to all national and international press. This is the most effective way to get your product in front of hundreds of reporters and bloggers. Find out how to participate on our website.

Press Events – We offer a free event listing for any Market events you are hosting for the media. We also host two press breakfast events during Market.

Online Press Center – The online press center operates 24/7, whether it is Market or not. Get your news in front of the home furnishings reporters that count. Posting is easy – just go to the HPMA website for details.

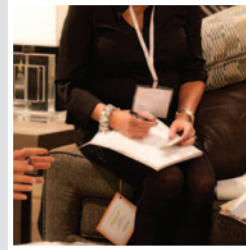
Style Reports – Developed twice a year to showcase the Market as the home for trends.

Advertising – In trade and consumer publications and online.



INDUSTRY PARTNERSHIPS

The High Point Market Authority works closely with other industry associations and groups to create partnerships that help promote and improve the Market and its outreach. Partners include IHFRA, NHFA, WHFA, HFIA, IDS, ASID, AIDP, IIDP, AHFA, ISPA, SSPA, ITMA, ICFA, and many more.



REGISTRATION

The High Point Market Authority handles all online and on-site registration for the 80,000 attendees each April and October. The HPMA sends direct mail and eblast reminders, provides one-to-one customer service, and prints all passes.



TRAVEL SERVICES

The High Point Market Authority offers special travel deals and discounts:

- Negotiated special pricing for area hotels
- Rental car discounts
- Airline discounts for all Market attendees
- Exclusive one-on-one concierge travel services to all guests
- Free shuttles from 3 area airports (GSO, CLT, RDU)
- Online booking tool for hotels and private homes



TRANSPORTATION

The High Point Market Authority is responsible for the creation and coordination of all shuttle services (which are free to attendees), including park-and-ride shuttles, hotel shuttles, airport shuttles, downtown shuttles, and Go Anywhere vans. We also coordinate the Transportation Terminal during Market.



MAPS, DIRECTORIES, SIGNAGE

We ensure that buyers can easily navigate the Market:

- Online and printed maps of all showroom buildings and transportation stops
- Exhibitor listings provided for all on-site directories and guides
- Airport banners inside the terminal and along the outer driveways
- Banners and signage throughout downtown High Point
- Billboard signage at key interstate locations



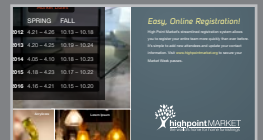
FIRST-TIME BUYER OUTREACH

- First-Time Buyer Video – A quick and fun video guide to the huge High Point Market
- First-Time Buyer Seminar – Held at 10am, Saturday through Tuesday of Market and open to all buyers
- Fully-Staffed Information Centers in downtown High Point and at the Piedmont Triad International Airport.



MARKET EVENTS

- Stars Under the Stars
- Designer Viewpoint Series
- Press Breakfast VIP speakers
- Book signing events
- Annual Showroom Design Competition



REP BROCHURE

Make your sales team a part of the Market team. They are uniquely positioned to be Market ambassadors that discuss the benefits of attending the High Point Market with their dealers. To make this easier for you and your team, HPMA produces FREE Rep brochures that detail the highlights of Market. We have included some copies in this mailing, but you can request more from marketing@highpointmarket.org or download a PDF from the HPMA website.