

Step-by-Step Guide to Marketing Your Showroom

Follow this simple plan to make sure you have all the right pieces in all the right places at just the right times. And don't worry if you don't have the resources to accomplish every task on this list. Doing a few things well can go a long way toward increasing your visibility.

Before Market

- Update your Exhibitor Profile
- Share your photos
- Tell us your news
- Get your free Exhibitor Banner ad
- Advertise in Market Previews and Directories
- Add the High Point Market logo to your Market-related communications
- Reach out to international buyers
- Engage your sales team
- Design a traffic-driving showroom
- Tell us about your Market events
- Develop your Press Kit
- Use our Online Press Center
- Take advantage of sponsorship opportunities
- Send your Press Kits to the Media Center

At Market

- Use the High Point Market Lead Retrieval System
- Network with International Buyers