



HIGH POINT MARKET AUTHORITY

164 South Main Street, Suite 700
High Point, NC 27260

P: 336.869.1000
F: 336.869.6999

highpointmarket.org

FOR IMMEDIATE RELEASE

Contact: Ashley D. Grigg
Manager, Communications
ashley@highpointmarket.org
336.888.3236

High Point Market Authority Announces Design Tech Summit Partnership

High Point, NC, October 5, 2015 – The High Point Market Authority (HPMA) is pleased to announce that it has partnered with Design Tech Summit for Fall Market (October 17 – 22, 2015) and beyond. As the newest High Point Market partner, Design Tech Summit is tasked with bringing in leading speakers and developing programs that are focused on innovation and tech-related topics.

Design Tech Summit is a digital design education and event consultancy. Founded by CEO Katy Garrett, this group has partnered with various showrooms around Market to present several tech seminars during this October's Market. They are also developing an Opening Day Event for Spring Market 2016 that will feature keynote speaker Polly LaBarre, founding member of Fast Company magazine and co-author of the bestselling book *Mavericks at Work: Why the Most Original Minds in Business Win*, among other notable speakers.

“Our partnership with Design Tech Summit allows High Point Market to respond to the increasing demand for progressive design, innovation and technology solutions for our exhibitors and attendees,” said Tom Conley, president of the High Point Market Authority. “Together we’ll be bringing industry leaders and relevant programming to Market, with the goal of building a stronger future for the home furnishings industry.”

“We are very excited about this partnership and the insightful conversations it will bring to Market,” commented Shannon Leclair, principal and CMO at Design Tech Summit. “We can’t wait to bring design, technology, business and innovation conversations and initiatives to High Point!”

Details for the October Market Design Tech Summit seminar sessions can be found at <http://www.highpointmarket.org/event/high-tech-at-market>.

Garrett and Leclair have also begun working with the Market Authority as a sponsorship consulting team, working with exhibitors and other companies to identify and implement effective sponsorship strategies. They can be reached by emailing katy.highpointmarket@gmail.com and shannon.highpointmarket@gmail.com.



HIGH POINT MARKET AUTHORITY

164 South Main Street, Suite 700
High Point, NC 27260

P: 336.869.1000
F: 336.869.6999

highpointmarket.org

About the High Point Market Authority

The High Point Market Authority, www.highpointmarket.org, is the official sponsor and organizer of the High Point Market in High Point, N.C. Featuring an extensive selection of exhibitors spanning every category, style, and price point, and attracting tens of thousands of visitors from more than 100 countries twice each year, the High Point Market is *the* driving force of the home furnishings industry. Find the High Point Market anywhere online, and follow on Twitter using the hashtag #hpmkt.

About Design Tech Summit

Design Tech Summit, www.designtechsummit.com, is an educational leader for the home design industry and its partners. Created by and for progressive thought leaders, Design Tech Summit helps design professionals explore the intersection of design, innovation and tech, leverage new ideas about competition, adopt business and media strategies beyond traditional boundaries, chronicle the changing landscape of commerce and highlight individuals and the teams who are inspiring us to build a more aggressive, design centric future for business. As an educational partner at leading trade shows, professional associations and international events, we invite our professional network of designers, retailers, exhibitors, technology companies and colleagues to share innovation, strategies and inspiration to help provide the framework and the courage to reinvent and re-imagine a better world surrounding the business of design.

###

