



HIGH POINT MARKET AUTHORITY

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FOR IMMEDIATE RELEASE

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High Point Market Authority Board Votes to Approve Changing Official Market Dates

High Point, NC, October 14, 2015 – The Executive Committee for the High Point Market Authority met recently and voted to uphold the Board of Director’s decision to change the official Market dates. Beginning in Spring 2016, High Point Market will open on its regular day of Saturday, but will close on Wednesday instead of Thursday.

Discussion on the subject began when the Executive Committee presented a proposal to the Board of Directors during their April 2015 meeting. Their recommendation was based on conversations with several retailers and exhibitors in multi-tenant buildings. The Board unanimously approved the proposal, but it was decided that the final decision would be postponed until a more comprehensive survey of exhibitors could occur. Over 85% of exhibitors responding to the one question survey agreed with the decision to eliminate Thursday as the last day of Market.

"In recent years, we have noticed that attendance has been light on the Thursday at the end of market week, and buyers coming to shop that day have been frustrated by showrooms closing early. So the board decided it would best to remove Thursday from the official schedule," said Doug Bassett, president of Vaughan-Bassett Furniture and chairman of the Market Authority Board. "We also recognize that the Friday before Market officially opens has become a significant day for many buyers and vendors. While we are not changing Saturday as the opening day, our literature will alert first-time attendees that they may be able to see some vendors if they make an appointment on Friday, the day before Market officially opens."

"These changes are our attempt to ensure that both buyers and vendors get the most out of their valuable time in High Point during each Market," added Bassett.

"As an exhibitor, I fully support this decision and see it as a positive thing," commented Jeff Scheffer, president of Universal Furniture and vice-chairman of the Market Authority Board. "I think this is a way to take any negativity out of the end of Market, giving us five really strong days."



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“Scan data shows that few buyers attend Market on the final Thursday,” said Market Authority president Tom Conley. “The cost-savings from an operations standpoint will be minimal, but we heard the call for this from both the buyers and the exhibitors, so I’m glad the Board has listened and responded with an informed decision.”

Dates for the Fall 2015 Market remain unchanged, opening on Saturday, October 17, and closing at 5:00pm on Thursday, October 22. Market dates for 2016 will now be April 16 – 20 in the Spring and October 22 – 26 in the Fall. 2017 Market dates will be April 22 – 26 and October 14 – 18. The official hours of operation will remain the same each day, opening at 8:00am and closing at 7:00pm.

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.

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