



HIGH POINT MARKET AUTHORITY

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High Point Market Refreshes Media Center, Adds Industry Partners for Fall Market 2015

High Point, NC, August 6, 2015 – The High Point Market Media Center has long been a consistent resource for media coming to Market to write their stories, network with exhibitors and get a leg-up on the latest trends. This upcoming Fall Market (October 17 – 22, 2015), press attendees will be excited to see a fresh approach and updated look – complete with a new name – when they arrive in High Point.

The High Point Market Authority has teamed up with three industry associations to design the new center, dubbed MediaLink. These three associations - the American Home Furnishings Alliance (AHFA), the American Society of Furniture Designers (ASFD) and the American Society of Interior Designers (ASID) – will all have a presence in MediaLink, with the goal of providing press attendees with access to a wealth of industry news and knowledge.

“Our goal with these three partnerships is to equip media coming to Market with the resources they need and want to tell the important stories impacting the home furnishings industry,” notes Tom Conley, president of the High Point Market Authority. “High Point Market provides the largest opportunity for media and buyers to see new products and upcoming trends first-hand. The new MediaLink will provide quick and easy access to this information, while also being a resource for other stories impacting this multi-billion dollar industry.”

Pat Bowling, vice president of communications for AHFA, said, “The size and complexity of the High Point Market make it both exhilarating and challenging for journalists. AHFA has always strived to provide resources that make it easier for writers to identify and cover the Market’s top trends, and our presence in the new MediaLink aligns well with that mission.”

In addition to the Collaboration Center, the area where the association partners will be stationed, MediaLink visitors can expect to find many updated features and hi-tech touches. The press kits will remain as a focal point, but the area will now include on-site access to online exhibitor profiles – complete with contact information, company descriptions, downloadable product images and more. Several screens will make access to information readily available, including real-time social media feeds and a digital archive of new products debuting at Market. And for those simply needing a space to hammer out and submit a story before deadline, several dedicated, hard-wired work stations will be added throughout.

Randy Fiser, chief executive officer for ASID, said, “This has been a very exciting project to work on. All of the partners agree that promoting the industry is paramount and a win-win for everyone involved. We look forward to seeing how the media responds to the space.”



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John Conrad, executive director of ASFD, adds, “The home furnishings industry has a rich history and an amazing story to tell. There is no better place than the High Point Market to tell that story. ASFD continually archives design history, and MediaLink is a wonderful platform to share those facts and stories. We are thrilled to be a part of this undertaking.”

MediaLink opens to press attendees on Friday, October 16, at 7:00am. It is located in the High Point Theatre, in the Transportation Terminal.

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 the American Home Furnishings Alliance (AHFA)

The American Home Furnishings Alliance (www.ahfa.us) is the voice of the U.S. residential furniture industry, representing companies large and small, public and private, domestic and import. We are committed to promoting the growth and global leadership of our member companies, which include more than 200 manufacturers and importers of indoor and outdoor home furnishings products. AHFA also has a division of over 150 suppliers to the home furnishings industry worldwide. These “Solution Partners” offer manufacturing equipment, machinery and component parts, as well as legal, marketing, compliance, transportation and logistics services.

About the American Society of Furniture Designers (ASFD)

The American Society of Furniture Designers (ASFD) is dedicated to excellence, innovation, education and originality in Furniture Design. Serving as the unified voice of the Furniture Design community, ASFD advocates professional practice and integrity, promotes the value of good design to the furnishings industry and strives to support, motivate and inspire the designers of tomorrow through mentorship and scholarship programs. ASFD - touching lives by design.

Founded in 1981, ASFD is an international, non-profit, professional organization dedicated to advancing, improving and supporting the profession of furniture design and its positive impact in the marketplace. Professional Members specialize in the design of residential and contract furnishings and accessories. Membership includes both American and International professional designers, trade affiliates and associates, professors and furniture design students. Corporate Members include suppliers of products and services to the industry and furniture manufacturing companies who wish to support the goals and objectives of the Society. Learn more at www.asfd.com.

About the American Society of Interior Designers (ASID)

The American Society of Interior Designers (ASID) believes that design transforms lives. ASID serves the full range of the interior design profession and practice through the Society’s programs, networks, and advocacy. We thrive on the strength of cross-functional and interdisciplinary relationships among designers of all specialties, including workplace, healthcare, retail and hospitality, education, institutional, and residential. We lead interior designers in shared conversations around topics that matter: from evidence-based and human-centric design to social responsibility, well-being, and sustainability. We showcase the impact of design on the human experience and the value interior designers provide.

ASID was founded 40 years ago when two organizations became one, but its legacy dates back to the early 1930s. As we celebrate nearly 85 years of industry leadership, we are leading the future of interior design, continuing to integrate the advantages of local connections with national reach, of small firms with big, and of the places we live with the places we work, play, and heal. Learn more at www.asid.org.

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