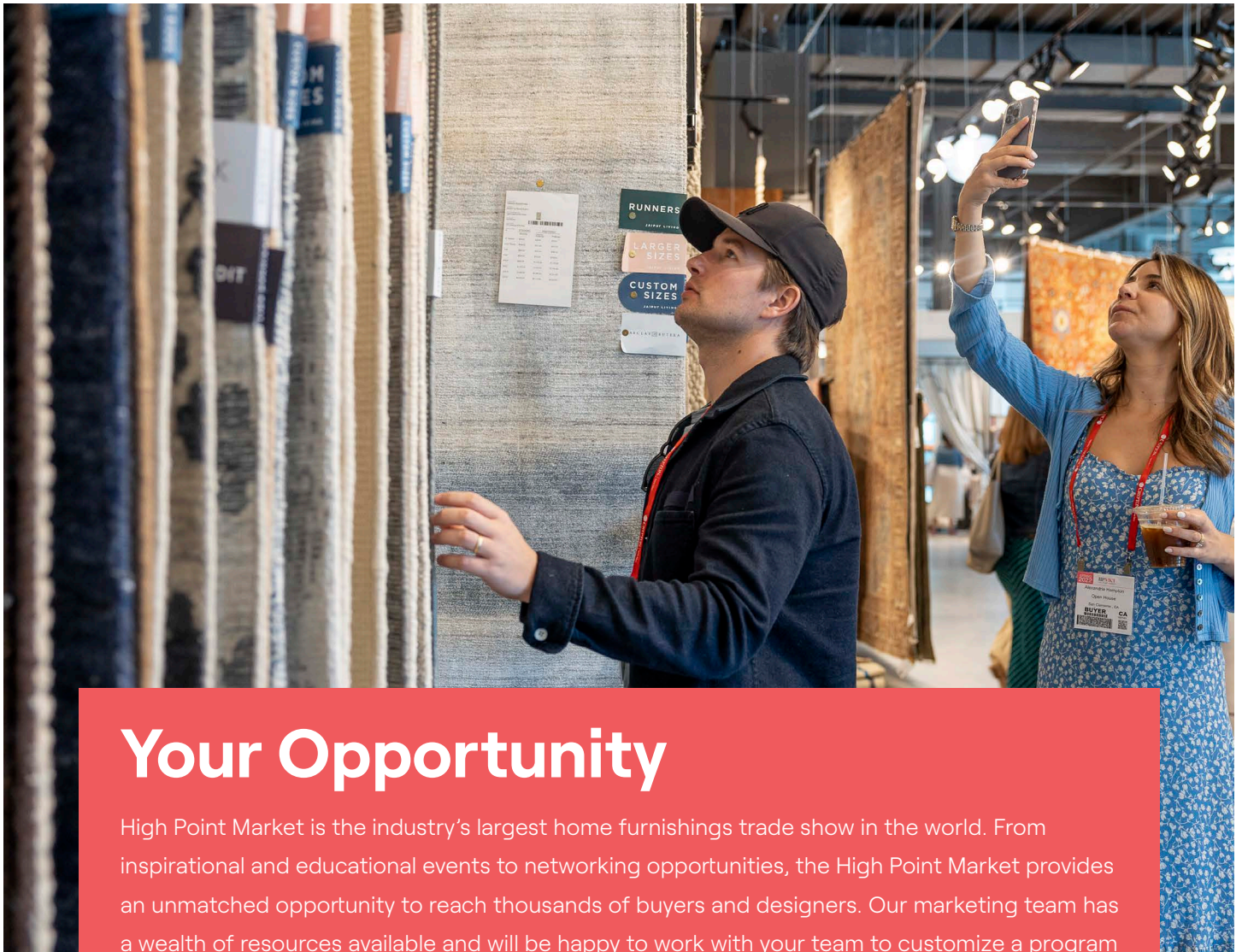


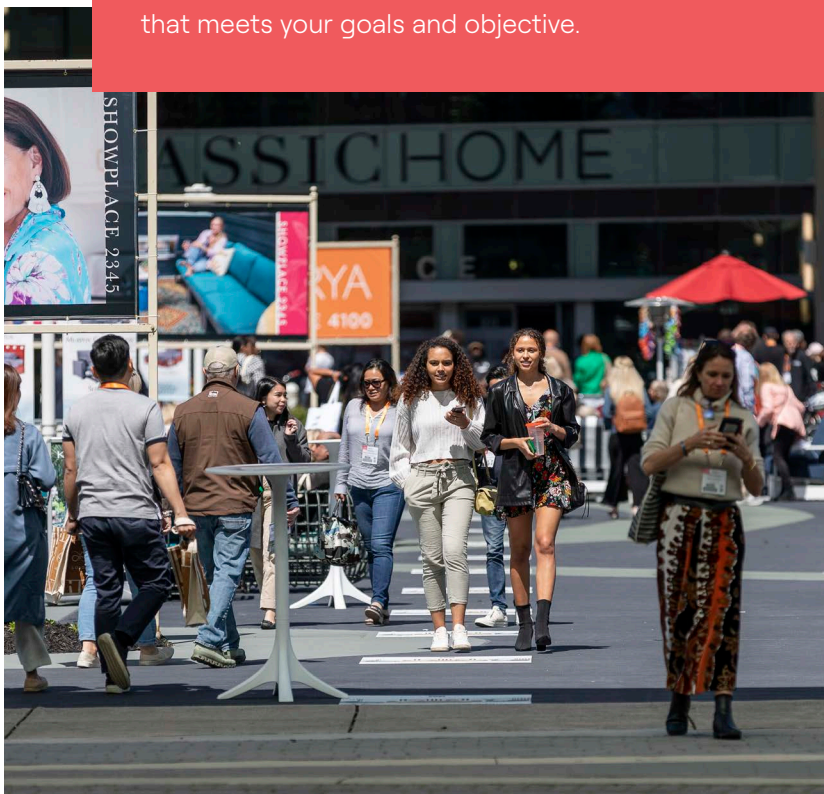


2022 | Sponsorship & Advertising Opportunities



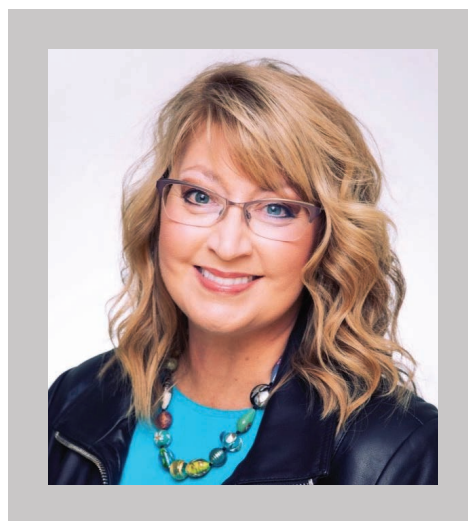
Your Opportunity

High Point Market is the industry's largest home furnishings trade show in the world. From inspirational and educational events to networking opportunities, the High Point Market provides an unmatched opportunity to reach thousands of buyers and designers. Our marketing team has a wealth of resources available and will be happy to work with your team to customize a program that meets your goals and objective.





Sales Contact



Stephanie Jonas



336.888.3213



stephanie@highpointmarket.org



highpointmarket.org

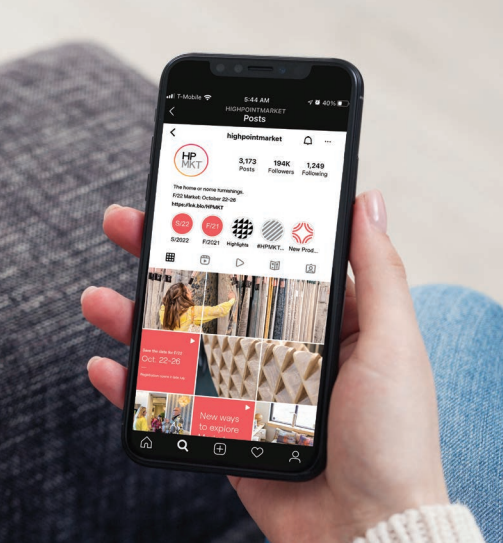


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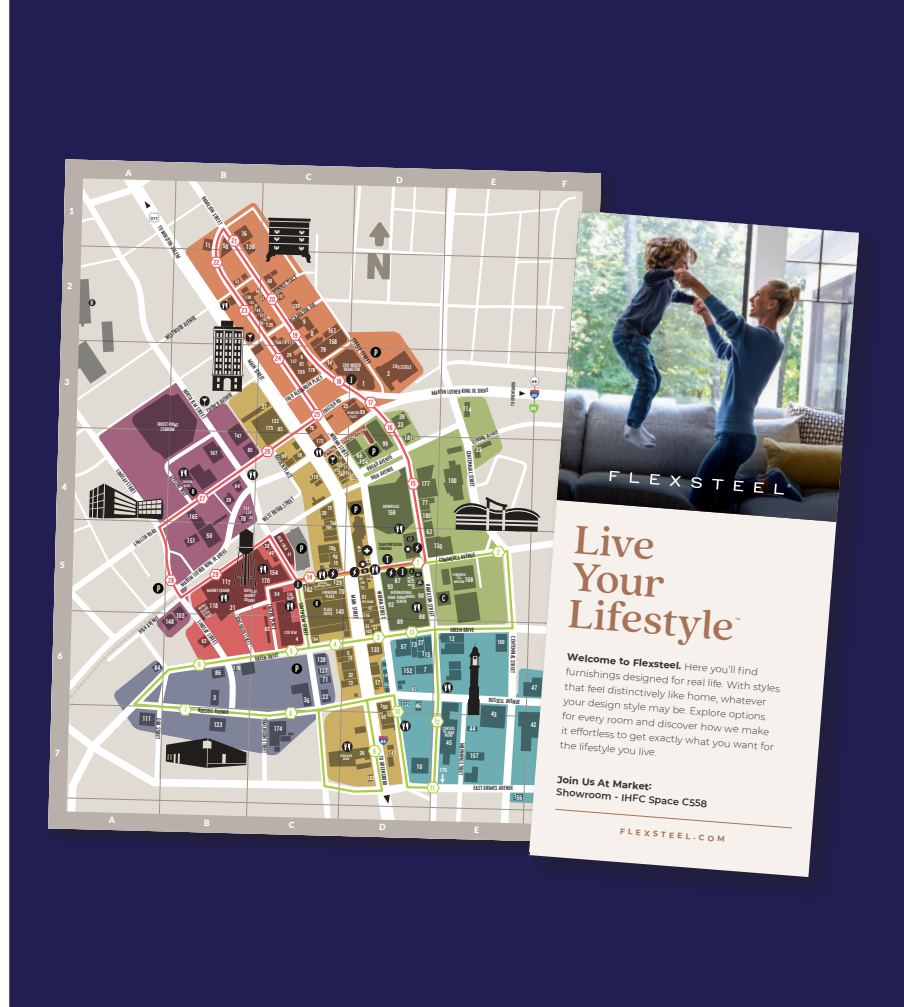
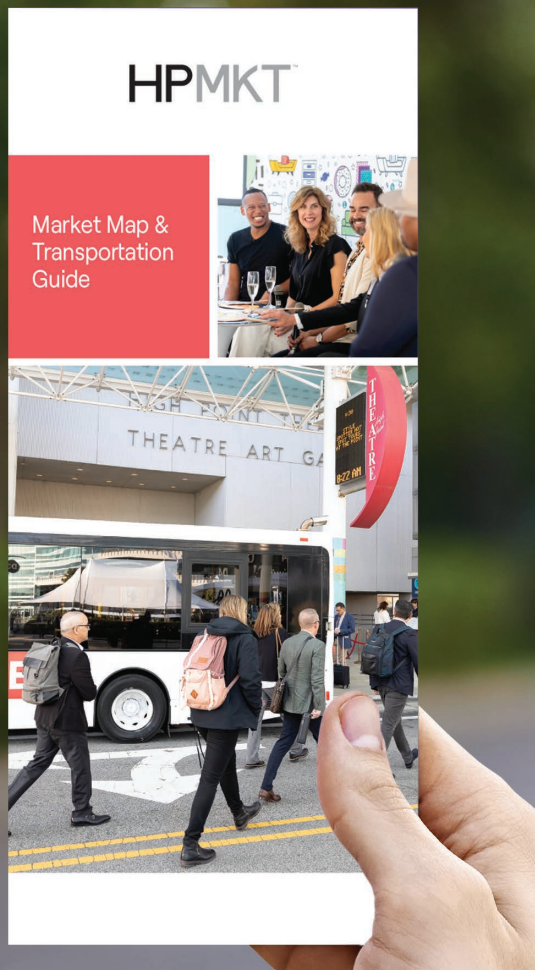
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Market Map & Transportation Guide

With over 12 million square feet of show space and more than 2,000 exhibitors to visit, the Market Map & Transportation Guide is a must-have for Market attendees. Includes shuttle schedules, a listing of showroom buildings, and an overview of the Market district, this guide is distributed at information booths, showrooms, hotels, and on airport shuttles.



DEADLINE

August 9, 2022



COST

\$8,500 per ad

See page 21 for specifications



Market Bag Distribution

Have your branded tote bags distributed to Market attendees on hotel shuttles, at information booths, and in the International Buyers Center.



DEADLINE

August 5, 2022



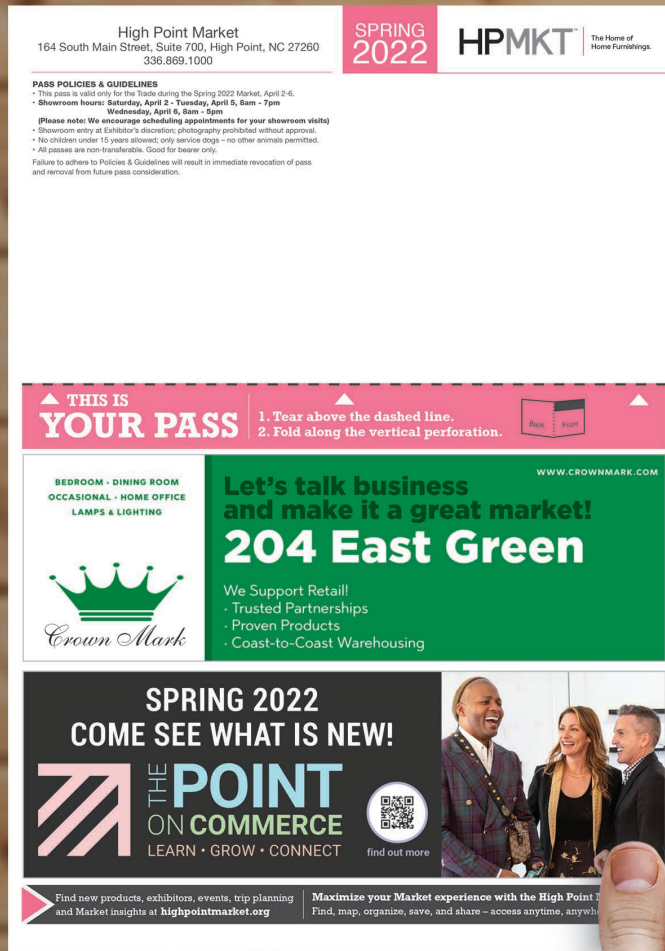
COST

\$5,000



QUANTITY

2,000



Registration Market Pass

The Market Pass is a great opportunity to get your brand in front of thousands of Market attendees who register, including Domestic and International Buyers, Designers, Media, Exhibitors, and VIP Guests of the Market. You can elevate your brand visibility, increase traffic to your showroom, and drive lead generation.



DEADLINE

June 3, 2022



COST

\$10,000 per ad

See page 21 for specifications



Solar-Powered Charging Lockers

These solar-powered charging lockers provide secure and reliable charging solutions that keep Market guests connected. They offer a unique customer engagement and provide a much needed and appreciated service. Market guests will feel more comfortable and confident knowing that each locker includes UV-C sanitizing lights that disinfects their mobile devices while they are charging. The UV light modules kill 99% of all germs and bacteria. Charging lockers will be positioned in high-visibility areas located near outdoor seating for convenience. Specifically engineered to resist the elements – withstands rain, wind, heat and cold.

Sponsorship offered: Branding and custom graphics for four solar-powered charging lockers. Includes a featured video or a carousel of images on our monitor charging station located within the Transportation Terminal.



DEADLINE

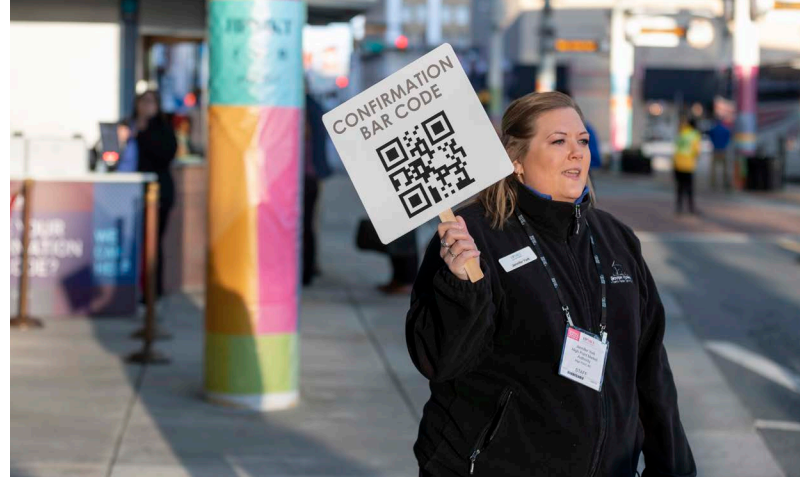
August 15, 2022



COST

\$10,000

[See page 21 for specifications](#)



Go-Anywhere Vans

Market guests use our free Go-Anywhere service to reach any destination within a 6-mile radius of the Transportation Terminal that is not served by our Downtown Shuttles. These vehicles blanket the Market district, thereby guaranteeing that your message will be seen throughout the High Point area.

Sponsorship offered: Vehicle window decals for 10 vans with your company's customized message.



DEADLINE

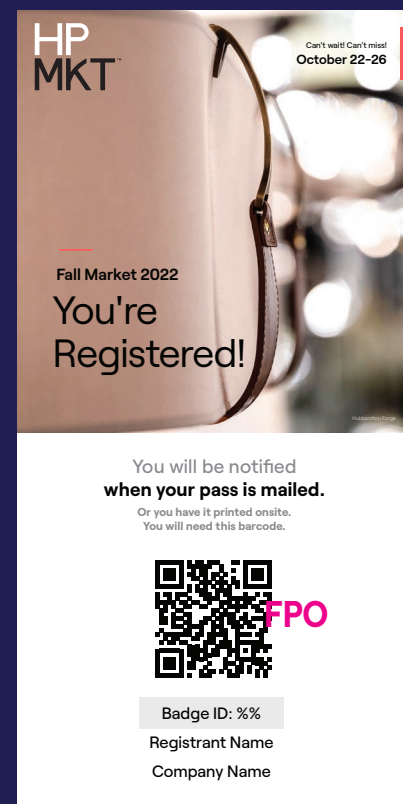
August 5, 2022



COST

\$9,000

Specifications vary depending on sponsorship customization.



Registration & Confirmation Email Banners

Digital communications are highly effective for reaching the Market's target audiences. The High Point Market sends registration and confirmation emails to over 300,000 Domestic and International retailers and designers. .



DEADLINE

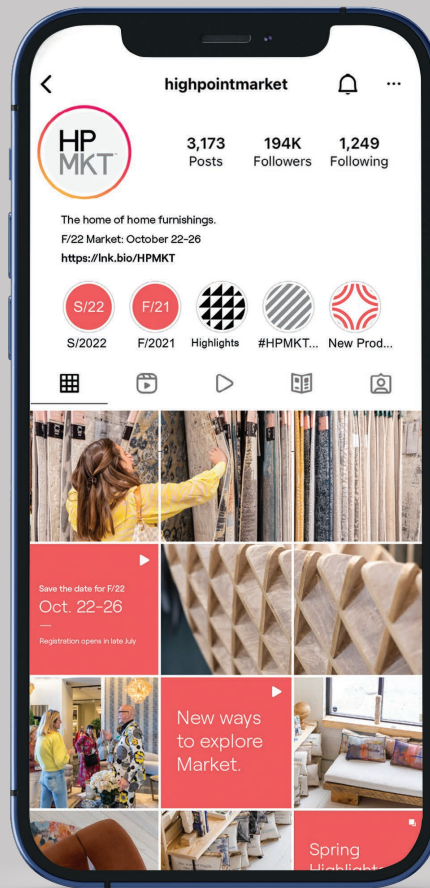
June 3, 2022



COST

\$5,000

See page 21 for specifications



Premier Social Package

Share new product and collection launches, licensee partnerships, or events straight from your showroom with the High Point Market audience via a 20-25 minute Instagram Live video. Promotion includes a “Save the Date” teaser. The video will be featured on the High Point social channels including Instagram, IGTV, and Facebook.



DEADLINE

August 8, 2022



COST

\$2,500



SOCIAL REACH

300,000

See page 21 for specifications



Digital Outreach Program

Connect and engage your brand with style leaders, industry influencers, retailers and interior design professionals with digital advertising through High Point Market. Reach this qualified audience with relevant branded ads that deliver strong results for increased awareness, website traffic and lead generation. Perfect opportunity to promote new collections, launches, and events leading up to Market.



DEADLINE

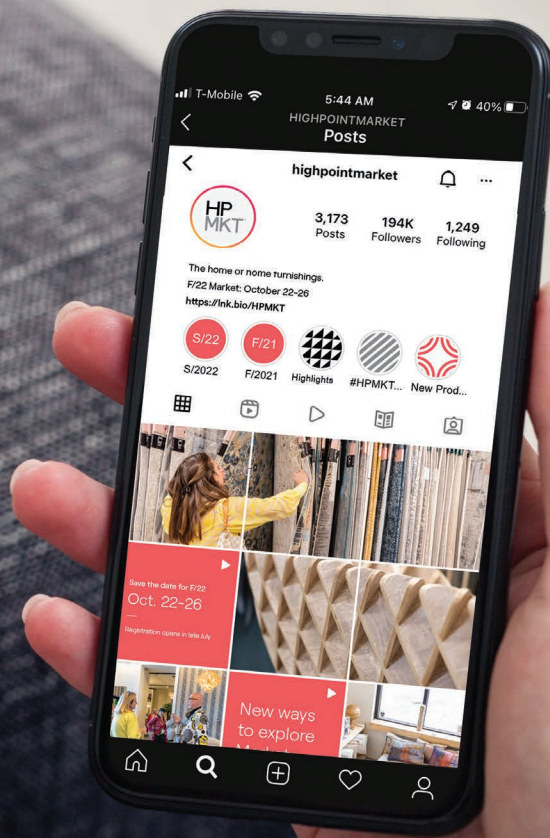
One week prior to desired launch date



COST

\$2,500 for 35,000 impressions
 \$4,500 for 70,000 impressions
 \$6,000 for 100,000 impressions

See page 21 for specifications



Instagram Post(s)

Promote your product images and showroom on the official High Point Market Instagram channel to over 194,000 followers.



DEADLINE

August 8, 2022



COST

\$750 per post

See page 21 for specifications



Sponsored Content

Get your brand message in front of buyers, designers, manufacturers, and other industry professionals on the official High Point Market website with a sponsored article or video. It's a persuasive way to tell people more about what you do and what you have to offer.



DEADLINE

July 11, 2022



COST

\$1,200

[See page 21 for specifications](#)



International Buyers Center

Located in the High Point Theatre next to the Transportation Terminal, this active venue is home to all International buyers. This sponsorship is an excellent choice for exhibitors who wish to reach and strengthen relationships with these important Market guests. Breakfast and Lunch sponsorships available. Call for details.



DEADLINE

August 8, 2022



COST

Call for details



Design Influencers Tour

Through this exclusive sponsorship you can bring ten top-quality, hand-picked influencers into your showroom for a presentation and tour. This program provides sponsoring exhibitors the opportunity to gain valuable online and onsite exposure with a guaranteed mention by each influencer on their digital and social channels. Promotion leading up to Market and up to 60 days post Market. Logo placement included on Highpointmarket.org.

Get extended exposure with the influencer team by sponsoring a luncheon or the closing reception. Limited availability, first-come, first-served.



DEADLINE

August 1, 2022



COST

\$4,500 Showroom tour

\$5,000 Showroom tour plus luncheon
(Sunday or Monday)

\$5,500 Closing reception (Sunday)



Insider's Tour

Designed by industry insiders, the High Point Insider's Tour will show new buyers how to maximize their time as a business-building, connection-making, and inspirational experience. Up to five tours take place on the opening day of Market, beginning with a kick-off breakfast and closing with a reception. This one-day journey gives new buyers access to top-notch showrooms, educational and social events, networking opportunities, and valuable insights from their veteran Market guides.



DEADLINE

August 2, 2022



COST

\$7,500 Kick Off Breakfast
\$7,500 Closing Reception



Water Distribution

Your company logo and message will be featured on water bottles and water barrels located in the Transportation Terminal.



DEADLINE

September 7, 2022



COST

\$7,500



The Point

Located in the highly foot-trafficked Market district, The Point offers Market guests access to inspirational and educational seminars and panel discussions, valuable peer-to-peer networking, and other services designed to enhance their Market experience. Host a roundtable and sponsor a luncheon or social following your discussion.

Roundtables offered: Saturday-Monday, 10am-11am and 2pm-3pm.



DEADLINE

July 18, 2022



COST

\$2,500



Concerts, VIP Lounge, and Events

The High Point Market offers sponsorship opportunities for our concert and event nights. Held after hours on Saturday and Sunday evening, this tradition lets Market-goers relax and have fun after a busy day. This is a great opportunity for a VIP branding opportunity.



DEADLINE

July 20, 2022



COST

Call for all available packages

SPECIFICATIONS

MARKET MAP & TRANSPORTATION GUIDE

Trim: 4" W x 9" H

Bleed: .125" all sides

Live Area: 3.75" W x 8.75" H

Accepted File Types

PDFX1A

See p.20 for settings

REGISTRATION MARKET PASS

Large Ad

Ad Size: 7.75" W x 2.5" H

Accepted File Types

PDFX1A

See p.20 for settings

SOLAR-POWERED CHARGING LOCKERS

29" W x 28" D x 8' H (to bottom of solar panels)

Accepted File Types

PDFX1A

Mp4 for video monitor screen

See p.20 for settings

REGISTRATION & CONFIRMATION EMAILS BANNER

540px W x 150px H

Accepted File Types

72 dpi jpg

DIGITAL OUTREACH PROGRAM

Leaderboard: 728px W x 90px H

Mobile Leaderboard: 320px W x 50px H

Wide Skyscraper: 160px W x 600px H

Billboard: 970px W x 250px H

Medium rectangle: 300px W x 250px H

Half Page: 300px W x 600px H

Accepted File Types

Accepted file types: .png, .jpg or .gif

INSTAGRAM POST

1080px W x 1080px H

Accepted File Types

72 dpi jpg

SPONSORED CONTENT

Specifications: Article: Up to 500 words with hi-res images.

Accepted File Types

Video (mp4) + teaser copy up to 75 words

SPECIFICATIONS

PDFX1A Settings For Print

The screenshot shows the 'Export Adobe PDF' dialog box with the following settings:

- Adobe PDF Preset:** [PDF/X-1a:2001] (modified)
- Standard:** PDF/X-1a:2001
- Compatibility:** Acrobat 4 (PDF 1.3)
- Compression:**
 - Color Images:** Bicubic Downsampling to 330 pixels per inch, for images above 330 pixels per inch. Compression: ZIP, Image Quality: 8-bit, Tile Size: 128.
 - Grayscale Images:** Bicubic Downsampling to 330 pixels per inch, for images above 330 pixels per inch. Compression: ZIP, Image Quality: 8-bit, Tile Size: 128.
 - Monochrome Images:** Bicubic Downsampling to 330 pixels per inch, for images above 330 pixels per inch. Compression: CCITT Group 4.
- ☒ Compress Text and Line Art
- ☒ Crop Image Data to Frames

High Quality Print Settings For Digital Publication

The screenshot shows the 'Export Adobe PDF' dialog box with the following settings:

- Adobe PDF Preset:** [High Quality Print] (modified)
- Standard:** None
- Compatibility:** Acrobat 5 (PDF 1.4)
- Compression:**
 - Color Images:** Bicubic Downsampling to 150 pixels per inch, for images above 150 pixels per inch. Compression: Automatic (JPEG), Image Quality: High, Tile Size: 128.
 - Grayscale Images:** Bicubic Downsampling to 150 pixels per inch, for images above 150 pixels per inch. Compression: Automatic (JPEG), Image Quality: High, Tile Size: 128.
 - Monochrome Images:** Bicubic Downsampling to 150 pixels per inch, for images above 150 pixels per inch. Compression: CCITT Group 4.
- ☒ Compress Text and Line Art
- ☒ Crop Image Data to Frames