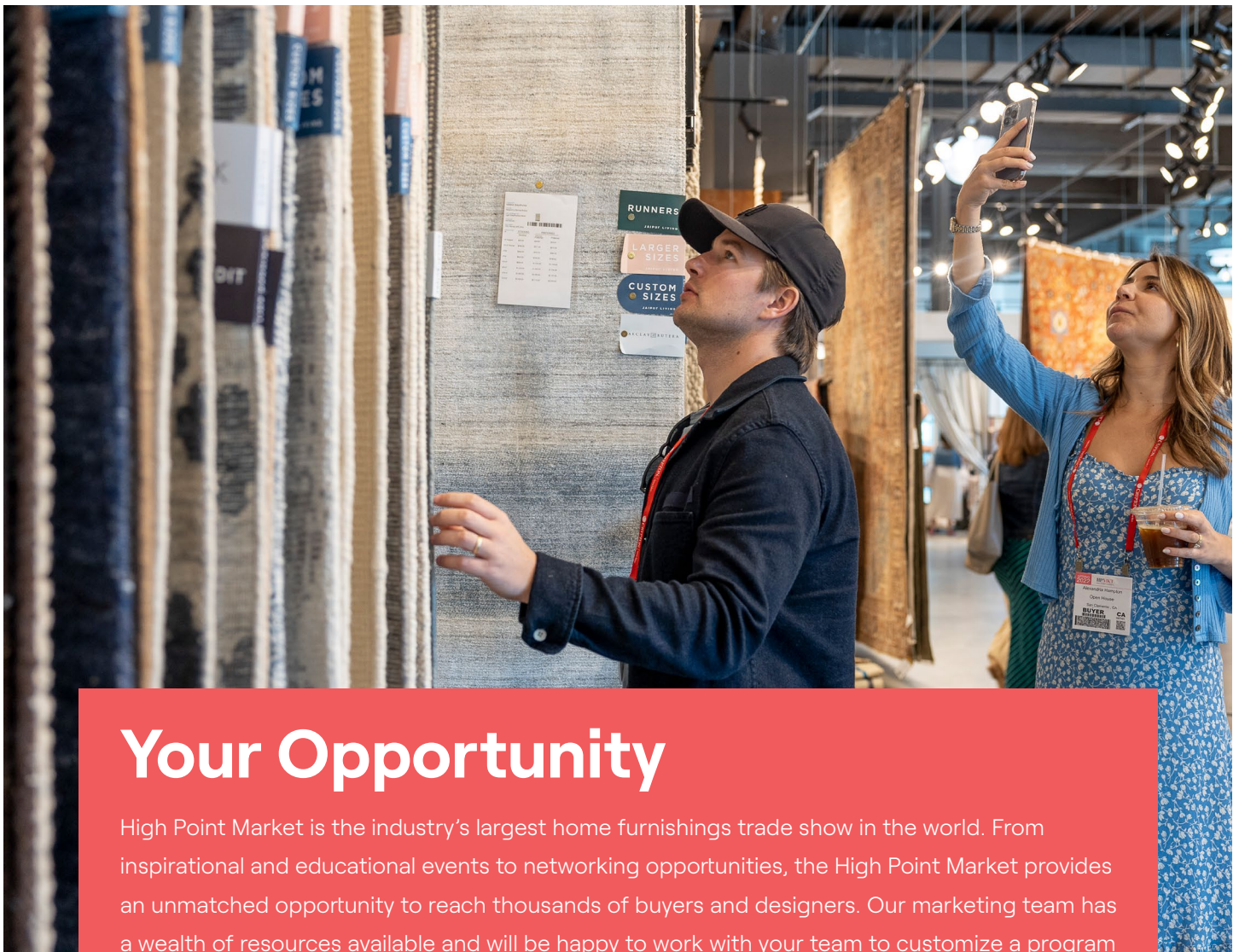




## 2023 | Sponsorship & Advertising Opportunities

**HPMKT**  
High Point Market®

The Home of  
Home Furnishings.



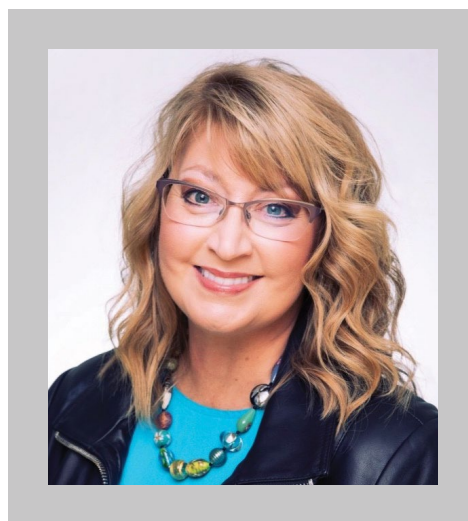
# Your Opportunity

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**



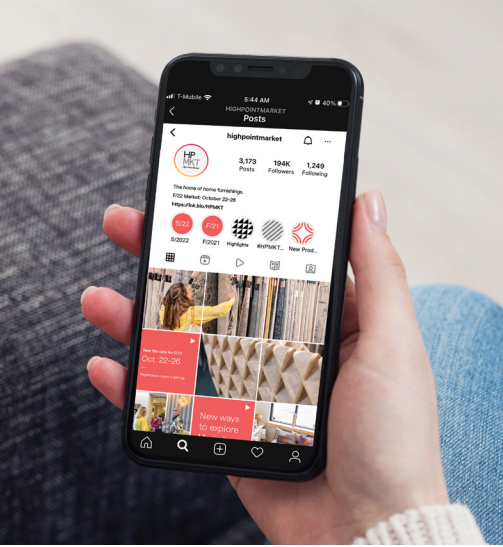
336.888.3213



stephanie@highpointmarket.org



highpointmarket.org



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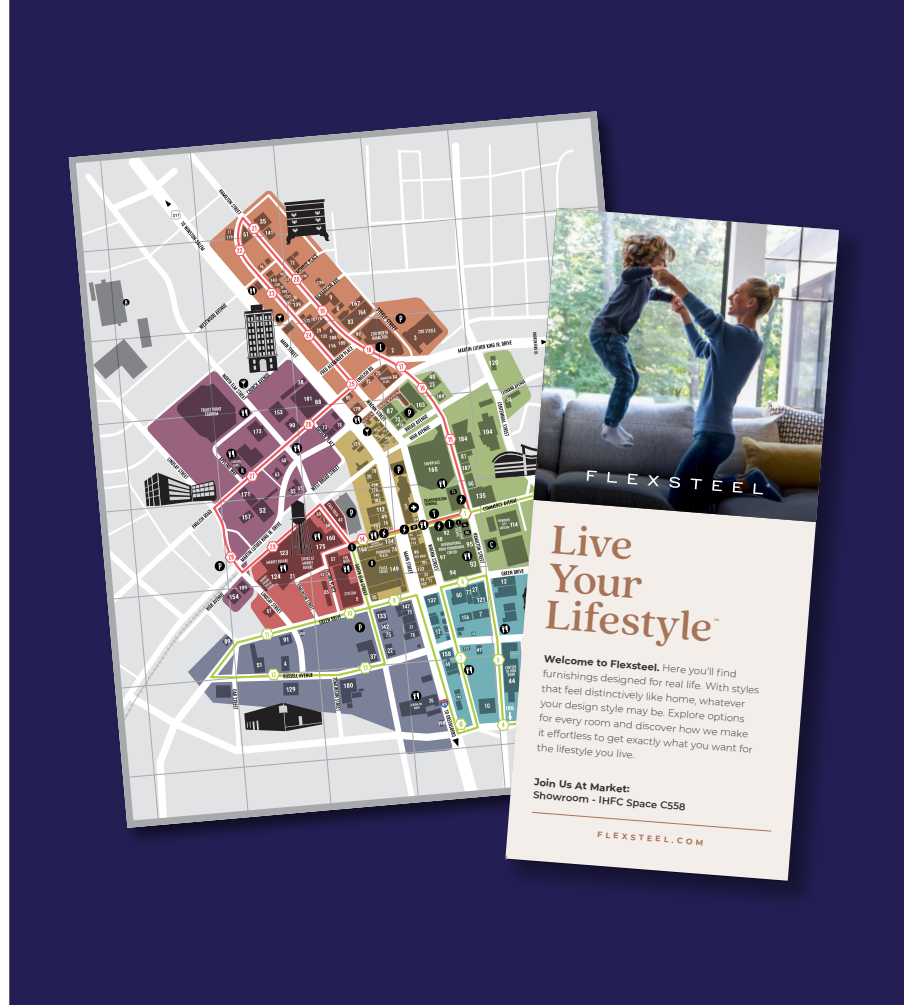
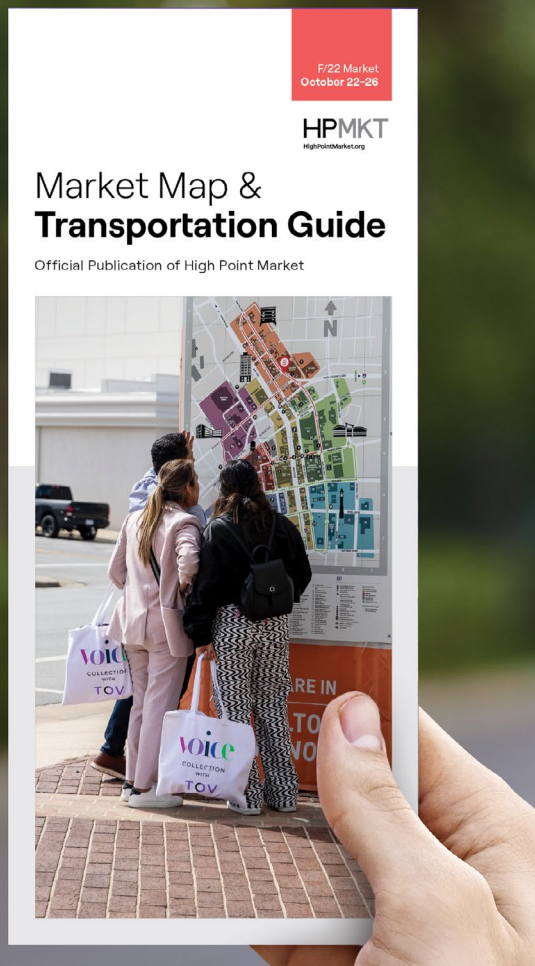
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# Market Map & Transportation Guide

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

February 13, 2023



COST

\$8,500 per ad

See page 22 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

March 1, 2023



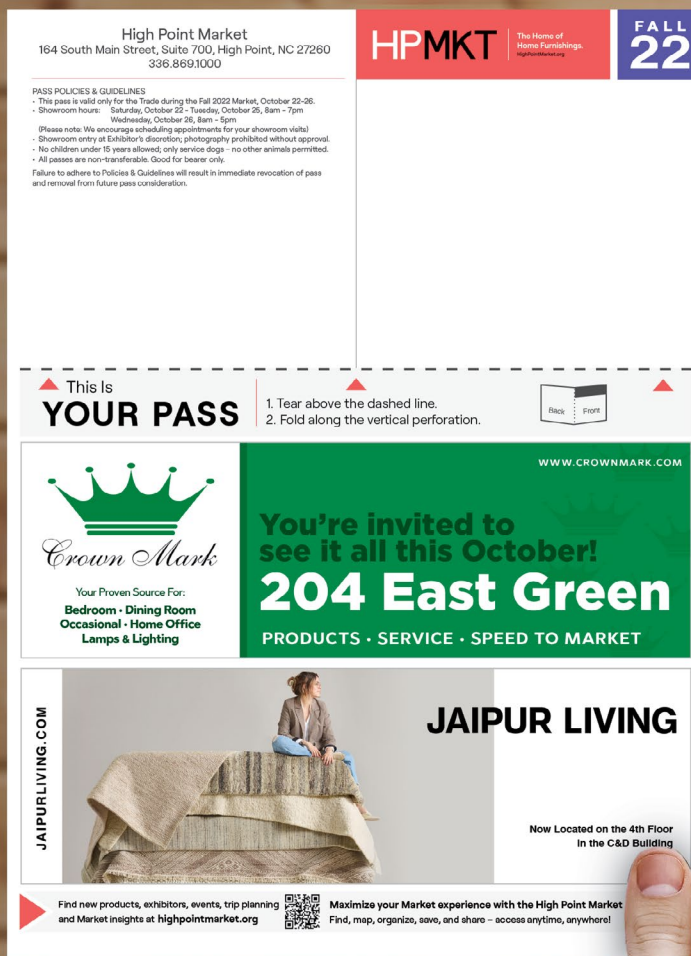
COST

\$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

December 9, 2022



COST

\$10,000 per ad

See page 22 for specifications

## Can't Wait! Can't Miss!

Energizing Inspiration. Industry Connections. Invaluable Insight.  
Let's talk High Point Market Registration.

Official registration materials enclosed.

F/22 Market  
October 22-26

HPMKT  
High Point Market

High Point Market delivers the up-and-coming to the here and now. Tap into ideas and inspiration at the source and experience long-lasting impacts for you and your business.



Register before October 7,  
save \$30 and get your pass  
mailed before your arrival.

Visit [registration.highpointmarket.org](https://registration.highpointmarket.org) and login with  
this User ID + Password

User ID

Password

Please note: If you register after October 7 but before online  
registration closes on October 19 at 5pm ET, your free passes can be  
picked up upon arrival at Market. There is a \$30 processing fee for each  
pass you request onsite.

**Planning your trip?** Make it easier by contacting Travel Quest, Inc. for  
expert guidance on local hotels, including the best rates for your budget.  
Email: [hpmarket@travelquestinc.com](mailto:hpmarket@travelquestinc.com) | Phone: 336.434.3867

# Registration Mailing Insert

Sponsor will have the opportunity to reach High Point Market buyers and industry professionals via an insert included in the official High Point Market registration Market Pass mailings.



MAILING INSERT

January 5, 2023



COST

\$7,250

\*Includes printing and insertion. Sponsor is responsible for providing final artwork.

\*\*See page 22 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

March 8, 2023



COST

\$10,000

[See page 22 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

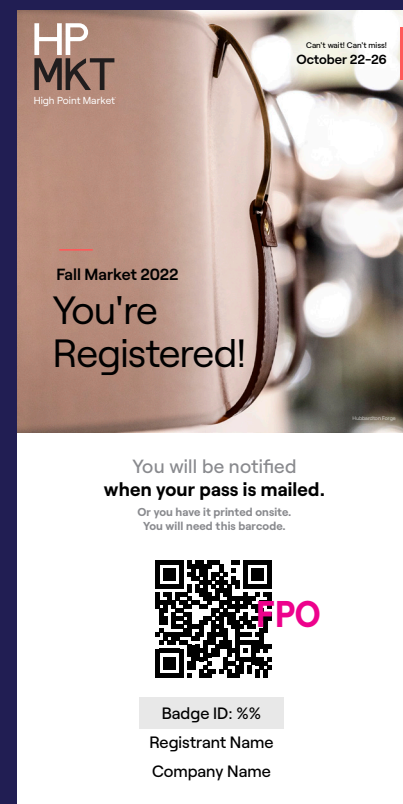
March 1, 2023



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

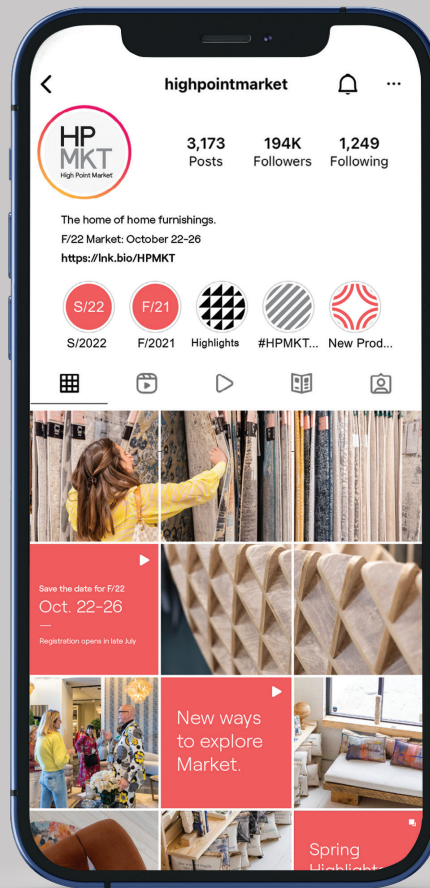
December 2, 2022



COST

\$5,000

See page 22 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

February 27, 2023



COST

\$2,500



SOCIAL REACH

300,000

See page 22 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

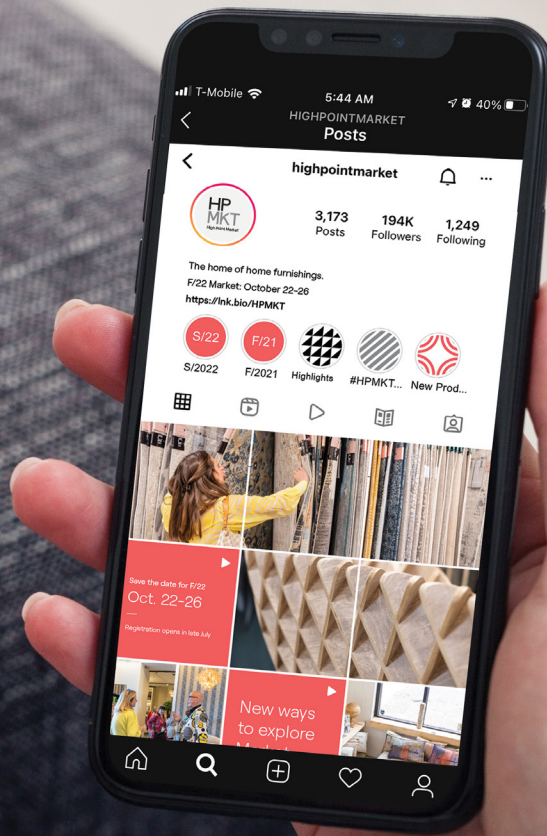
One week prior to desired launch date



COST

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

See page 22 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

March 1, 2023



COST

\$750 per post

See page 22 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

March 1, 2023



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 reception. Limited availability, first-come, first-served.



DEADLINE

February 23, 2023



COST

\$5,000 Showroom tour

\$5,500 Showroom tour plus luncheon  
(Sunday or Monday)

\$5,500 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

March 1, 2023



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

February 27, 2023



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

January 18, 2023



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

January 18, 2023



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.22 for settings

## REGISTRATION MAILING INSERT

**Trim:** 3.5" W x 8.5" H, 2-sided flat sheet

**Bleed:** .125" all sides

**Live Area:** 3.25" W x 8.25" H

### Accepted File Types

PDFX1A

See p.22 for settings

## REGISTRATION MARKET PASS

### Large Ad

**Ad Size:** 7.75" W x 2.5" H

### Accepted File Types

PDFX1A

See p.22 for settings

## SPONSORED CONTENT

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

### Accepted File Types

Video (mp4) + teaser copy up to 75 words

## 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.22 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

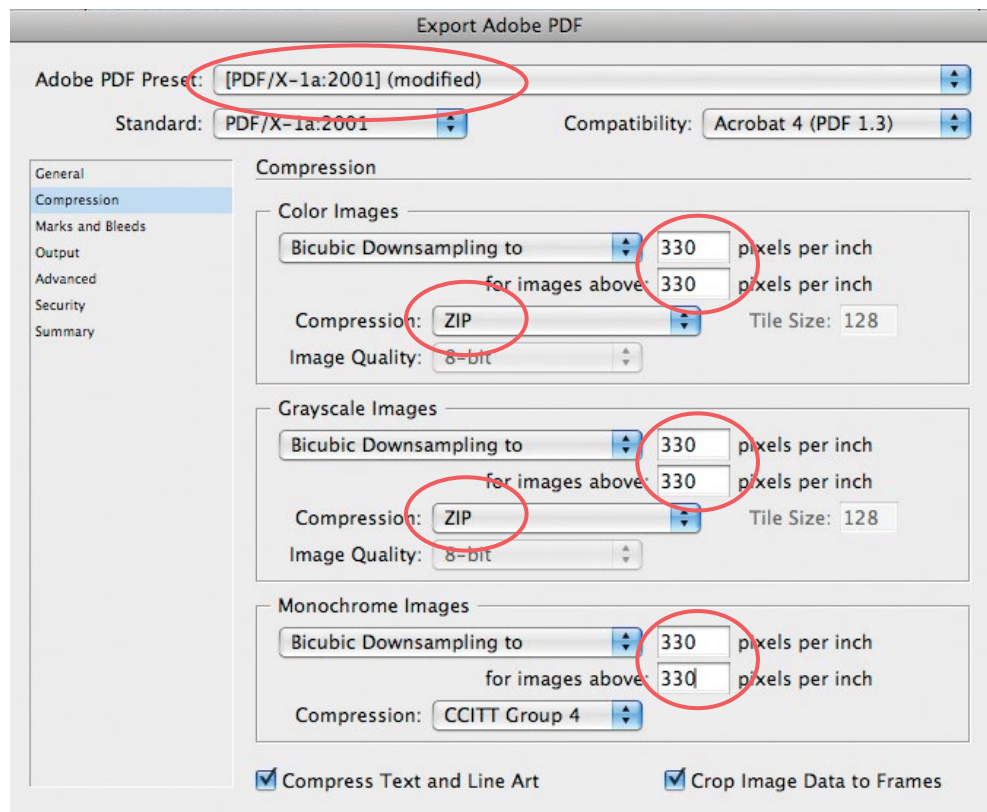
1080px W x 1080px H

### Accepted File Types

72 dpi jpg

# SPECIFICATIONS

## PDFX1A Settings For Print



Export Adobe PDF

Adobe PDF Preset: [PDF/X-1a:2001] (modified)

Standard: PDF/X-1a:2001

Compatibility: Acrobat 4 (PDF 1.3)

General

Compression

Marks and Bleeds

Output

Advanced

Security

Summary

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

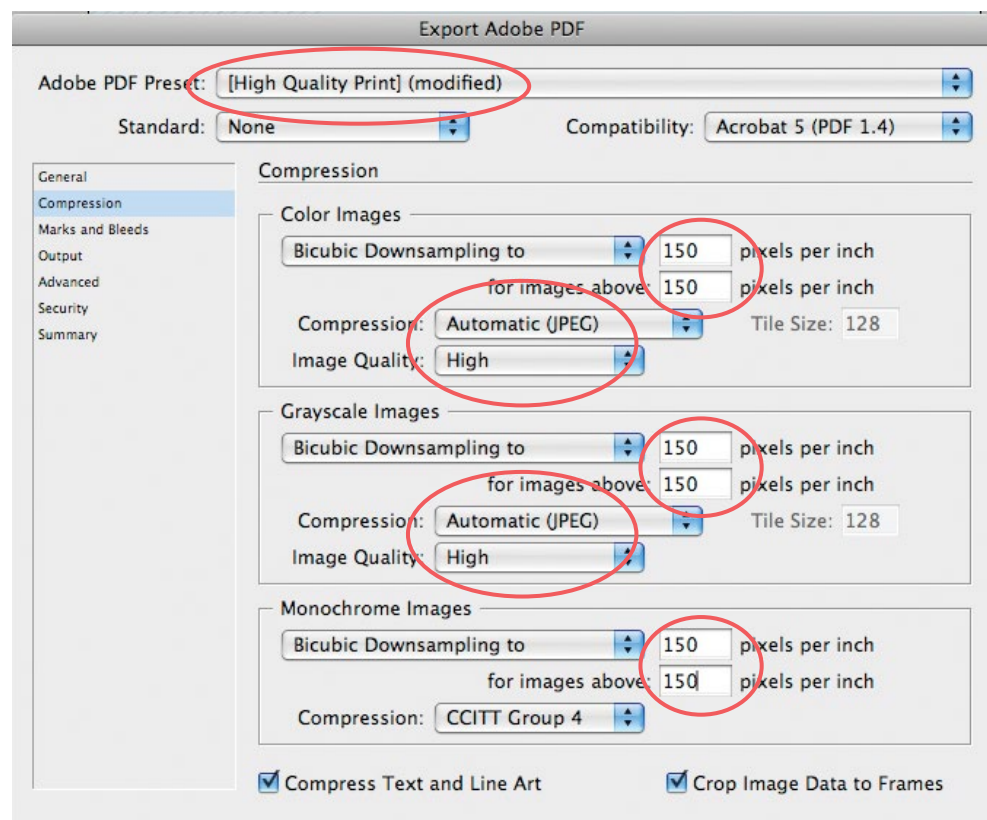
for images above 330 pixels per inch

Compression: CCITT Group 4

☒ Compress Text and Line Art

☒ Crop Image Data to Frames

## High Quality Print Settings For Digital Publication



Export Adobe PDF

Adobe PDF Preset: [High Quality Print] (modified)

Standard: None

Compatibility: Acrobat 5 (PDF 1.4)

General

Compression

Marks and Bleeds

Output

Advanced

Security

Summary

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