

SALON

Ground Floor,
Suites at Market Square

The premier destination for design-inspired home furnishings

SALON continues to be the go-to destination for what's fresh and new at High Point Market, consisting of a juried selection of style-setters.

Located on the ground floor of the Suites at Market Square, SALON is easy to shop and High Point Market's only temporary exhibit building. Retailers, designers and media visit every market to see the latest design-driven furniture, lighting, wall art, home textiles, and decorative accessories.

Each company featured in SALON is carefully vetted and hand-selected. We scour the planet to find the newest and finest home furnishings companies, providing buyers with new resources and the latest products each market.



Fashion Interiors Manufacturing



Loll Designs



Bodrum Linens

To find out more about the application process please contact:

Angie Carter | Executive Director of Tradeshow Sales
336.888.3728 · acarter@ANDMORE.com
HighPointMarketANDMORE.com

HIGH POINT MARKET
ANDMORE

Fall Market
October 14 – 18, 2023

Spring Market
April 13 – 17, 2024

SALON

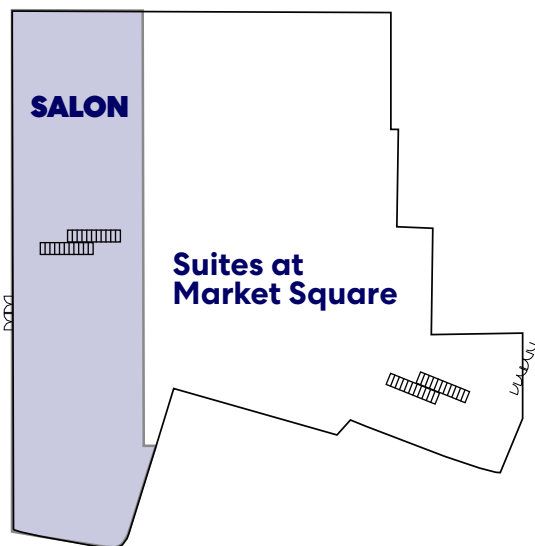
Ground Floor, Suites at Market Square

QUALIFICATIONS:

- Product that appeals to medium to higher-end retailers and designers
- Showroom build out required
- Booth must materially change every market
- Approval by jury
- Paid advertising with IMC to support Salon marketing is required

BOOTH PACKAGES INCLUDE:

- No additional drayage costs within designated time frame, per exhibitor manual.
- Non-Union facility
- Hard walls 10' high, not pipe and drape
- LED track lighting in booths for flexible lighting options
- Polished concrete floors with neutral colored carpet along the aisles
- Free standard electric
- Complimentary empty box storage during Market
- Complimentary booth signage with your company's name
- Complimentary listing in print and online directories if signed prior to deadlines
- Mandatory advertising packages starting at \$1,500 to complement the most comprehensive marketing support by any High Point building owner
- Free limited public/unsecured internet access

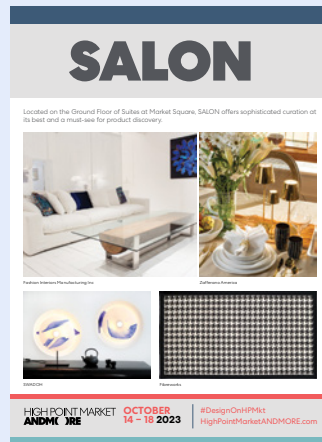


ANDMORE MARKETING CAMPAIGN & BUYER OUTREACH:

As an exhibitor, you will not only benefit from the extensive ANDMORE marketing campaign we conduct each market, but you will also be a part of a dedicated campaign exclusively for ANDMORE High Point properties. Opportunities for Fall 2023 High Point Market:

PRINT ADVERTISING

- Dedicated ads in Market Previews, Resource Guide and Trade Publications.



DIGITAL

- Eblast to ANDMORE's Buyer list reaching 60,000 retailers and designers with a dedicated mention leading up to Market.
- Information included in High Point Market Exhibitor Directory at highpointmarket.org.
- Destination Promotion on ANDMORE's website: HighPointMarketANDMORE.com.

ON-SITE SIGNAGE/ ADVERTISING

- Signage promoted throughout Market.
- Opportunity to participate in ANDMORE paid sponsorship programs.

SOCIAL MEDIA

- Coverage before and during market on ANDMORE's #DesignOnHPMKT social channels including [Instagram](#), [Facebook](#), [YouTube](#) and [Pinterest](#).
- Potential inclusion in videos during market which are promoted on social media and buyer eblasts.

TRENDWATCH PROGRAM

- Opportunity to submit products for jury consideration in ANDMORE's trend program which includes product displays, seminar, tour, signage and collateral.

MARKET SNAPSHOT PROGRAM

- Opportunity to submit products for consideration in ANDMORE's social media campaign and product display.

PUBLIC RELATIONS

- Opportunity for inclusion in ANDMORE's public relations campaign to trade and consumer media.

RETAIL RELATIONS

- Personal outreach to Top 300 retailers, specialty retailers and designers.

To find out more about the application process please contact:

Angie Carter | Executive Director of Tradeshow Sales
336.888.3728 • acarter@ANDMORE.com
HighPointMarketANDMORE.com