

MARKETING OPPORTUNITIES

Fall 2023



Marketing Tools



Brand Awareness



Press/Media Opportunities

Prepare for a successful Market by driving buyers and designers to your booth or showroom, along with increasing brand awareness with these helpful tools for ANDMORE at High Point Market exhibitors.

MARKETING TOOLKIT

PRODUCT PHOTOGRAPHY SUBMISSION

Send your product photography for possible inclusion in trade publication ads, email campaigns, print projects, social media and other free marketing opportunities. Submit hi-res photos and videos through our submission form.

Submit here: ANDMOREHighPointMarket.com/photos

Deadline: Ongoing (earlier is better)

SOCIAL MEDIA

Connect with us on social! Submit your content for an opportunity to be featured on our social media channels. Be sure to tag us on [Instagram](#), [Facebook](#), [YouTube](#) and [Pinterest](#) with #ANDMOREhpmkt and #HPMKT.

Submit here: ANDMOREHighPointMarket.com/photos

Deadline: Ongoing (earlier is better)

EXHIBITOR PROFILE FOR PUBLICATIONS AND ONLINE DIRECTORY

To update your printed and online directory listing, login to the Exhibitor Portal to update your company's contact information, line listings, product categories and other information that appears on ANDMORE at High Point Market and High Point Market Market Resource Guide and Pocket Guide.

Details: exhibitor.highpointmarket.org/exhibitor-profile

Deadline: Submit as early as possible to ensure inclusion in printed directory.



#ANDMOREhpmkt
#HPMKT



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MARKETING TOOLKIT CONTINUED

TRENDWATCH CALL FOR SUBMISSIONS

ANDMORE at High Point Market's popular TrendWatch program offers free editorial opportunities for all ANDMORE at High Point Market exhibitors. Hi-res images can be sent via email, Dropbox, or WeTransfer. For trends, more details and submission information visit

ANDMOREHighPointMarket.com/trendwatch-program.

Deadline: August 30, 2023

MARKET SNAPSHOT CALL FOR SUBMISSIONS

Weekly themed products from ANDMORE at High Point Market exhibitors will be selected and featured in the Market Snapshot social media program. Please include your product name and brief description with your product photo, along with your contact information. Products may be selected for inclusion in the Market Snapshot display at Fall 2023 High Point Market.

Submit here: ANDMOREHighPointMarket.com/photo.

Deadline: August 28, 2023

SUITES/SALON & INTERHALL SHOW SPECIALS

Share your exclusive show specials for High Point Market. The information you provide will be included on ANDMOREHighPointMarket.com. Open only to SUITES/SALON and INTERHALL exhibitors.

Submit your Show Specials to:

ANDMOREHighPointMarket.com/submit-specials.

Deadline: September 28, 2023

LEAD RETRIEVAL

Capture contact information from buyers visiting your showroom or booth at Market by leveraging lead retrieval, you can follow up with your new leads to generate sales. *As low as \$380.*

Details: Exhibitor.highpointmarket.org/lead-management

TRENDWATCH FALL 2023

MARKET SNAPSHOT

Name	Price	Specials
100% Cotton	\$10.00	100% Cotton - 100% Cotton - 100% Cotton
100% Cotton	\$10.00	100% Cotton - 100% Cotton - 100% Cotton
100% Cotton	\$10.00	100% Cotton - 100% Cotton - 100% Cotton
100% Cotton	\$10.00	100% Cotton - 100% Cotton - 100% Cotton
100% Cotton	\$10.00	100% Cotton - 100% Cotton - 100% Cotton
100% Cotton	\$10.00	100% Cotton - 100% Cotton - 100% Cotton
100% Cotton	\$10.00	100% Cotton - 100% Cotton - 100% Cotton
100% Cotton	\$10.00	100% Cotton - 100% Cotton - 100% Cotton
100% Cotton	\$10.00	100% Cotton - 100% Cotton - 100% Cotton
100% Cotton	\$10.00	100% Cotton - 100% Cotton - 100% Cotton



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PRESS & MEDIA

EDITORIAL OPPORTUNITIES

Take advantage of exclusive, complimentary High Point Market editorial opportunities with key trade publications. [View Editorial Opportunities](#) for a list of current opportunities and deadlines. *Editorial Opportunities will be available mid-August.*

Deadline: Various



BUILD A DIGITAL PRESS KIT

To maximize your media exposure, be sure to upload or build a digital press kit to the MediaLink site through your exhibitor portal. Details for building and submitting a Press Kit:

exhibitor.highpointmarket.org/press-kit

Deadline: October 9, 2023, 5 p.m. EST



SUITES/SALON & INTERHALL ONLY DIGITAL PRESS KIT

Share your company name, product image and brief description to be included in the exclusive Suites/Salon or InterHall press kits. Open only to SUITES/SALON and INTERHALL exhibitors. Submit your information at ANDMOREHighPointMarket.com/press-kits.

The final press kit will be available to the media online.

Deadline: October 2, 2023



MEDIA RELATIONS / REGISTERED MEDIA LIST

Request a copy of the High Point Market registered media list and reach out to media who want to hear about your company and products.

Contact: Morgan Ford at mford@ANDMORE.com



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ANDMORE AT HIGH POINT MARKET
(formerly DesignOnHPMKT/International Market Centers)
ANDMOREHighPointMarket.com
#ANDMOREhpmkt