

MAIN STREET

Furniture Plaza | Plaza Suites | National Furniture Mart

There are many destinations to explore at High Point Market, and for buyers ready to discover a mix of fresh and well-established lines, look no further than the Main Street Properties. Furniture Plaza, National Furniture Market, and Plaza Suites each hold distinct product offerings ranging from case goods, bedding, and so much more, making this collection of resources distinct and easy to source. This Main Street trifecta is a standout for furniture buyers eager for new product discovery.

Key Destinations in High Point

Furniture Plaza

Conveniently located in the center of the Market, Furniture Plaza features manufacturers of moderately priced upholstery, case goods, dining, motion and occasional lines. This home to name-brand popularly priced lines boasts a central escalator atrium for convenient access and ease of navigation.

Plaza Suites

One of High Point's preeminent destinations for Top 100 furniture retailers. Also home to a small collection of temporary home furnishings exhibitors.

National Furniture Mart

Features nine floors of popular-priced furniture lines in permanent showrooms.



Who Shops Main Street

Furniture Store	70%
Wholesale	11%
Online Retailer	4%
Bedding/Mattresses	3%
Interior Designer/Design Firm	3%
Accessories/Gift	2%
Contract/Hospitality	2%
Other	2%
Antiques	1%
Carpet/Rugs	1%
Export/Import	1%

83% of Top 100 retailers attend High Point Market



Built-In Traffic Drivers

Main Street properties benefit from the daily programming & events held during market in the Home Furnishings Association Retailer Resource Center (HFA RRC). This destination is directly adjacent to the Plaza Suites tradeshow area.

To learn more, contact:

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ANDMORE AT HIGH POINT MARKET

Fall Market
October 14 – 18, 2023

Spring Market
April 13 – 17, 2024

EXHIBIT SPACE AND SUPPORT

Key Reasons to Exhibit

- High Point is the premier market for unveiling state-of-the-art designs and is conveniently located in North Carolina.
- Market dates are perfectly timed for retail buying cycles.
- High Point is the epicenter of the home furnishings industry and where trends are established.
- High Point Market attracts key buyers from all 50 states and over 100 nations.
- Buyers know they will find more product introductions than any other market.
- High Point is THE source of inspiration for the design community.
- High Point's bi-annual Market attracts buyers from every distribution channel.

Every Home Furnishings Category

High Point Market offers a second-to-none selection of home furnishings and accessories from every product category for the home, including:

- Antiques/Reproductions
- Bedding/Mattress
- Bedroom
- Casual/Outdoor/Patio
- Decorative Accessories
- Dining Rooms
- Home Office
- Home Theatre
- Youth
- Lamps/Lighting
- Motion Furniture
- Occasional/Accent Furniture
- Rugs
- Softgoods/Textiles
- Upholstery
- Wall Décor
- Wall Units/Entertainment

Join These Industry Leading Brands

- Catnapper
- England
- Franklin
- Fusion
- HFA Retailer Resource Center
- Jofran
- Kuka
- La-Z-Boy
- Legends Furniture
- Man Wah/Cheers
- Powell
- Southern Motion
- Vintage Furniture

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](https://www.instagram.com), [Facebook](https://www.facebook.com), [YouTube](https://www.youtube.com) and [Pinterest](https://www.pinterest.com).
- Potential inclusion in videos during market which are promoted on social media and buyer ebcasts.

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.