

# MARKETING OPPORTUNITIES

Spring 2023



Marketing Tools



IMC High Point Market Branding



Press/Media Opportunities

Prepare for a successful Market by driving buyers, designers and foot traffic to your booth or showroom, along with increasing brand awareness with these helpful tools.

## 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:** [imchighpointmarket.com/photos](https://imchighpointmarket.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 [Facebook](#), [Instagram](#), [Pinterest](#) or [YouTube](#) with #DesignOnHPMk and #HPMkt.

**Submit here:** [imchighpointmarket.com/photos](https://imchighpointmarket.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 the IMC and High Point Market's websites.

**Details:** [exhibitor.highpointmarket.org/exhibitor-profile](https://exhibitor.highpointmarket.org/exhibitor-profile)

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



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MARKET CENTERS

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## MARKETING TOOLKIT CONTINUED

### TRENDWATCH CALL FOR SUBMISSIONS

IMC High Point's popular TrendWatch program offers free editorial opportunities for all IMC High Point exhibitors. Hi-res images can be sent via email, Dropbox, or WeTransfer. For trends, more details and submission information visit [imchighpointmarket.com/trendwatch-program](http://imchighpointmarket.com/trendwatch-program)

**Details:** Coming February 2023.

**Deadline:** TBD

### MARKET SNAPSHOT CALL FOR SUBMISSIONS

Weekly themed products from IMC High Point Market exhibitors will be 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 Spring 2023 High Point Market. **Submit here:** [imchighpointmarket.com/photos](http://imchighpointmarket.com/photos).

**Deadline:** TBD

### SUITES/SALON & INTERHALL SHOW SPECIALS

Share your exclusive show specials for High Point Market. The information you provide will be included on IMCHighPointMarket.com.

**Submit your Show Specials to** [imchighpointmarket.com/submit-specials](http://imchighpointmarket.com/submit-specials).

**Deadline:** April 7, 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](http://Exhibitor.highpointmarket.org/lead-management)

# TREND WATCH

# MARKET SNAPSHOT



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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. Coming February 2023.

**Deadline:** Various



### BUILD A PRESS KIT

Press Kits will be available in the media center for press. Details for building and submitting a Press Kit: [exhibitor.highpointmarket.org/press-kit](http://exhibitor.highpointmarket.org/press-kit)

**Deadline:** April 17, 2023 at 5pm EST



### SUITES/SALON & INTERHALL ONLY PRESS KIT

Share your company name, product image and brief description to be included in IMC's exclusive Suites/Salon or InterHall press kits. Submit your information at [www.imchighpointmarket.com/press-kits](http://www.imchighpointmarket.com/press-kits).

The final press kit will be on display in the media center, and posted online.

**Deadline:** April 7, 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:** Ben Muller HPMA Vice President, Marketing & Communications, at [bmuller@highpointmarket.org](mailto:bmuller@highpointmarket.org)

[Click here](#) for a list of key trade editors.



Contact our [Public Relations team](#) with questions.

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# SPONSORSHIP & ADVERTISING OPPORTUNITIES

Spring 2023

## PUBLICATION ADVERTISING

High Point Market publications remain the most efficient and effective advertising solution. Before, during and after Market, the buyers and designers you most want to reach are reaching for the High Point Preview, Designer Preview, the Market Resource Guide and the Pocket Guide.

[Download a media kit to learn more.](#)

### PREVIEWS – SHOWCASE YOUR NEW PRODUCTS & LINES!

New in 2022, the High Point Market Preview combines furniture and accessories into a total market experience.

- High Point Preview & Designer Preview Guides
- Mailed during prime market planning phase to over 25,000 buyers 6 weeks prior to market; emailed to over 60,000 buyers; and posted on IMC and High Point Market Authority websites, enabling buyers to have access between markets
- High Point Market Previews are a proven medium to generate awareness, highlight product introductions, and drive traffic to your showroom.
- **Deadline:** January 26, 2023

*\* Buyers use the Previews to see what's new, what's popular, and to plan their showroom visits during Market. Be part of the market action!*

### MARKET RESOURCE GUIDE (MRG)

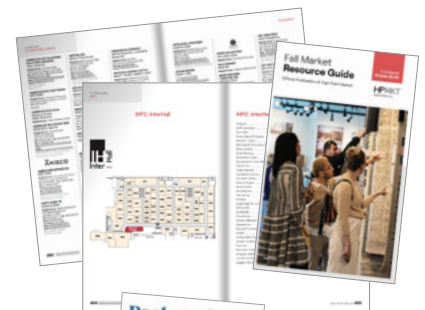
- Distributed at market to all IMC buildings and information desks, and other buildings throughout High Point Market
- Directory with listings of all companies exhibiting at market
- **Deadline:** February 23, 2023

### POCKET GUIDE:

- Distributed at market throughout all IMC buildings as well as High Point Market Information Desks and other buildings
- Hand-held publication designed for quick reference of showroom locations and events
- **Deadline:** March 2, 2023

### INSPIRATIONS MAGAZINE:

- Distributed at market throughout all IMC buildings
- Dedicated to Suites at Market Square and Historic Market Square exhibitors
- **Deadline:** March 2, 2023



## SPONSORSHIP & ADVERTISING CONTACTS:

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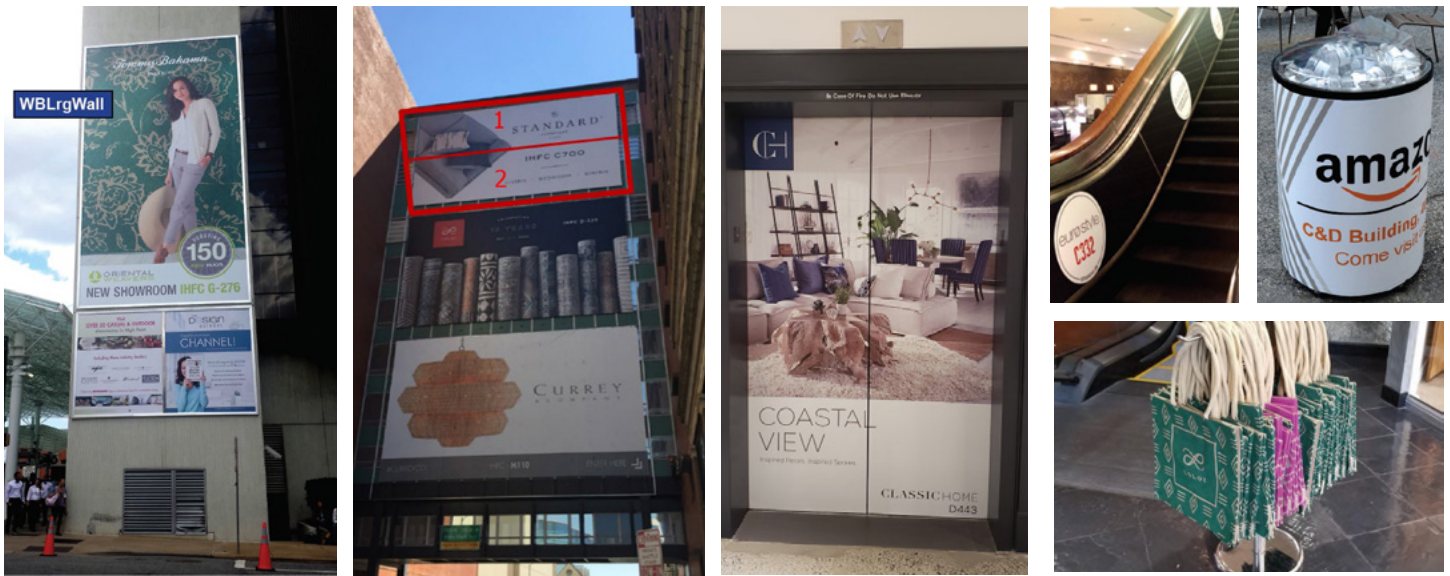
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## ON-SITE ADVERTISING: INSTANT RESULTS

Point-of-sale advertising continues to be a popular tactic for a simple reason: it works. In the same way point-of-sale advertising works for retailers, on-site advertising works for exhibitors.

Grab these opportunities while they are available. Many are first-come, first-serve. [Learn more.](#)



### • WINDOW & WALLBOARD ADVERTISING

Large window posters greet foot traffic at our most heavily-traveled IHFC entrances at Commerce and Main lobbies. Opportunities are limited, so call early.

### • BRIDGE BANNER

Bridge exterior above Wrenn Street, connecting IHFC Main building and IHFC Wrenn Wing.

### • ESCALATOR GRAPHICS

Availability based on location. Includes 10 clings.

### • ELEVATOR DOOR ADVERTISING

Take advantage of our large format graphics on the interior and exterior elevator doors and your message travels with the crowds. Several positions are available.

### • TOTE BAGS

Available in IHFC Main, IHFC Green, IHFC Wrenn, Showplace, Suites at Market Square, C&D, Furniture Plaza, Plaza Suites, and National Furniture Mart lobbies.

### • WATER BOTTLES

Available at all IMC lobby entrances.

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