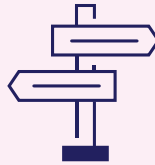


# MARKETING OPPORTUNITIES

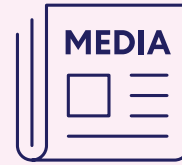
Spring 2024



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

Submit 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](https://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](https://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](https://exhibitor.highpointmarket.org/exhibitor-profile)

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



#ANDMOREhpmkt  
#HPMKT



# MARKETING OPPORTUNITIES

Spring 2024

## MARKETING TOOLKIT CONTINUED

### 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 High Point Market.

**Submit here:** [ANDMOREHighPointMarket.com/photo](https://ANDMOREHighPointMarket.com/photo).

**Deadline:** February 28, 2024



### SUITES/SALON & INTERHALL SHOW SPECIALS

Share your exclusive show specials for High Point Market. The information you provide will be included on [ANDMOREHighPointMarket.com](https://ANDMOREHighPointMarket.com).

Open only to SUITES/SALON and INTERHALL exhibitors.

**Submit your Show Specials to:**

[ANDMOREHighPointMarket.com/submit-specials](https://ANDMOREHighPointMarket.com/submit-specials).

**Deadline:** March 29, 2024



### 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](https://Exhibitor.highpointmarket.org/lead-management)



# MARKETING OPPORTUNITIES

Spring 2024

## 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 late February.*

**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](http://exhibitor.highpointmarket.org/press-kit)

**Deadline:** April 8, 2024, 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](http://ANDMOREHighPointMarket.com/press-kits).

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

**Deadline:** March 25, 2024



### 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](mailto:mford@ANDMORE.com)



**Cheryl Dobbins Hege**  
Senior Marketing Manager  
[chege@ANDMORE.com](mailto:chege@ANDMORE.com)  
(336) 821-1547

**ANDMORE** AT HIGH POINT MARKET  
(formerly DesignOnHPMKT/International Market Centers)  
[ANDMOREHighPointMarket.com](http://ANDMOREHighPointMarket.com)  
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