

MARKET SQUARE PROPERTIES

EXHIBITOR MANUAL

October 2026

MARKET SQUARE
305 West High Street

FURNITURE PLAZA
210 South Main Street

NATIONAL FURNITURE MART
200 South Main Street

PLAZA SUITES
222 South Main Street

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Important Contacts

CONTACTS	NAME	TELEPHONE NUMBER
Property Management	Heather Chadwell	336.821-1544
Shipping & Receiving	Felicia Cranford	336.821.1535
Registration		registration@andmore.com
Security/ First Aid	Security Dispatch	336.888.3719
Tenant Improvements	Sherrie Kruse	336.821.1505
Market Publications	Julie Messner	336.888.3722

2. General Information & Policies

2.1 Welcome to Market

Market Square, Furniture Plaza, National Furniture Mart and Plaza Suites, a division of ANDMORE, extends our sincere appreciation to you for exhibiting with us during the High Point Furniture Market.

This manual serves as a reference guide for your October 2026 High Point Market experience. Reading this material and following the steps provided, will ensure an efficient move-in, set-up, breakdown, and move-out for all exhibitors. Our goal is to provide outstanding customer service to you and your buyers, and we are always available to discuss your questions, comments, or concerns.

Contact Heather Chadwell, Manager of Property and Tenant Relations at 336-821-1544 or hchadwell@andmore.com. We appreciate your cooperation and look forward to working together during the High Point Market.

2.2 ANDMORE Mission

ANDMORE is a leasing business that serves as the center of commerce for the furniture, gift and home decor industries, bringing buyers and sellers from the global marketplace together in the most effective, efficient and compelling venues. Our company provides Exhibitors with unrivaled access to Buyers and Buyers with unparalleled access to resources. Through experience and exceptional service, the ANDMORE Team delivers Markets that create value and growth opportunities for our partners.

Market Square, Furniture Plaza, National Furniture Mart and Plaza Suites, a division of ANDMORE, operate for the wholesale distribution of home furnishings. The direct sale to consumers is not permitted from the showrooms nor should the showroom be promoted directly to consumers.



2.3 Outside Service Firms and Contractors

ANDMORE, under its leases with its exhibitors, retains the absolute right to approve all contractors performing work on its property. All service firms, including contractors, caterers, designers, florists, janitorial firms, and photographers performing work at any Market Square property must first obtain ANDMORE's approval and may need to request a Building Authorization Permit (BAP) depending on the nature of the service.

Among other things, all service firms to be placed (and to remain) on the approved list must:

- Carry insurance satisfactory to ANDMORE, including comprehensive general liability with limits of not less than \$3,000,000 and statutory worker's compensation insurance on all employees, including part time, casual, and day laborers.
- Execute lien waivers and indemnity agreements satisfactory to ANDMORE/Market Square.
- Always comply with ANDMORE/Market Square's Guidelines and policies.
- ANDMORE maintains a list of service firms who have the proper insurance. Firms who do not have proper insurance will not be allowed to perform work on its property. Lists are available upon request.

2.4 Exhibitor Insurance Requirements

A certificate of insurance (COI) must be on file with ANDMORE verifying that you have both the property/casualty, and the comprehensive general liability coverage in accordance with Lease Paragraph 9.1 (a) and 9.1 (b) which states:

9.1 Tenant's Insurance Obligations:

(a) General Liability Coverage. Tenant agrees to carry, at its own expense, throughout the Lease Term, commercial general liability insurance (including contractual liability coverage) covering the Premises and Tenant's use of the Premises and its activities in the Building pursuant to this Lease, with a minimum coverage as set forth in the Basic Terms, for bodily injury and property damage, including loss of use. Tenant may satisfy its obligation to maintain commercial general liability insurance, as required pursuant to this Section 9, by obtaining a combination of primary liability and umbrella/excess liability policies that total a minimum of the limits set forth in the Basic Terms. Tenant's insurance policy(ies) shall be written with insurers licensed to do business in the state in which the Premises is located, in a form satisfactory to Landlord and shall carry an A.M. Best rating of at least A-. Tenant's policies shall name Landlord, Landlord's officers, directors, employees, agents and affiliates, Landlord's Property Manager and any mortgagee and master Landlord of the Premises as additional insureds and shall provide Landlord with no less than thirty (30) days prior written notice of cancellation or non-renewal. Tenant's insurance policies shall also provide that the coverage to be afforded to any and all of the additional insureds shall be primary and non-contributory with any other liability insurance available to the additional insureds.

(b) Property Coverage. Tenant shall bear the entire risk of loss for all of its property, furniture, fixtures, carpets, machinery, improvements and betterments, equipment, inventory, stock in trade and goods placed in the Premises. Tenant shall carry, at its sole cost and expense, special perils "all-risk" property coverage, including loss of income, covering the above property on a full replacement cost basis. Coverage shall include improvements to the Premises while under construction or installation by Tenant.

2.5 Market Staffing

Showrooms must be staffed during official hours of the Market.

2.6 Smoking Policy

ANDMORE properties are non-smoking facilities, this includes docks and stairwells.

2.7 ABC Permits for Serving Alcohol

If you are planning to serve liquor in your showroom during the upcoming October 2026 High Point Market, you are required by the State of NC to purchase a "Limited Special Occasion Permit" This applies only to liquor, not beer and wine. No permit is required for serving beer and wine. However, if you are planning to purchase beer or wine through a distributor, you will need this permit. The cost of the permit is \$50. No permit is necessary if the host is serving or offering only beer or unfortified wine or if you are using a catering company.

To obtain a permit to serve liquor in your showroom during Market, email the request to Heather Chadwell, Manager of Property and Tenant Relations at hchadwell@andmore.com.
Deadline for request is September 4, 2026.



3. YEAR-ROUND OPERATING HOURS

Normal Building and Dock Hours			
Building Hours		Dock Hours	
Monday-Friday	8:00am-5:00pm		8:00am-4:30pm
Market Preparation			
*Trucks must be checked in by 3pm to receive same day service.			
All Buildings			Lindsay Dock Hours National Dock Hours Plaza Suites Dock Hours
October 5-9	8:00am-5:00pm	*October 5-9	8:00am-4:30pm
October 10-11	8:00am-9:00pm	*October 10-11	8:00am-4:30pm
October 12-16	7:00am-9:00pm	*October 12-16	8:00am-5:00pm
October 17-20	7:00am-9:00pm	*October 17-20	8:00am-7:00pm
October 21	7:00am-5:00pm	October 21	8:00am-5:00pm
October 22	8:00am-5:00pm	October 22	8:00am-4:30pm
			Furniture Plaza Dock Hours
October 12-16			8:00am-**7:00pm
**Appointments are REQUIRED after 5:00pm			

Tenant Request for Coverage (TRC)

After Hours Request - Beginning January 1, 2025 all requests require 48 hours' notice. Rates are \$30.00 per hour with a minimum of 4 hours, please note, no dock access is available during after hour coverage. Any requests with less than 48 hours' notice will be charged \$40 an hour. *Holiday rates may apply.*

If you need to cancel request, a 12 hour advance notice is required. Please email your PTRM.



4. YEAR-ROUND OPERATING CALENDAR

January	**Closed for New Year's Day , Closed MLK Day
February	Closed for President's Day
March	Pre-Market March 23-24
April	Market April 25-29 See Section 7.1 and 7.2 for Shipping deadline fees.
May	Closed Memorial Day
June	
July	**Closed Independence Day
August	
September	Closed Labor Day Pre-Market September 14-15 See Section 7.1 and 7.2 for Shipping deadline fees.
October	Market October 17-21 See Section 7.1 and 7.2 for Shipping deadline fees.
November	**Closed Thanksgiving Day and Friday after Thanksgiving
December	**Closed Christmas Eve at 1pm and Christmas Day

**Indicates ANDMORE offices and loading docks close at 1 p.m. on the day before the holiday.

5 General Show Information

5.1 Exhibit Dates & Hours

October 17-20 (Saturday-Tuesday)
October 21 (Wednesday)

8:00 am - 7:00 pm
8:00 am - 5:00 pm

5.2 Contact Information

ANDMORE Main Office: (336) 821-1500
Property and Tenant Relations Manager:
Heather Chadwell
Office: (336)-821-1544
hchadwell@andmore.com



5.3 Rules & Regulations of Exhibition

- In addition to any Rules and Regulations that may be provided to you, please review the terms and conditions of your Lease. Specifically, please be aware of the requirements set forth under the following Articles of the Lease:
- Article IV- Permitted Use and Operation of Premises (in particular Sections 4.1 and 4.3)
- Article V – Landlord and Tenant Improvement Obligations (in particular Section 5.2)
- Article IX - Insurance and Indemnity (in particular Sections 9.1 and 9.4)
- Exhibitor badges are required at all times.
- All ANDMORE High Point Buildings are Non-smoking.
- At least one representative of the exhibiting company must be in the showroom during show hours.
- All product must remain within the confines of leased space. All corridors around spaces must be free of product. No hanging of product is allowed on exterior corridor walls. Entrance accents will be permitted upon approval. Security will enforce these terms. Once notified by security, if not corrected, product will be removed and stored until the end of market.
- Adhere to all Fire Department & Exhibit Construction rules.
- Adhere to all regulations set forth by this manual.

5.4 Registration/Exhibitor Badges

Registration must be completed online. To pre-register, please visit:

<https://registration.highpointmarket.org/>. Select "Exhibitor" and then enter the login ID and Password that have been assigned to you. If you do not have an ID and Password, please email registration@andmore.com so that one can be assigned to you.

- Follow the prompts to completely fill out the form.
- Only when you have completed the roster, click "Register Selected Attendees".
- Last day for U.S. exhibitors to register and have passes mailed: October 2, 2026.
- Last day for international exhibitors to register and have passes mailed: September 18, 2026
**No badges will be printed after mailing dates, until On-site Registration opens.*
- Onsite registration opening: October 15, 2026 at 7 am EST
- Online New Buyer registration closes: October 9, 2026 at 5 pm EST
- Online Returning Buyers and Industry closes: October 14, 2026 at 6 pm EST
- Bring your bar code confirmation (printed or on your smartphone) and photo ID to have your passes printed at a registration desk in your building.

5.5 Temporary Labor and Contractor Wristbands

Exhibitor day workers must be signed in at the lobby, with Photo ID, where wristbands/labels will be issued. For security reasons, the Exhibitor must accompany casual day laborers from the lobby to showrooms.

The most significant factors contributing to security breaches are:

- Failure to escort temporary workers out of the building.
- Hiring Street Labor –Staffing Services highly encouraged.

It is the Exhibitor's responsibility to help maintain security and reduce losses by:

- Submitting the names of all temporary labor to their respective ANDMORE Property and Tenant Relations Manager for entry into the Guest Access portal. The submissions should include a start date, end date, access level (restricted –only when showroom staffed / unrestricted –anytime access with ability to authorize lights/utilities).
- Being certain casual day laborers are escorted to and supervised while working for the exhibitor.
- Collecting daily wristbands from the temporary worker when the workday has been completed. Escorting temporary workers to sign out at the security desk when the workday has completed.

Note: The exhibitors are responsible for the actions, and negligence, of the temporary workers when hired to work within ANDMORE properties.

5.6 ADMITTANCE POLICIES – Year-Round

Only personnel authorized on your Unrestricted Authorized Access Form may enter your showroom and be able to request lights and HVAC services. Additions or deletions must be noted in an email. Exhibitors must email names of any guests, day workers and/or vendors to be entered into the security access system, please provide dates (24-hour notice is requested). Send changes/requests to Heather Chadwell at hchadwell@andmore.com. * Year-round: All exhibitors, contractors, temporary workers and guests must present a photo ID and will be given a wristband or badge that must be worn on ANDMORE properties.

6 Showroom Services

6.1 Exhibitor Appointed Contractors (EAC)

EACs must also abide by the “Rules and Regulations of Exhibition” Contractor Guidelines:

- The EAC shall be given the right to provide services requested of them by an exhibitor.
- Any customizations that involve altering the standard walls must be reviewed with building Management. EACs shall cooperate fully with building management. To secure an ANDMORE building authorization pass, call Tenant Improvement at 336-821-1505.
- The EAC shall adhere to the rules and regulations in this manual.
- The EAC shall possess a valid public liability and property damage insurance policy for at least \$3,000,000.00. The Certificate of Insurance must name ANDMORE as an additional insured.
- The EAC shall have a true and valid work order from an exhibitor in advance.
- EACs must check-in and pick up a day/work pass at the main entrance each day.
- All construction must be permitted by the City of High Point if required.

6.2 Phone and Internet Services

Lumos Networks/North State Communications handles all new phone installations and relocations for exhibitors. Todd Messner can be reached by phone 336.821.4696 or email todd.messner@lumosfiber.com. All other inquiries, repair needs, etc., should be handled by calling 336.886.3600. Todd will be offering both services that are in place just for High Point Market, as well as services that can be used in a full-time capacity all year long. For DSL services offered through North State please reach out to Todd Messner and all other inquiries same as above.

6.3 Utilities During Showroom Setup

Utilities during showroom setup: HVAC is turned on 30 days before Market and turned off 14 days following Market. For other times, Exhibitors will be billed according to square footage of your space multiplied by .004. Please contact hchadwell@andmore.com or 336-821-1544 regarding cost for your specific space.

6.4 Showroom Plans

All painting, flooring, and construction requires an ANDMORE building authorization. Please submit your plans by August 7, 2026, to Sherrie Kruse, Administrative Assistant, skruse@andmore.com. The authorization will be issued to the contractor or tenant based on the submitted information. All displays must meet local and state building codes and are subject to requiring building permits from the City of High Point as needed.

To expedite showroom construction, follow these easy steps:

- Submit showroom plans to ANDMORE Tenant Improvements - Sherrie Kruse - at skruse@andmore.com
- Obtain ANDMORE approval
- Obtain City Permit(s), if applicable
- Obtain ANDMORE Building Authorization Pass
- All construction must be completed before Friday, September 11, 2026.

6.5 Tipping Policy

Tipping of building labor is not permitted. We are constantly striving to improve our services and our employees are instructed not to accept tips.

7 Shipping and Material Handling

7.1 Market Logistics Rates and Services

Our goal is to ensure your success. The information provided is designed to be helpful for your planning process. Please feel free to contact us via email at hpshippingwest@andmore.com or at 336.821.1535 with any questions.

- Outbound Deadline Date: Friday, October 2, 2026. All outgoing shipments after this date will incur an additional \$300.00 after deadline fee.
- Inbound Deadline Date: Truck Login by 3:00pm Friday, October 9, 2026. All inbound shipments **All trucks must be checked in by 3pm to receive same day service.**



7.2 Freight Receiving/Shipping

- **All Dock Usage (inbound/outbound ANDMORE Logistics or Tenant/3rd party) REQUIRES A DOCK APPOINTMENT - Appointments must be scheduled at least 24 hours in advance**
- ANDMORE Logistics receiving rates listed below include receiving services of unloading, delivery to (near) showroom and the cost of debris removal.
- \$300 Additional fees for all inbound and outbound shipments received after the posted deadline dates.
- Any freight larger than 5'8" wide, 5'8" high, and by 7' long or any crate that weighs over 2,000 pounds will be assessed a \$300.00 handling fee.
- All freight entering the Lindsey dock (Historic Market Square) can only be handled by manual equipment (no electric pallette jacks, forklifts, etc.).
- Updated Surcharges
 - Unscheduled shipments will incur a fee of \$300 and possibly \$20 per skid, for recurring events. **It is important to schedule your dock appointment(s) at least 24 hours, in advance, to avoid fees.**
 - Shipments that miss its arrival time by 30 minutes or more your appointment is deemed canceled and carriers will be asked to wait in Marshalling or reschedule for a later time. Additional Fees may apply. No Show/Cancellation fees: \$185 - \$375 depending on load characteristics.
 - Shipments are to follow their allotted scheduled block. Shipments that exceed their allotted time, may be charged for additional usage, up to \$300.



7.3 INBOUND/MOVE-IN

STANDARD FLAT RATES FOR MOVE-IN/MOVE-OUT

Freight rates below are for shipments received between markets and during the year at all properties except for Suites @ Market Square/ 1st Floor of Plaza Suites.

Size of Shipment	Loose Rate	Palletized Rate
Full	\$750.00	\$675.00
Half	\$420.00	\$375.00
Quarter	\$220.00	\$195.00
Minimum	\$105.00	\$95.00
Under Minimum	\$45.00	\$38.00

- Tenant Self Load and Unload \$199 (see details on page 11)
- Discounted rates begin August 20, 2026, and ends September 17, 2026.
- 10% off published rates for full and half loads only during this timeline.
- After September 17, 2026, rates will not be discounted.



TRUCK UNLOADING TERMS DEFINED

All truck loads are based on the floor loading space of a 53-foot sized truck and include debris removal. All loose loads will be charged the equivalent of the palletized space used.



TLUM-Truckload Unload/
Placement UNDER
minimum (up to 2 pallets)

Includes debris removal

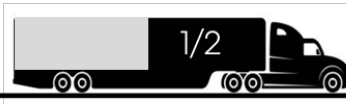


TLM-Truckload Unload/
Placement -Minimum
(up to 4 pallets)

Includes debris removal



TLQ-Truckload Unload/
Placement-Quarter (up
to 6 pallets). Includes
debris removal.



TLH-Truckload Unload/
Placement-Half (up to 12
pallets). Includes debris
removal.



TLF-Truckload Unload
Placement-Full (up to 24
pallets). Includes debris
removal.

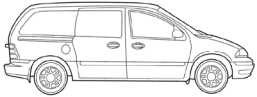
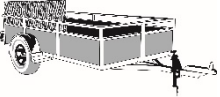
Tenant Self Unload



- Tenants are not required to use Market Logistics services and may use any carrier or crew of their choice. ANDMORE requires a self-unload fee of \$199.00 per truck.
- We do ask that tenants provide their own equipment; however, the tenant may borrow equipment if it is available. **The tenant will be billed for equipment if not returned after 5 hours at \$400 per flat carts and wooden trash bins and \$125 per four-wheel dolly.**
- ANDMORE does require a debris fee of \$199.00 per truck to dispose of the Tenants packing materials.

POV's

- POVs are defined cars, pickup trucks, vans, and other trucks primarily designed for passenger use, not cargo or freight.
- Two people must be with the vehicle – one to accompany the product to the space, and one to remove the vehicle from the area.
- Be prepared to have your own equipment, as dock equipment may not be available.

Vehicles that qualify as POV	Vehicles that DO NOT qualify as POV
 Sedan	 Stakebed
 SUV	 Bobtail
 Pickup Truck	 Rentals
 Van	 Trailer

Market Move-In/Move-Out

- Move out of product must be completed by October 2, 2026. **All outbound shipments after October 2, 2026, will incur an additional \$300 after deadline fee.**
- Beginning 3 weeks prior to Market, outbound shipments will be scheduled after inbound freight to ensure all inbound product has priority.
- We kindly ask all outbound shipments to be fully packaged/wrapped, staged and ready for loading before carrier vehicles back into the dock.
- To better serve our customers, we do not offer all-day appointments.
- Box/ Straight trucks, POV's, Cargo /Sprinter vans and pull behind trailers are allowed (1) hour for loadout
- Large loads such as 20 ft, 40 ft containers, 48 ft or 53ft trailers are allowed (2) hours for loadout. Exceeding the allotted time may incur additional fees(up to \$300).

After Market

- Please note that packing, and other move out activities may not begin until 5pm on the closing day of Market.
- Freight outbound will start 8:00am, Thursday, October 22, 2026, at all properties.



**General Labor for Inbound/Outbound**

Monday - Friday 8:00 a.m. – 5:00 p.m.	\$ 27.00 per hour/per person
Before 8 a.m., After 5 p.m. & Weekends	\$40.00/hour/per person (Prearranged only)

Product Storage

STORAGE: No storage is available on-site for excess product or empties. You may arrange storage of your excess product at your expense:

Ampac Forwarding	336-889-6617
Packaging Center	336-885-2747
City Transfer & Storage	336-889-6155
Camco	336-475-4539

It is the responsibility of the owner of the product to ensure it is packed in a manner that will keep it safe while being loaded, transported, unloaded, reloaded and transported again. All items must be palletized with shrink wrap. ANDMORE assumes no responsibility for damages. We will handle all product with care.

**Scheduling and Coordination**

We are introducing our new dock scheduling application which will provide you with real-time access and details about your appointments. Here are some benefits you can look forward to:

- C3 Solutions is a web-based platform that is enhancing our current logistics playbook for dock appointments.
- This solution will help all loading docks operate with consistency and provide best-in-class service to you, our customers.
- You will have real-time access to loading dock appointments with the ability to schedule electronically.
- ANDMORE will be able to better manage the full lifecycle of the appointment and provide tenants with automated updates.

For further details on our new system, check out our [customer user guide](#).

To go directly to the application, click this link <https://www.c3reservations.com/andmore/app/>

We are excited to provide you with this new application and look forward to providing best in class service to you, our tenant.

Inbound Shipments

Please provide the following information to effectively schedule your shipment. Please be aware the consignee or shipper should never be listed as your building or ANDMORE for deliveries to your showroom.

- Showroom Name and Showroom Space Number
- Requested date of delivery
- Loose piece or pallet Count
- Freight Carrier
- Pro/Container Number if applicable

Outbound Shipments

Please provide the following information to effectively schedule your shipment. Please be aware the shipper should never be listed as your building or ANDMORE for shipments leaving your showroom.

- Showroom Name and Showroom Space Number
- Requested date of pickup
- Loose piece or pallet count
- **Completed Bill of Lading (ANDMORE Logistics load out services) to confirm dock time. Failure to do so could delay the shipment of your freight.**
- **Authorization from tenant to remove product**

We appreciate your business, and we are committed to creating updates to improve our service for you.

We welcome your input as we strive to enhance your Market experience.

Please email us at hpshippingwest@andmore.com with any questions or comments.

7.4 Shipping Addresses

Furniture Plaza

Furniture Plaza Dock
233 South Elm Street
High Point, NC
27260

Market Square

Market Square Lindsay Street Dock
115 South Lindsay Street
High Point, NC 27260

National Furniture Mart

National Furniture Mart Dock
200 South Main Street
High Point, NC 27260

Plaza Suites

Plaza Suites Dock
110 West Green Street
High Point, NC 27260

7.5 UPS/FED EX/Other Package Services

Small packages will be delivered to your space by Federal Express, UPS and courier personnel. Dock associates will sign for deliveries to give drivers access to the building but does not assume responsibility for delivery of packages from these services. Packages should be labeled with the company name, showroom number, and appropriate address as listed under section 7.4 Shipping Addresses.

Users of Amazon Prime that ship packages via USPS to ANDMORE properties may have to collect their merchandise from local Post Office. ANDMORE will pick up from the post office and place at your showroom for a \$20 small package fee.



7.6 International Shipping

If you need assistance with international freight and customs arrangements, call:

- R.E. Rogers, Inc. at www.rerogers.com
- Customs and Border Protection at 202-354-1000 or www.cbp.gov

If you are an international exhibitor with product arriving through Customs, please note that we are not responsible for any customs clearance. We are not the importer and cannot furnish Customs with any information or paperwork pertaining to your shipment. ANDMORE is not responsible for duties charged. As the product arrives, your paperwork should reflect that you, the shipper, are also the importer and consignee responsible for all duties and clearance.

7.7 Responsibility and Liability

- ANDMORE assumes NO responsibility for improperly loaded shipments (P.O.V.'s or common carriers).
- ANDMORE is not responsible for any damages to product that is un-cartoned or improperly shrink-wrapped to a skid.
- ANDMORE assumes no responsibility for shipments until they are collected from the exhibitor's booth.
- ANDMORE'S responsibility ends upon delivery to contracted freight carrier.
- ANDMORE is not responsible for loss or theft of materials after they have been delivered to your showroom or after they have been picked up for loading out of the dock.
- You are required only to contact your carrier, pack your materials, and label your materials appropriately. ANDMORE Logistics will assist with taking your product to the dock.
- A Bill of Lading may be picked up at the dock office (attach a copy of Bill of Lading to your packages) to ensure an accurate and complete pick-up.

7.8 Storage of Shipping Containers, Crates and Boxes

No storage facilities are available on-site for excess product, ship only product you plan to use in your booth. You may arrange storage of your excess product at your expense:

Ampac Forwarding	336-889-6617
Packaging Center	336-885-2747
City Transfer & Storage	336-889-6155
Camco	336-475-4539

8 Sample Sales

It is imperative we continue to provide a professional selling environment for exhibitors and buyers through the completion of our dates.

- No product may be removed from ANDMORE building entrance doors. All product must be removed through the docks.
- Please make certain you provide a sales receipt to Buyers indicating all samples sold.
- Please make certain you advise all your clients regarding these rules and regulations when they purchase product from you to minimize disruption to them and your fellow exhibitors.

9 FUTURE MARKET DATES

Year	Spring	Fall
2027	April 10-14	October 23-27
2028	April 22-26	October 21-25
2029	April 21-25	October 13-17

10 MARKETING/PROMOTION

10.1 Marketing Assistance

Per your lease, ANDMORE offers a total marketing plan for exhibitors. It is a comprehensive promotional program reaching all buyers before, during, and after market, and is key to driving traffic to your booth.

10.2 Market Publications

- **Previews** - Furniture and Accessory editions mailed 45 days before market to every buying organization attending the High Point Market. Information and photographs on new products, market information, articles about retailing, merchandising and advertising. The total premarket planning guide for buyers.
- **Resource Guide** - The only complete Guide to the High Point Market. Picked up by every registered buyer as they enter the market and used throughout the year, this publication has become the established guide to Market. It contains the only comprehensive exhibitor, product and showroom directories available for the High Point Market.
- **Pocket Directory** - Pocket-size directory listing all market exhibitors, important phone listings and market events. Handy format! (Limited advertising space - contact the Publication Sales team for details.)
- Please contact Julie Messner for more details: jmessner@andmore.com or 336-888-3722.
- Web Site: www.andmorehighpointmarket.com
ANDMORE's site provides information where buyers & exhibitors can:
 - [Link to Registration.](#)
 - Hyper-link to Market Square's exhibitor's web sites and e-mail addresses.
 - Access comprehensive market planning information, events, seminars and suppliers.
 - Access a product locator that identifies product by major category.
 - Access information concerning our market publications, the Previews and Resource Guide.

10.3 High Point Market Authority Buyer Registration Software

Eventkrowd: Elevate your showroom experience with Digital Lead Scanning. Gone are the days of manually collecting business cards. With eventkrowd at High Point Market, advanced scanning technology lets you instantly capture comprehensive visitor data with a simple badge scan. Each scan automatically records complete buyer profiles and contact details, building your valuable lead database in real-time. We'll also share with you the High Point Market buyer list both before and after Market – a robust opportunity to build your leads list quickly.
<https://exhibitor.highpointmarket.org/lead-management>

To Order:

Please contact eventkrowd at 1.888.581.3340 or leads@eventkrowd.com.

11 SPACE/DISPLAY

11.1 Signage

Please note that all signage placed on the exterior of your showroom or on the glass must be approved by our Operations Department. Submit front elevations plans with signage specifications to Heather Chadwell at HChadwell@andmore.com for review prior to installation. Exhibitors are responsible for installation and repairs to exterior signage.

The following signs are strictly prohibited:

- Exterior lighted signs, including neon
- Handwritten signs

11.2 Fire Regulations

Fire doors and exit doors may not be blocked.

Fire retardant materials must be used. This includes all curtains, draping and decorative additions.

Storage in mechanical rooms and stairwells is prohibited by NC fire codes.

Open flames are prohibited by the current state of NC fire code. (Fire Prevention Code Section 502.5 Open Flame or Light Restricted). This section applies to lighted candles, sterno, liquid propane or other flames used to heat food. Fire marshals enforce this code when inspecting ANDMORE properties.

FIRE EXTINGUISHERS

- The minimum fire extinguisher size is 2A/10BC.
- Fire extinguishers must be mounted no more than 75' of travel distance apart. (An individual shall not walk more than 75' without arriving at a fire extinguisher.
- Fire extinguishers must be mounted a minimum of 5" off the floor and no higher than 4' (feet) off the floor.
- Fire extinguishers may not be blocked by furniture or accessories and must be readily accessible.
- Fire extinguisher must be inspected annually by a certified technician.
- Recommendation – contact a local fire extinguisher sales and service company for purchase, installation, and inspection.

