

SUITES

AT MARKET SQUARE

LEASING PROSPECTUS

SUITES is the only dedicated temporary venue at High Point Market.



ANDMORE® at High Point Market

ANDMOREHighPointMarket.com

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HIGH POINT MARKET

IS THE MUST-ATTEND MARKET



80%

of the top 100 Retailers
attend High Point Market

After 100 years, High Point Market is the largest home furnishings market in the world. More than 40,000 buyers visit High Point, North Carolina, every Spring and Fall. Serious retail buyers, interior designers, architects, and other trade professionals convene twice a year to see new products as they're introduced, find ways to energize their businesses, and connect with the people who set the direction of the industry for the season ahead.

Key Reasons to Exhibit

High Point is where new designs are unveiled first.

Market dates align with retail buying cycles.

High Point is where trends originate for the home furnishings industry.

Buyers attend from all 50 states and more than 100 countries.

More product introductions happen at High Point than any other market.

The design community treats High Point as its primary source of inspiration.

High Point attracts buyers from every distribution channel.

Media and press coverage of High Point reaches trade audiences globally.

High Point spans every home furnishings category in one place.

"We had the best show we have ever had this week. We had more orders from the addition of many new customers."

Cindy Caudle, Owner,
International Shades

"We have had a lot of traffic and interest. A good deal of our market is designers so we have been providing quotes on custom pieces but also have had interest from wholesalers as well. All in all we are very pleased with our first market."

Donna Lee – Co-Owner,
BODA Acrylic

Every Home Furnishings Category

High Point Market offers a vast selection of home furnishings and accessories from every product category for the home, including:

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

ANDMORE works with exhibitors before, during, and after Market to help you get the most out of every show.



Who Shops Suites at Market Square?

Interior Designer / Design Firm	60%
Furniture Store	18%
Accessories / Gift	5%
Wholesale	3%
Online Retailer	2%
Other	11%



REACH THOUSANDS

OF RETAILERS & DESIGNERS

Of the buyers who attend High Point Market, **more than half** visit Market Square & Suites, including top 300 retailers, regional and local retailers, and interior designers.

“We love the Suites at Market Square because it gives us the opportunity to find one-of-a-kind pieces. This is our go to place for our resources.”

Cheryl Stauffer,
Crimson Design Group –
CEO & Principal Designer

“So much energy is at the Suites at Market Square, and that energy is contagious. There are so many beautiful new introductions and classic pieces.”

Vicky Serany, Founder & Principal –
Southern Studio Interior Design

“This is a great place to be. There are just a lot of great finds here in the Suites.”

Gail Doby,
Gail Doby Coaching & Consulting
Co-Founder and CEO





“We find a lot of suppliers in SAMS that tend to focus on more niche areas within home furnishings. The layout provides you with a lot of visibility on product offering, making it a productive buying opportunity.”
Niraj Shah, CEO, Wayfair LLC

ONE EASY-TO-SHOP DESTINATION

Suites at Market Square (SAMS) is a 330,000-square-foot tradeshow wing spanning three floors of open, flexible, light-filled exhibit space. SAMS is the primary temporary exhibit building at High Point Market, drawing retailers and designers looking for new products and new resources.

MORE TRAFFIC FOR EXHIBITORS

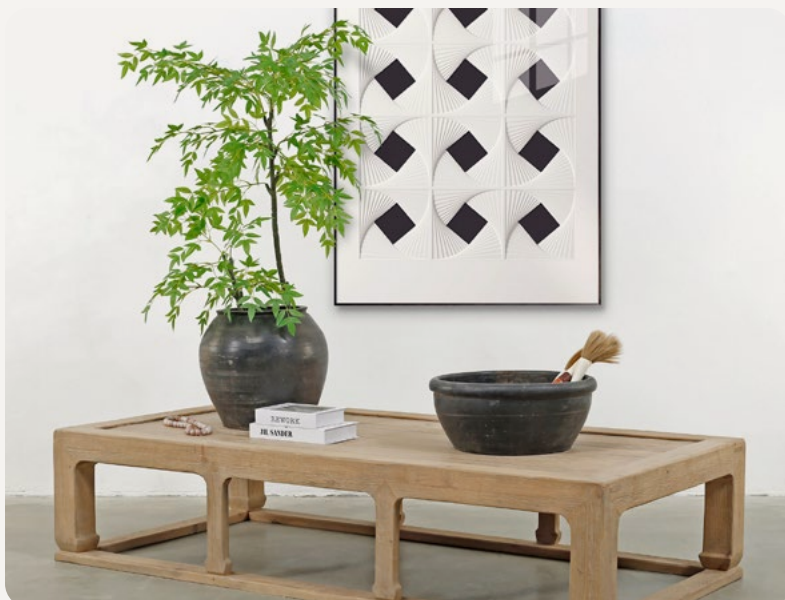
- Consolidated temps in one venue means higher buyer density.
- SALON, a juried selection of new resources for buyers and designers, is located on the ground floor of SAMS.

NOTABLE BRAND NEIGHBORS

Connected to historic Market Square, home to Hinkley, Hudson Valley Lighting, Dovetail Furniture, Safavieh, Varaluz, and more.

EASIER SHOPPING FOR BUYERS:

- Open environment with easy sightlines and aisle visibility.
- Grid layout makes the floor simple to navigate.
- Information booths staffed with market concierge to assist.



MARKETING SUPPORT & OPPORTUNITIES

As a SAMS exhibitor, you're included in both ANDMORE's broader High Point Market campaign and a dedicated SAMS campaign, running before and during Market.

ANDMORE drives traffic to SAMS through:

- Dedicated ads in Market Previews, Market Resource Guide, and industry publications
- Email campaign to ANDMORE's buyer list of 60,000 retailers and designers
- Opportunity to submit Show Specials for inclusion in marketing collateral during Market
- Inclusion in the Suites at Market Square destination press kit
- Listing in High Point Market's eNewsletter and on highpointmarket.org
- Destination promotion on ANDMOREHighPointMarket.com
- Coverage before and during Market on ANDMORE's #ANDMOREhpmkt social channels, including Instagram, Facebook, and YouTube
- Inclusion in ANDMORE's public relations campaign to trade media
- Opportunity to submit entries for ANDMORE's trend program
- On-site signage directing traffic from other ANDMORE buildings to SAMS

Marketing enhancements:

Additional exposure is available through exhibitor-funded advertising, sponsorship, and marketing opportunities.

HIGH POINT MARKET AUTHORITY

Bring Buyers to Market

ANDMORE HIGH POINT

Bring buyers to building

TENANT/EXHIBITOR

Bring buyers to their space



YOUR EXHIBIT SPACE.

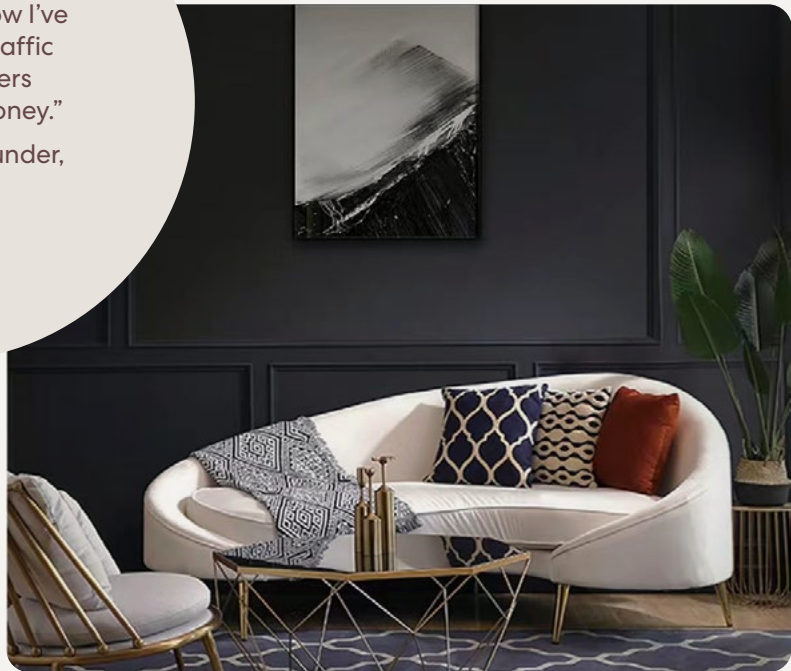
ANDMORE'S FULL SUPPORT.

Turn-Key Booth Package

- Drayage included during scheduled move-in and move-out
- Standard electrical capacity included
- Booth signage included
- Directory listing and website listing included
- Empty box storage during Market included
- Advertising packages starting at \$395, supporting ANDMORE's Market-wide campaign
- Non-union facility
- Complimentary public internet access
- Hard wall dividers, not pipe and drape
- LED track lighting for flexible booth lighting
- Polished concrete floors with neutral carpet along aisles
- User-friendly grid layout for consistent traffic flow
- Option to leave products and displays between Markets

"This is the best show I've ever had. Lots of traffic and high-end buyers ready to spend money."

Whitney Kelly , Founder,
Piper Collection



SUITES

AT MARKET SQUARE

300+

exhibitors, multiple
product categories,
under ONE roof

Conveniently located two
blocks from High Point Market's
central transportation hub.



- 1 IHFC
- 2 Showplace
- 3 Plaza Suites
- 4 Furniture Plaza
- 5 National Furniture Mart
- 6 Market Square
- 7 Market Square Textile Tower
- 8 Suites at Market Square
- 9 300 S. Main
- 10 Hamilton Market
- 11 200 N. Hamilton
- 12 320 N. Hamilton
- 13 330 N. Hamilton
- 14 C&D
- 15 129 S. Hamilton
- 16 300 E. Green

- Suites at Market Square (Temps)
- ANDMORE owned buildings
- Transportation Terminal

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Suites at Market Square (SUITES) • 200 W. Commerce Ave. • High Point, NC 27260

ANDMORE at High Point Market

ANDMORE™, formerly International Market Centers, is an omnichannel wholesale marketmaker that fuels opportunities for wholesale buyers and sellers to connect, grow and prosper through physical markets, design centers and digital channels. The company owns and operates more than 20 million square feet of premium event and showroom space, hosting live events in Atlanta, High Point, N.C., Las Vegas and New York City. By pairing face-to-face events with always-on digital tools, ANDMORE provides truly omnichannel business platforms for its global wholesale customer base. ANDMORE.com.