

SPONSORSHIP & ADVERTISING OPPORTUNITIES

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 Market Preview, Designer Preview, the Market Resource Guide and the Pocket Guide.

PREVIEWS – SHOWCASE YOUR NEW PRODUCTS & LINES!

High Point Market Preview Guide combines furniture and accessories into a total market experience.

- High Point Market Preview & Designer Preview Guides
- Mailed during prime market planning phase to over 25,000 buyers 4 weeks prior to market; emailed to over 60,000 buyers; and posted on ANDMORE at High Point Market 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: Fall Preview - Premium Positions: 7/9/2026; Ads: 7/23/2026
- 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 ANDMORE buildings at High Point Market
- Directory with listings of all companies exhibiting at market
- Deadline: Fall - Premium Positions: 8/20/2026; Ads: 7/23/2026



POCKET GUIDE:

- Distributed at market throughout all ANDMORE buildings as well as High Point Market Information Desks and other buildings at High Point Market
- Dedicated to Suites at Market Square and Historic Market Square exhibitors
- Deadline: Fall - Ads: 9/2/2026



Sponsorship & Advertising CONTACTS:

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ONSITE ADVERTISING: INSTANT RESULTS

Onsite advertising continues to be a popular tactic for a simple reason: it works. In the same way point-of-sale advertising works for retailers, onsite 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 ANDMORE at High Point Market lobby entrances.



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