

SPRING 2026

# MARKETING TOOLKIT

BRAND AWARENESS | PRESS/MEDIA OPPORTUNITIES

This toolkit gives you clear marketing actions to promote your showroom and attract more buyers. Follow these steps before and during Market to increase visibility, traffic, and new accounts.



## MARKETING TOOLKIT

### SHOW SPECIALS

Offering exclusive Show Specials can help drive traffic to your showroom or booth. Show specials will be [featured online](#).

[SUBMIT YOUR SHOW SPECIALS >](#)

**Deadline: April 3, 2026**

### LEAD RETRIEVAL

Capture and store complete buyer contact, demographic, and profile information for every showroom visit. Receive the High Point Market buyer list before and after Market to expand your outreach and plan follow-up with confidence.

Each scan automatically builds your lead database in real time. After Market, buyers receive a branded follow-up email featuring your showroom details, website, and contact information, helping you stay connected and continue the conversation.

[LEARN MORE >](#)

### PRODUCT PHOTOGRAPHY SUBMISSION

Share product imagery to increase brand awareness. We consider photo submissions for inclusion in various marketing collateral, including trade publication ads, emails, signage, and social media.

[SUBMIT YOUR PHOTOS >](#)

### MARKET SNAPSHOT

Submit product photos for a chance to be featured in our weekly Market Snapshot. Selected products are promoted across our website and social channels to thousands of buyers.

[SUBMIT YOUR SUBMISSIONS >](#)

**Deadline: March 27, 2026**



## MARKETING TOOLKIT

### SOCIAL MEDIA

Upload product photos for a chance to be featured on our social channels. Follow us on [Facebook](#), [Youtube](#) and [Instagram](#), and tag @andmorehpmkt to expand your reach and get in front of more buyers.



### EXHIBITOR PROFILE

Update your exhibitor profile for the High Point Market online directory, Market Resource Guide, and Pocket Guide.

Use your profile to confirm your showroom location, product categories, contact details, then add images, videos, press releases, and showroom events. Include links to your website and social channels as well.

An updated exhibitor profile makes it easier for buyers to locate your showroom and get relevant information.

If you need login credentials, please email Stephanie Jonas: [stephanie@highpointmarket.org](mailto:stephanie@highpointmarket.org)

[UPDATE YOUR DETAILS >](#)



## PRESS & MEDIA

Connect with media outlets, showcase your products and build your business with the following opportunities.

### EDITORIAL OPPORTUNITIES

The ANDMORE at High Point Market PR team secures market previews in leading industry trade publications. Submit new product images and descriptions for consideration. Participation is free, and selections are made by editors. View opportunities that align with your business.

[VIEW EDITORIAL OPPORTUNITIES >](#)

### BUILD A DIGITAL PRESS KIT

Make it easy for the media to feature you. A strong digital press kit gives editors the images and information they need to meet tight deadlines. The more accessible your materials, the more likely you are to be covered.

High-quality product photography is essential. Clear images and accurate details drive media interest and are the foundation of an effective press kit.

[DETAILS FOR BUILDING AND SUBMITTING A PRESS KIT >](#)

### SUITES/SALON & INTERHALL DESTINATION PRESS KITS

If you are a Suites, SALON or INTERHALL exhibitor, you do not want to miss the opportunity to be included in ANDMORE's exclusive destination press kits for Suites, Salon and INTERHALL.

Provide your company name, one product image and brief description. Each destination press kit will be digitally available to the media online

[SUBMIT YOUR INFORMATION >](#)

**Deadline: April 3, 2026**

### REGISTERED MEDIA LIST

Request a list of registered media and reach out to relevant editors who want to hear about your company and products and arrange to meet at Market.

Contact [salee@andmore.com](mailto:salee@andmore.com) for more information.