

# MARKETING OPPORTUNITIES

FALL 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 directories 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.



## MARKETING TOOLKIT CONT.

### 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:** September 13, 2024

### SHOW SPECIALS

Share your exclusive show specials for High Point Market. The information you provide will be included on ANDMOREHighPointMarket.com. Open only to ANDMORE exhibitors.

**Submit your Show Specials here:**

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

**Deadline:** October 11, 2024

### LEAD RETRIEVAL

Capture contact information from buyers visiting your showroom or booth at Market and receive valuable leads to generate sales. In addition, buyers scanned at your showroom will receive a post-show email that contains a list of all the showrooms they visited, along with the company profile, website, and social media links.

**Details:** [Exhibitor.highpointmarket.org/lead-management](https://Exhibitor.highpointmarket.org/lead-management)

# MARKET SNAPSHOT

Company Name:	Space Number:	Market Specials:
Abigail's	IFHC H306 Interhall	10% Freight -- Orders over \$1,000; 5% Freight -- Orders over \$2,000; FREE FREIGHT -- Orders over \$3,000.
Alaskan Cashmere	SAHS M-7001	We are pleased to offer a 10% High Point Show discount to the trade on all orders for home textiles placed at the show.
Artisanal	SAHS M-4028	10% off for orders placed at Market.
BIDK Home	SAHS U-3000	NO MINIMUM! Freight specials on order over \$1,000 placed at market.
47th and Main	SAHS M-3015	Min / Opening Order: \$250 10% off = \$250 \$750 FF = \$750 \$1,500 FF = 5% = \$1,500+
Condar	SAHS M-2022	NO MINIMUM QUANTITIES
Donna Sayers Fabulous Furs	SAHS M-5037	\$750 Opening Order; Orders over \$1500 receive free shipping; Orders over \$2000+ receive 5% off + free shipping; Orders over \$3000+ receive 10% off + free shipping *must ship by WI
ExBite	SAHS M-8018	10% off for orders placed at market.
Fashion Interiors Manufacturing Inc.	SAHS U-5033 Salon	10% off for all opening orders placed at market.
Furug	SAHS M-5020	OVERSIZED Brazilian cowhides only \$250 along with our authentic South African zebra hides at only \$1000 with over 30 in stock!

Every scan unlocks valuable buyer data!



## 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: October 11, 2024, 5 p.m. EST**

### SUITES/SALON & INTERHALL DESTINATION PRESS KITS

Share your company name, product image and brief description to be included in the exclusive Suites/Salon or InterHall destination press kits. Open only to SUITES/SALON and INTERHALL exhibitors.

**Submit your information here:**

[ANDMOREHighPointMarket.com/press-kits](http://ANDMOREHighPointMarket.com/press-kits)

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

**Deadline: October 14, 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: Sandy Lee at [slee@andmore.com](mailto:slee@andmore.com)**

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