

# SALON AT MARKET SQUARE

The Suites at Market Square is High Point's ONLY temporary venue, showcasing hundreds of exhibitors and artisans.

SALON continues to be the go-to destination for what's fresh and new at High Point Market, consisting of a juried selection of style-setters.

Located on the ground floor of the Suites at Market Square, SALON is easy to shop and High Point Market's only temporary exhibit building. Retailers, designers and media visit every market to see the latest design-driven furniture, lighting, wall art, home textiles, and decorative accessories.

Each company featured in SALON is carefully vetted and hand-selected. We scour the planet to find the newest and finest home furnishings companies, providing buyers with new resources and the latest products each market.



Fashion Interiors Manufacturing



Loll Designs



Bodrum Linens

**To learn more, contact:**

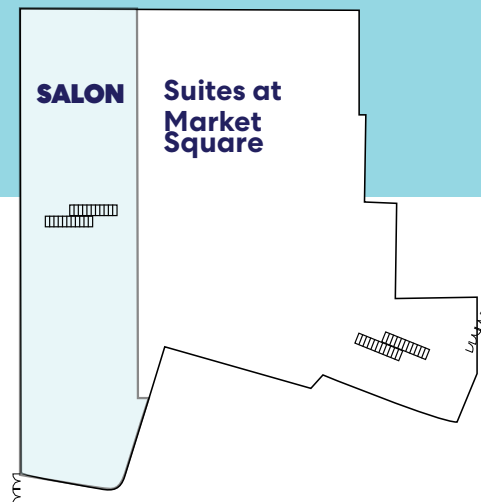
**Angie Carter | Executive Director of Tradeshow Sales**  
336.888.3728 • [acarter@ANDMORE.com](mailto:acarter@ANDMORE.com)  
[ANDMOREHighPointMarket.com](http://ANDMOREHighPointMarket.com)

**ANDMORE** AT HIGH POINT MARKET

Spring Market  
April 13 – 17, 2024  
SALON opens April 12

Fall Market  
October 25 – 30, 2024  
SALON opens October 24

# SALON AT MARKET SQUARE



## QUALIFICATIONS:

- Product that appeals to medium to higher-end retailers and designers
- Showroom build out required
- Booth must materially change every market
- Approval by jury
- Paid advertising with ANDMORE to support SALON marketing is required

## BOOTH PACKAGES INCLUDE:

- No additional drayage costs within designated time frame, per exhibitor manual
- Non-Union facility
- Hard walls 10' high, not pipe and drape
- LED track lighting in booths for flexible lighting options
- Free standard electric
- Polished concrete floors with neutral colored carpet along the aisles
- Complimentary empty box storage during Market
- Complimentary booth signage with your company's name
- Complimentary listing in print and online directories if signed prior to deadlines
- Mandatory advertising packages starting at \$1,500 to complement the most comprehensive marketing support by any High Point building owner
- Free limited public/unsecured internet access

## MARKETING CAMPAIGN & BUYER OUTREACH:

As an exhibitor, you will not only benefit from the extensive marketing campaign we conduct each market, but you will also be a part of a dedicated marketing campaign exclusively for ANDMORE at High Point Market properties. A few of our exclusive marketing opportunities include:

### PRINT ADVERTISING

- Dedicated ads in Market Previews, Resource Guide and Trade Publications.

### DIGITAL

- Eblast to Buyer list reaching 60,000 retailers and designers with a dedicated mention leading up to Market.
- Information included in High Point Market Exhibitor Directory at [highpointmarket.org](http://highpointmarket.org).
- Website destination promotion: [ANDMOREHighPointMarket.com](http://ANDMOREHighPointMarket.com).

### ON-SITE SIGNAGE/ ADVERTISING

- Signage promoted throughout Market.
- Opportunity to participate in paid sponsorship programs.

### MARKET SNAPSHOT PROGRAM

- Opportunity to submit products for consideration in social media campaign and product display.

### SOCIAL MEDIA

- Coverage before and during market on #ANDMOREhpmkt social channels including [Instagram](#), [Facebook](#), [YouTube](#) and [Pinterest](#).
- Potential inclusion in videos during market which are promoted on social media and buyer eblasts.

### PUBLIC RELATIONS

- Opportunity for inclusion in public relations campaign to trade and consumer media.

### RETAIL RELATIONS

- Personal outreach to Top 300 retailers, specialty retailers and designers.

