

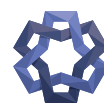


# HIGH POINT MARKET

## LEASING PROSPECTUS

The Center of Market.  
The Heart of Your Business.

129 S. Hamilton  
200/320/330 N. Hamilton  
300 E. Green  
300 S. Main  
C&D - Commerce & Design  
Furniture Plaza  
Hamilton Place  
Hamilton Market  
International Home Furnishings Center  
Market Square  
Market Square Textile Tower  
National Furniture Mart  
Plaza Suites  
Showplace  
Suites at Market Square



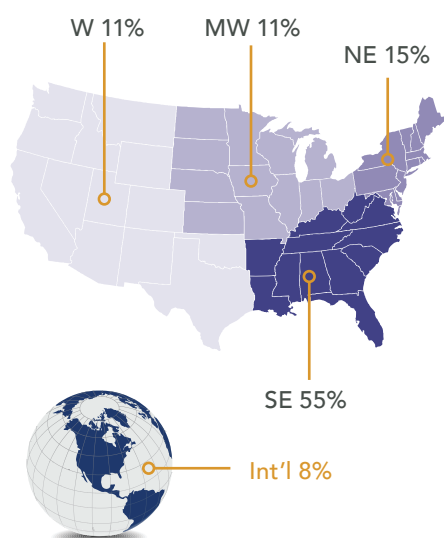
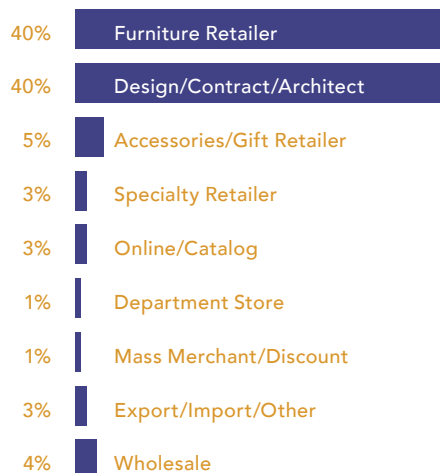
INTERNATIONAL  
MARKET CENTERS  
HIGH POINT

[IMCHighPointMarket.com](http://IMCHighPointMarket.com)  
336.888.3700  
[leasing@imcenters.com](mailto:leasing@imcenters.com)

# 87%

of the top 100  
Retailers attend High  
Point Market

## Buyer Representation



## Exhibitor Representation



# HIGH POINT MARKET

## IS THE MUST-ATTEND MARKET

After more than 100 years, High Point Market remains the largest and most important home furnishings market in the world. With 12 million square feet and more than 2,000 exhibitors, no other market provides the breadth of product, education, and networking found at the High Point Market. This is precisely why more than 45,000 buyers register for High Point Market each spring and fall. They come to see the hottest new products as they are introduced, discover new ways to energize their businesses, and meet the people who move the industry forward and set the course for the coming season.

## Key Reasons to Exhibit

- High Point is the premier market for unveiling state-of-the-art designs.
- Market dates are perfectly timed for retail buying cycles.
- This is the only event that delivers 99% of the total industry buying power.
- High Point is the epicenter of the home furnishings industry and where trends are established.
- The Market attracts key buyers from all 50 states and 106 nations from across the globe.
- Buyers know they will find more product introductions than any other market.
- High Point is THE source of inspiration for the design community.

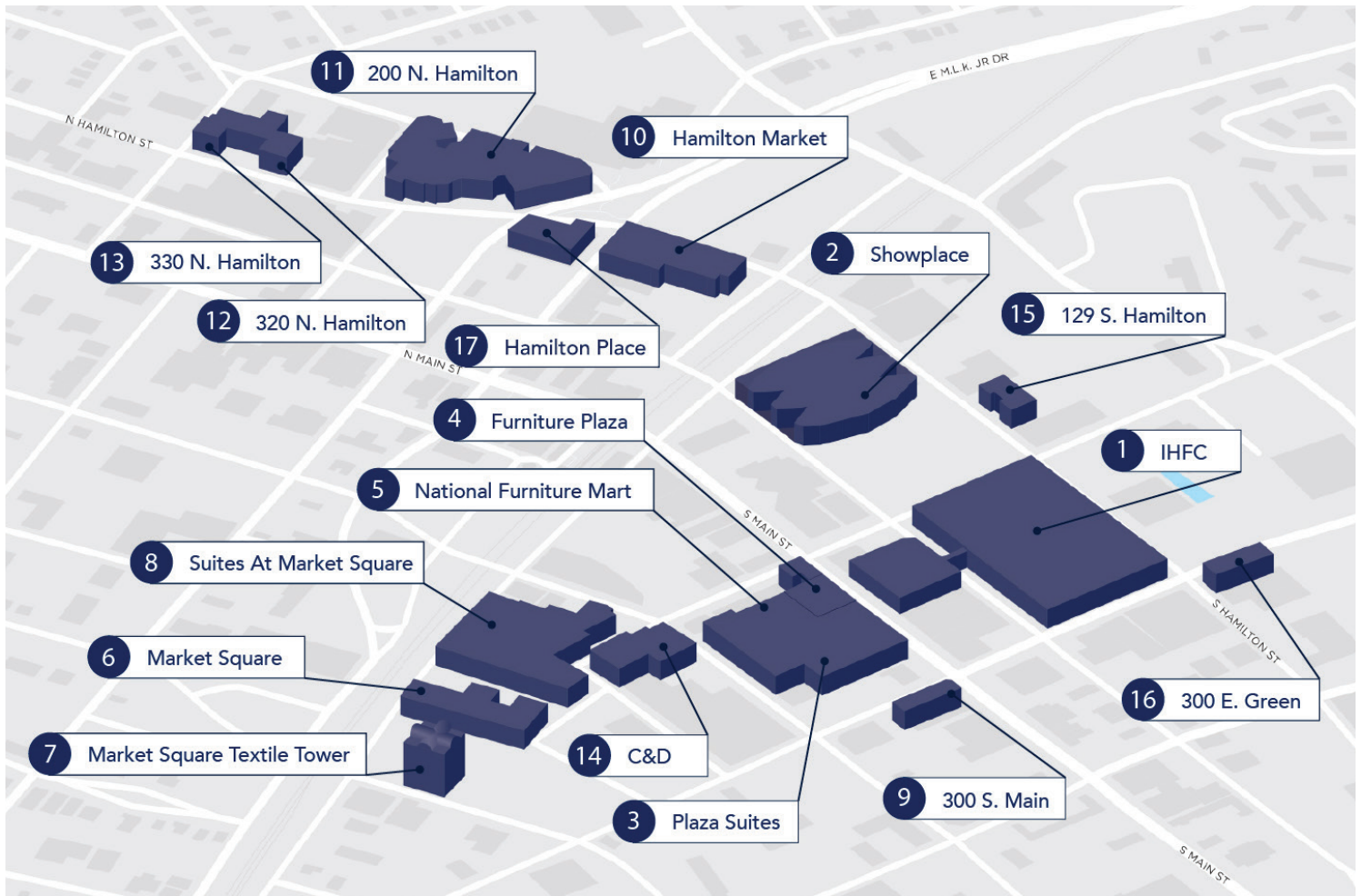
## Every Home Furnishings Category

High Point Market offers a second-to-none selection of home furnishings and accessories from every product category for the home, including:

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

There is no other market in the world that offers the sales and branding exposure offered by High Point Market, and International Market Centers would like to partner with you to make this the most effective sales and marketing vehicle for your business.

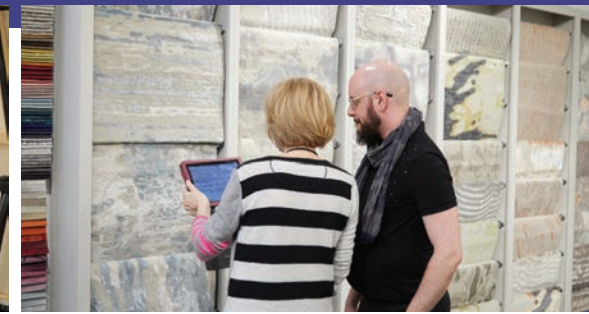
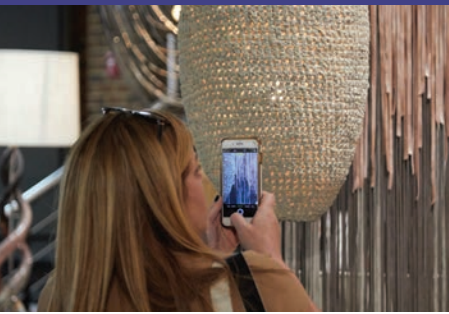
# IMC BUILDINGS



- 1 IHFC**  
 IHFC is home to 500 of the leading home furnishings manufacturers, including 13 of the top 20 companies
- 2 Showplace**  
 A state-of-the-art building adjacent to the transportation terminal offering a great location to draw buyer traffic
- 3 Plaza Suites**  
 This landmark building houses an impressive collection of top names in the furniture industry
- 4 Furniture Plaza**  
 Conveniently located in the center of the Market, Furniture Plaza features promotional to medium priced name-brand lines
- 5 National Furniture Mart**  
 Nine floors of permanent showrooms featuring promotional to medium price points

- 6 Market Square**  
 A former furniture factory transformed into unique, upscale showrooms, catering to designers and medium to high-end retailers
- 7 Market Square Textile Tower**  
 Home to the Showtime Fabric Fair, the building houses nine floors of permanent fabric showrooms
- 8 Suites at Market Square**  
 The primary temporary exhibit building at Market making it a must-see for every retail buyer and designer at Market
- 9 300 S. Main**  
 Two-story, storefront building in downtown High Point offering great street-level exposure
- 10 Hamilton Market**  
 Home to Klaussner Furniture

- 11 200/320/330 N. Hamilton**  
 A beautiful campus in the center of the Hamilton/Wrenn Design District that caters to designers and high-end retailers
- 14 C&D**  
 Featuring over 200 product lines throughout 9 floors of home furnishings, accessories and much more
- 15 129 S. Hamilton**  
 Home to Eichholtz
- 16 300 E. Green**  
 Home to Abbyson.
- 17 Hamilton Place**  
 An iconic destination in the Hamilton-Wrenn Design District



# 98%

of buyers who come to High Point Market shop at International Market Centers' properties.

## INTERNATIONAL MARKET CENTERS

IS WHERE HIGH POINT MARKET ALL COMES TOGETHER

Why? International Market Centers owns and operates 17 buildings representing six million square feet in the heart of the High Point with both permanent showroom and temporary exhibit options. We offer must-see brands and resources, unparalleled market experience, supported by our on-going significant investments in our buildings and services. In addition, we are the only building owner that conducts comprehensive marketing campaigns to draw buyers, while offering you a broad base of pre-, during, and post-market marketing opportunities. Regardless of the reason, why would you want to be someplace else?

### Key Reasons To Choose International Market Centers

- Our buildings are the highest-destination buildings at Market offering must-see brands and resources.
- IMC is the largest and most compelling home furnishings platform.
- According to Market attendees, our properties offer the top 3 shopping experiences in High Point.
- We view our relationship with you as a partnership and share in your success.
- IMC is constantly working to enhance the value of your investment in High Point Market by providing value-added marketing support that is available only to IMC customers at High Point Market.
- Our experienced, in-house marketing team can provide support and advice.
- We offer extensive on-site branding opportunities to generate awareness.
- IMC buildings offer a full schedule of seminars, and social and networking events to draw buyers to the buildings and keep them there longer.

### Temporary Exhibit Options



Suites at Market Square



Plaza Suites Temporaries

Temporary exhibit space is a great place to start if you are a smaller, growing company, don't require as much space, or would like to leverage the walk-by traffic more common in temporary exhibit areas.

Suites at Market Square is High Point's only dedicated temporary venue. Among the three floors, there are numerous options to create a custom, showroom-like atmosphere without a long-term lease. For those companies that need less space and prefer a shorter commitment, this is the perfect solution. We have made participating even easier with all-inclusive, turn key exhibit packages.

Plaza Suites Temporaries is a small collection of temporary tradeshow space in one of High Point's preeminent destinations for Top 100 and Beyond Furniture Retailers.

There are also two juried areas curated by a team of experts to present a special selection of products –SALON, located in Suites at Market Square and InterHall, located in IHFC.

## Permanent Showrooms

If you require a large amount of space or would like to have a space to use between markets, permanent space is your best option. By committing to a longer-term lease, you can take advantage of lower rates, have a place to bring customers between markets, sell to designers year-round, and have adequate time to re-design your showroom and change out products between markets. You will also build equity in your location, so buyers know exactly where to find you each Market. With 17 buildings and over 6 million square feet, we're sure to have a space that meets your needs. Our permanent showroom options include:



IHFC



Showplace



Plaza Suites/Furniture Plaza



National Furniture Mart



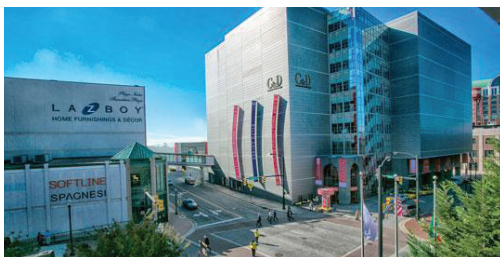
200 North Hamilton



320/330 North Hamilton



300 S. Main



C&D



Market Square / Market Square Textile Tower



129 S Hamilton



300 E Green

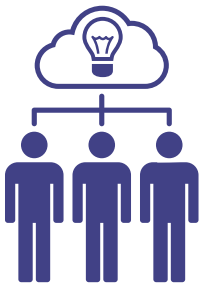


Hamilton Place

Depending on your product offering, we can find the perfect location to attract the buyers you need to see.

## All-inclusive Temporary Exhibit Package

- No additional drayage costs within designated time frame
- Non-Union facility
- Hard Wall dividers, not pipe and drape
- Flexible temporary exhibit space can be customized to meet customer needs
- LED track lighting in booths for flexible lighting options
- Polished concrete floors with neutral colored carpet along the aisles
- Option to leave products and display between markets (in certain areas)
- Open Floor plan with ample aisles to facilitate traffic flow and visibility
- Extra electrical capacity, including duplex outlets
- Complimentary empty box storage during Market
- Complimentary booth signage with your company's name
- Complimentary listing in print and online directories prior to deadlines
- Daily social events to draw buyers and entice them to stay longer
- The most comprehensive marketing support conducted by any High Point building owner
- Mandatory sponsorship packages starting at \$395
- Free public/unsecured internet access



# MARKETING PARTNERSHIP

Our relationship with exhibitors is a partnership. We work with exhibitors to drive buyers to the buildings, but exhibitors play a key role in ensuring those buyers come to the showrooms.

We conduct extensive marketing campaigns each market to promote IMC buildings and the tenants and exhibitors within the buildings, reaching tens of thousands of buyers from all channels of distributions. These campaigns supplement the comprehensive outreach conducted by the High Point Market Authority.

BRING BUYERS TO MARKET

BRING BUYERS TO BUILDING

BRING BUYERS TO YOU



## IMC Market Support

### Advertising

- More than 30 Advertisements in 20+ industry trade publications
- Extensive advertising in High Point Market Preview Guides, Resource Guide and Pocket Guide

### Print

- Market Preview Guides
- InterHall Magazine
- Inspirations Magazine for Market Square & Suites

### Email

- Email campaign reaching more than 62,000 prospective and pre-registered buyers and designers.
- Trade publication eblasts
- Valuable tenant marketing tips and deadlines shared with exhibitors

### Web/Digital

- Highly tracked website including exhibitor/product search, destination information and press releases at IMChighpoint.com
- Video coverage of products, design & trends
- Content sharing for High Point Market Authority website at HighPointMarket.org

### Trend Program

- Trend and design promotion
- Opportunity to participate in TrendWatch curated program including product displays, programming mention and promotional coverage

### Public relations/ Social Media

- More than a dozen press releases issued each market
- Editorial coverage in top trade magazines, show dailies, blogs & more
- Robust year-round coverage on all DesignOnHPMkt social channels
- #DesignOnHPMKT hashtag used across all social media platforms.
- #DesignOnHPMKT Instagram Takeover program with top tastemakers and celebrity designers

### Education and Social Events

- A complete line-up of educational seminars throughout Market
- Complimentary beverage service and receptions every day during market
- Host of the official Market kick-off party on Friday night

### Onsite Branding

- Onsite signage in all IMC buildings to draw traffic to key destinations
- Advertising on TV monitors and electronic marquees throughout buildings
- Exterior advertising in key traffic areas





INTERNATIONAL  
MARKET CENTERS  
HIGH POINT

International Market Centers, L.P. (IMC) is the world's largest operator of premier showroom space for furniture, gift, home décor, rug, and apparel industries. International Market Centers owns and operates nearly 20 million square feet of world-class exhibition space in High Point, N.C., Las Vegas and Atlanta. IMC's mission is to build and operate an innovative, sustainable, profitable and scalable platform for the furniture, gift, home décor, rug, and apparel industries.

