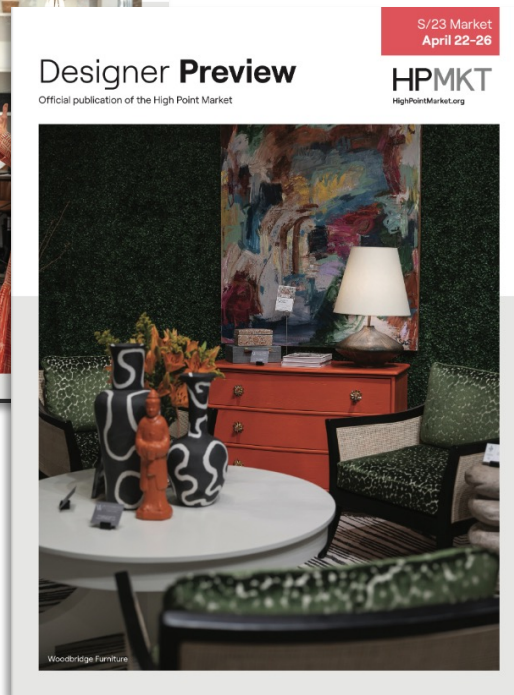


HIGH POINT MARKET **ANDMORE**

Spring 2024
Advertising Opportunities

Preview Guides



PREVIEWS – Showcase your NEW Products & Lines!

- High Point Preview & Designer Preview
- Mailed during prime market planning phase to over 25,000 buyers 6 weeks prior to market; emailed to over 60,000 buyers; and posted on IMC and HP Market Authority websites, enabling buyers to have access between markets
- Advertising Options: Full page ads, half page ads, product photos, postcards and inserts.

Product photo includes:

- Image
- Company name & Showroom location
- 30 word or less description

Preview insert:

- Postcard or catalog* mailed along with the Previews
- *Catalog pricing will depend on size and number of pages*

Rates:

- Spread \$5,295
- Premium Positions starting at \$3,695
- Full page \$3,295
- Half page \$1,550
- Product photo \$395
- Add a Digital Hot Spot to the e-version \$500

Deadlines begin January 18, 2024

Market Resource Guide



MARKET RESOURCE GUIDE (MRG)

- Distributed at market to all buildings and information desks
- Directory with listings of all companies exhibiting at market
 - Company name, space, contact info
 - *Logo above listing will make your company stand out on a page.*
- Contains full market information including events, floor plans and exhibitor listings.
- Buyers often take this publication home for reference between markets – enduring value post-show!
- Advertising Options: Full page ads, logo above directory listings, product focus

Rates:

- Spread, \$5,295
- Premium Positions starting at \$3,695
- Full page, \$3,295
- Half Page, \$1,550
- Logo or Product Focus, \$395 each

Deadlines Begin February 22, 2024

Pocket Guide



POCKET GUIDE:

- Distributed at market throughout all our buildings
 - Hand-held publication designed for quick reference of showroom locations & events.
 - Limited advertising space to keep publication slim and light for buyers to carry
 - Listing of all companies exhibiting at market – company name and space only
 - One of our most heavily used publications at market
-
- Cover Position, \$7,500
 - Spread, \$6,995
 - Full Page, \$3,695

Deadlines begin February 29, 2024

Sponsorships

Video Walls

7 second ads – Video or Static (no sound)
Average frequency is every 2-3 minutes

Deadlines Begin: March 13, 2024

IHFC Commerce Entrance - \$5,000 per Ad

SAMS Entrance at Registration - \$1,500



Sponsorships

Hand Sanitizers Rate
\$500 each

Various locations available



SAMS Digital Marquee* Rate
\$1,500

*Market Square Exhibitors only



Deadlines Begin: March 13, 2024

Sponsorships

Digital Directories

New digital directories showing the tenants in the building with ad capability above the directory. Located in the Furniture Plaza lobby and Plaza Suites.

Rate \$3,000 each

Deadlines Begin: March 13, 2024



Sponsorships

Main Street Window Graphics

Located on the Main St front of IHFC Main Wing

Windows 15-22: Rate \$8,000

Deadlines Begin: March 13, 2024



Sponsorships



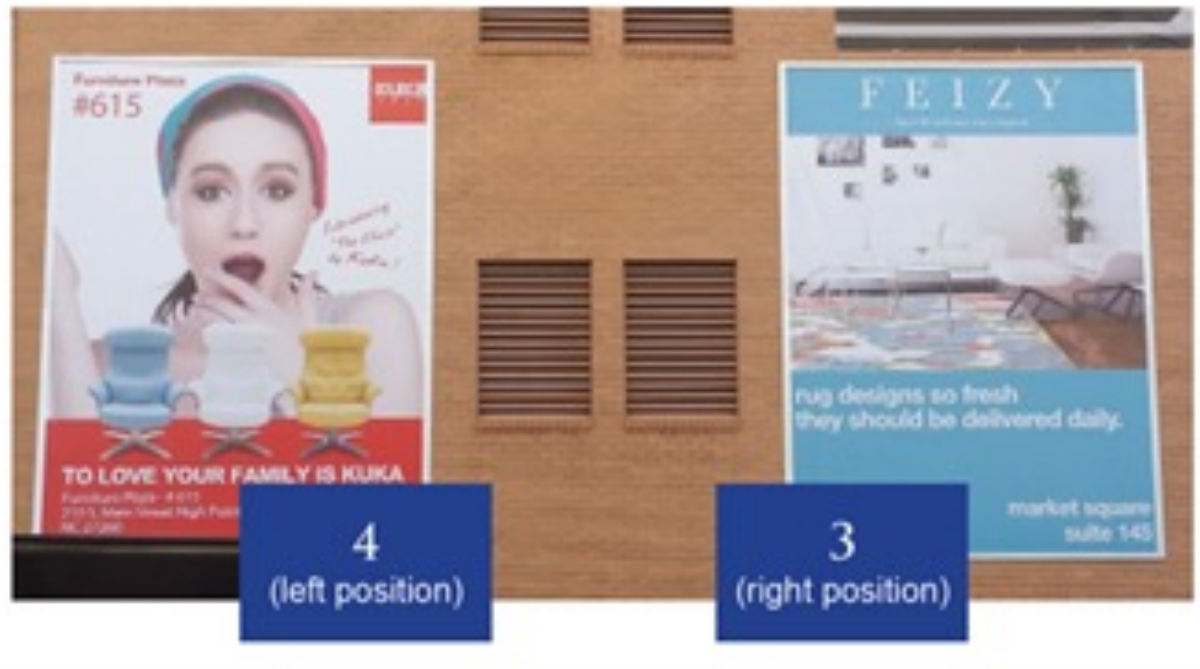
IHFC Freight Elevators

Availability depends on location

Rate \$5,000

Deadlines Begin: March 13, 2024

Sponsorships



National Furniture Mart Wallboards

4 Positions Available

Rate \$7,500

Deadlines Begin: March 13, 2024

Sponsorships



Furniture Plaza Escalator Wall Banner
Captivate buyers as they enter the central point between Furniture Plaza and Plaza Suites with banners on the escalator walls
Floors 2 and 3 Available
Rate \$3,500

Deadlines Begin: March 13, 2024

Sponsorships



Sponsored Bar Carts

Create buzz around your brand by sponsoring a bar with curated alcohols and a branded bar cart. Add on branded cocktail napkins to really pack a punch and get your company name out there.

Various Locations
Rate dependent on quantity of drinks

Deadlines Begin: March 13, 2024

Sponsorships

Escalator Banners*

\$4,000 each

Availability depends on location

*IHFC Only



Floor Graphics

24" Round or Square

Availability depends on location

\$300 each



Deadlines Begin: March 13, 2024

Sponsorships



Market Square Courtyard Banners

Greet Buyers as they exit shuttles on West High Street
and enter Market Square
Measures 21.6'wide x 8.75'tall

Rate: \$10,000 each

Deadlines Begin: March 13, 2024

Sponsorships



C&D Long Banner

Located in the South Elm Plaza on the side of the
C&D Building
Measures 45.5" wide x 268" tall

Rate: \$,7500 each

Deadlines Begin: March 13, 2024

Sponsorships



C&D Hallway Window Graphic

Captivate buyers as they walk from Furniture Plaza and enter the Suites at Market Square

Rate: \$7,500

Deadlines Begin: March 13, 2024

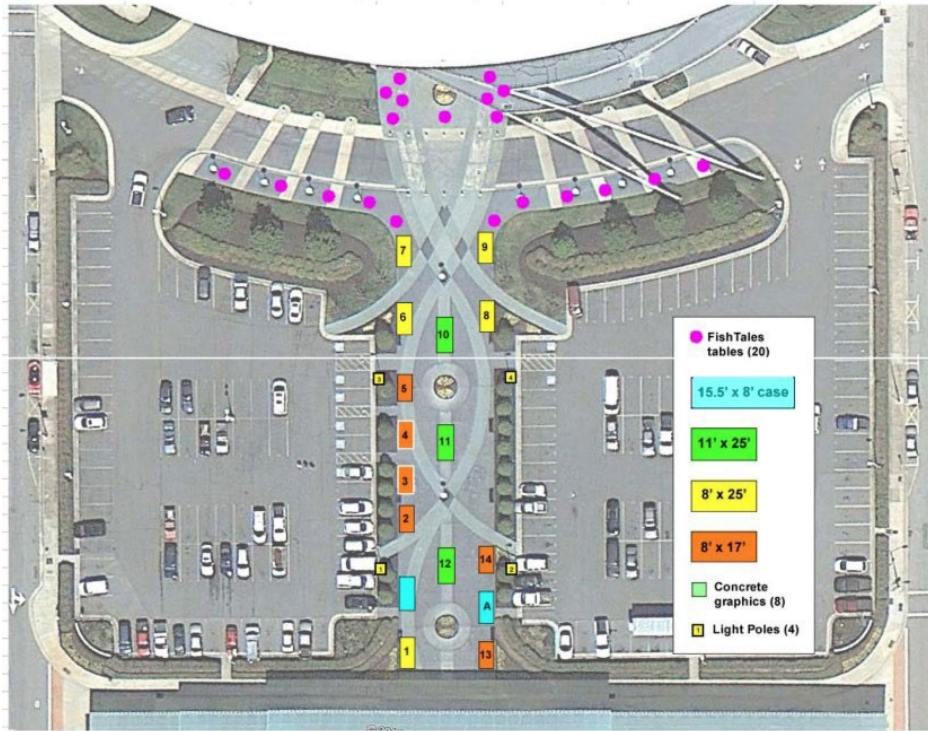
Sponsorships

OUTDOOR DISPLAYS

Showplace Walkway

**Space based on availability*

Rate \$6,500



South Elm Plaza

**Space based on availability*

Rate \$5,000



Deadlines Begin: March 13, 2024

Sponsorships



Water Bottles

Available in various locations

Includes branded barrel and bottles

Rate: \$8,500 per barrel

Deadlines Begin: March 13, 2024

Sponsorships



Suites at Market Square Exterior Banners

2 Positions Available

Rate: \$3,000 each

Deadlines Begin: March 13, 2024

Sponsorships



Suites at Market Square Window Graphics

2 Positions Available

Rate: \$7,500 each

Deadlines Begin: March 13, 2024



Sponsorships

Exterior Elevator Graphics

Availability depends on locations

Rate \$3,900 each



Escalator Graphics

Availability based on location

Rate \$4,000

Includes 10 clings



Deadlines Begin: March 13, 2024

Sponsorships



Sponsored Seating Areas

Locations:

- IHFC Food Court (40 Tables with graphics) - \$7,500
- Market Square and South Elm Plaza (40 tables with graphics) - \$7,500
- Overflow Seating (50 Tables with graphics) - \$7,500
- SAMS Ground Floor Café (inside Salon) - \$1500



Deadlines Begin: March 13, 2024

Sponsorships



Branded Charging Stations

Locations: Market Square, Suites at Market Square, C&D, Furniture Mart, Plaza Suites, IHFC Main, IHFC Wrenn, IHFC Green, & Showplace

Rate: \$2,800 each

Deadlines Begin: March 13, 2024

Sponsorships

Branded Charging Tables

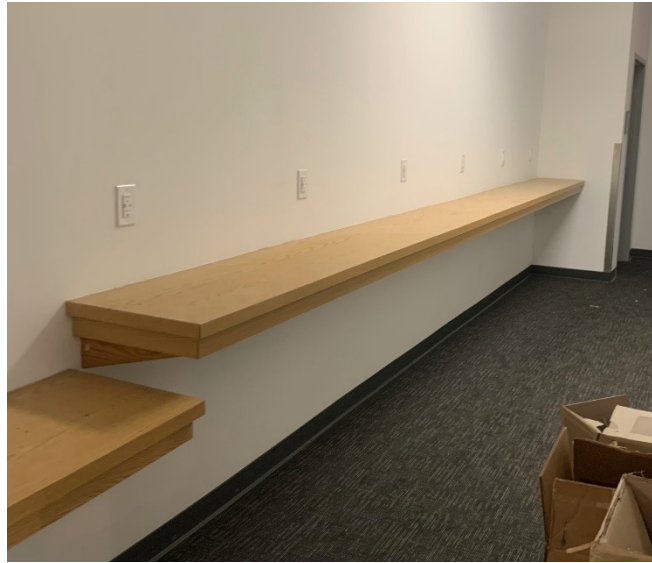
Located on the Top Floor of the Suites at Market Square – 2 24" Table Graphics

Rate: \$350 each

Deadlines Begin: March 13, 2024



Sponsorships



Branded Charging Areas

Rest and Recharge at a branded charging area with hanging signage, branded decals on the charging bar, and wall signage

Located on each floor of the Suites at Market Square

Rate: \$750 per floor

Deadlines Begin: March 13, 2024

