



FALL 2009 EXHIBITOR'S MARKETING KIT

A Guide to maximizing opportunities at Market



highpoint MARKET
the world's home for home furnishings

SATURDAY, OCTOBER 17 TO THURSDAY, OCTOBER 22, 2009

www.highpointmarket.org | 800.874.6492 | 336.869.1000





To give you an edge as you ready for Fall Market 2009, we've created this special guide designed to help you prepare for your most successful Market experience ever.

Inside, you'll find everything you need to attract buyers to your showroom at Market. From engaging your sales force to reaching international audiences, and from generating positive publicity to co-branding with the Market, you'll find everything you need here to drive traffic to your showroom and put your brand at the center of attention this Fall. Plus, we'll show you how to make the most of the High Point Market's 100th anniversary, and help you capitalize on the next phase of our year-long Centennial Celebration.

As always, our goal is to ensure our exhibitors' success. If you have any questions as you prepare for Market, or would like to discuss your company's specific needs, contact the High Point Market Authority marketing team at 336.869.1000.

Fall Market
OCTOBER
17-22 2009



highpointMARKET
the world's home for home furnishings



Promote Attendance

When retailers and designers make the trip to Market everybody wins. So, it's important that everyone helps promote attendance. After all, when times are tough, relationships and face-to-face interaction are more critical than ever.

Encourage your salespeople to help spread the word about the importance of attending Market during difficult economic times. Challenge them to pre-schedule appointments with both prospects and key dealers. Your sales team's efforts will directly impact the number of buyers that will cross your showroom's threshold during Market, so now's the time to engage them.





Reach Your Audience

We offer a number of free, online services specifically designed to help you connect with buyers and promote your showroom's location at Market. These include:

Benefit From Free Banner Ad Creation

As another special service to our exhibitors, the High Point Market Authority will create a free banner ad for your website that promotes your showroom location at Market. All you have to do is supply us with your company name and showroom address. We'll create a professional online ad, including your company name, showroom address and our official Fall 2009 High Point Market logo. The ad will be delivered to you via email within one week of your request, and may be used on your website or any other online venue where you're promoting your Market presence.



To find out how you can take advantage of this free service, visit www.highpointmarket.org/exhibitorservices

Download Printer-Ready Postcards

Our downloadable, printer-ready postcards can be customized with your company name and showroom address. To produce an attention-grabbing postcard that you can mail to the dealers and designers you most want to see during Market, visit www.highpointmarket.org/exhibitorservices



Incorporate the High Point Market Logo and Centennial Insignia

Let everyone know you're a Market partner and help generate excitement for the High Point Market Centennial Celebration by incorporating the official High Point Market logo and Centennial Celebration insignia in all of your marketing efforts.



High Point Market Centennial Celebration insignia



High Point Market logo - horizontal (Preferred)



High Point Market logo - vertical

The insignia honors the High Point Market's early history and the case goods makers who essentially planted the seed for Market 100 years ago this coming Fall, while speaking to the Market's relevance in the future and its forward-looking position. It features our now-familiar multi-branched tree astride a banner emblazoned with the years 1909-2009. Camera-ready artwork is available at www.highpointmarket.org/exhibitorservices.

Additionally, the High Point Market Authority has created Centennial decals for use during the Fall 2009 Market. Designed to project a unified brand for the Centennial Celebration throughout the downtown showroom area, each easy-to-apply static cling decal can be applied to the inside of any glass surface, from building entrances to showroom windows. The simple, "etched glass" design will complement any color scheme. Plus, the decals are easy to remove and will leave no residue. To obtain decals for your showroom, contact the High Point Market Authority at 336.869.1000.



Reach Your Audience (continued) Update Your Official Market Listing

We continue to explore new ways to better serve buyers. Given the sheer size and breadth of our Market, and the limited time attendees have on the ground here in the world's home for home furnishings, it's important that you do everything you can to let everyone know where to find your showroom and the products you offer.

To help buyers find what they seek at Market, we have added a number of new product category designations to our Product Locator Guide. Please review these new product category designations to ensure that your free listing on www.highpointmarket.org includes all of your company's most current information.

Once you've updated your company's information, potential customers will be able to search for your showroom by building, company name and product category. Even better, once they've identified your company as a possible supplier, they can add your showroom to their personal Market plan, a printable itinerary that many buyers use to make sure they reach the suppliers they most want to see.

Updating your company's listing is quick and easy. Just visit www.highpointmarket.org/exhibitorservices and follow the simple steps.

Please call Market Authority if you have not received your exhibitor code.

Share Your News With Us

Each month, we distribute at least one email newsletter to potential Market attendees. Our e-newsletters update thousands of home furnishings professionals with information on the latest trends, news, events and High Point Market developments. It's a great way to let dealers and designers know about the products you'll be introducing this Fall, plus any special events you're planning, along with showroom expansions and relocations. We welcome news tips and articles from exhibitors related to any of these topics.

Submit information about new product introductions, company news, tips and photographs via email to editorial@highpointmarket.org

We also may include any news about your company that affects the shape and scope of the High Point Market in official Market Authority press releases sent to all major industry publications.





Connect With the Press

We're excited to report that Fall Market 2009 will mark the grand opening of the new High Point Market Media Center. Long housed in a temporary location inside the High Point Theater, the High Point Market Media Center is moving to a new, permanent location on the ground floor of SHOWPLACE West, at the corner of Main and High Streets in High Point.

The Media Center hosts some 350 representatives from at least 200 different publications each Market, and houses press kits for the Market's exhibitors. This means that when you send your press kits to the Media Center, you get your message in front of all of our industry's trades, as well as many major consumer magazines, newspapers, bloggers and a wide variety of online publications.

High Point Market Online Press Center

To further promote press coverage of the High Point Market, particularly during Market times, the High Point Market Authority has also created an online press center for journalists.

The online press center, located at www.highpointmarket.org/presscenter/presscenter.aspx enables media representatives to access information and materials about the Market in real time.

All High Point Market exhibitors are invited to post releases about new product introductions. Online press releases are limited to three releases of no more than 600 words and up to three photos. To add your release to the High Point Market Online Press Center, please visit www.highpointmarket.org/exhibitorservices

Benefit From National Exposure on PR Newswire

Through a new partnership with PR Newswire, the global leader in news and information distribution services for professional communicators, the High Point Market Authority is offering exhibitors custom packages of PR Newswire services.

Now, High Point Market exhibitors can post press releases and photographs for national news distribution to thousands of media outlets including print, radio and television via PR Newswire.com, and PR Newswire for journalists at deeply discounted rates. These rates are available only through the High Point Market Authority program.

This valuable new service also includes online news distribution to more than 5,000 website and news portals, del.icio.us and other social networking tags, and measurement reports for each release. Plus, photos are rendered on more than 1,000 sites along with the exhibiting company's news release. Sites include Yahoo, MarketWatch, ABC Affiliates and the LA Times. Photos are even sent to Times Square for display on the Reuters digital display board, the largest digital sign in the world.

Additionally, PR Newswire will host a special online news center dedicated specifically to the Fall 2009 High Point Market, with links to all news releases that have been transmitted by PR Newswire in conjunction with our Market. The News Center will be available from www.highpointmarket.org, Event News Center, www.prnewsire.com, and www.prnewswire.com/media

It's never been easier, or more affordable to enjoy national exposure. For more information about these cost-effective packages of newswire services, contact Shannon Kennedy, director of marketing, at 336.869.1000 ext. 230.



Connect With the Press (continued)

Send Your Press Kits

All Market exhibitors are invited to send press kits to the Media Center. There is no charge for press kit distribution.

We will begin accepting press kits shipments for Fall Market 2009 on Monday, October 12. The deadline for on-time press kit delivery is Thursday, October 15. The Media Center will open to the press at noon on Friday, October 16, 2009.

PRESS KITS SHOULD BE SHIPPED TO:

**HIGH POINT MARKET
MEDIA CENTER**
C/O High Point Market Authority
101 South Main Street, Suite 801
High Point, NC 27260

A minimum of 50 kits is recommended for smaller companies. Larger companies with multiple new collections should send about 100.

All press kits arriving by 5 p.m. Thursday, October 15, will be displayed in alphabetical order by company name. Therefore, it is recommended that the company name (and your showroom location) be plainly visible on the front of your press kit folder. Press kits received after 5 p.m. October 15, will be placed on the late-arrivals shelves in the order received.

If you are planning to deliver press kits to the Media Center in person, you may do so between 9 a.m. and 5 p.m. Wednesday-Thursday, October 14-15. **Please note our new permanent location on the ground floor of 101 South Main Street next to the parking garage.**

When shipping, please enclose a packing slip that lists the number of press kits in your shipment. If you are sending materials for more than one company, division or product line, it is essential that you note this information on your packing slip. If you would like leftover kits returned to you after market, you must supply a Federal Express account number. We cannot ship via UPS ground.

If you do not supply a FedEx account number and shipping instructions, plan to pick up any leftover kits in the Media Center between 9 a.m. and 5 p.m. Thursday, October 22. Leftover kits for which no shipping instructions have been received will be recycled after 5 p.m. Thursday, October 22.

The deadline for submitting information for the Press Calendar of Market Events is Monday, October 12. You may also forward a copy of your invitation for posting on the Media Center events bulletin board. Mail, fax or email information to Pat Bowling, 317 W. High Ave. 10th Floor, High Point, NC 27260; fax 336.884.5303; email: pbowling@ahfa.us.

Please direct press kit questions to Pat Bowling, AHFA Vice President of Communications, 336.881.1006 or pbowling@ahfa.us.

Download a packing slip here: www.highpointmarket.org/pdf/packingslip.pdf



Connect With the Press (continued)

Create Effective Press Kits

A press kit is one of the best, most cost-effective ways to get your message out and generate interest in your company. For tips on creating effective press kits, view our series of previously recorded webinar training events: “How to Build an Effective Press Kit,” and “How to Build an Effective Press Kit: Advanced Level.”

Produced in conjunction with the public relations experts at the American Home Furnishings Alliance (AHFA), this pair of informative online seminars presented by Pat Bowling, AHFA’s vice president of communications, will help ensure you get the best possible coverage for your company.

To view, visit:

www.highpointmarket.org/exhibitorservices





Think Globally

Get Listed in the Market Export Interest Directory

As we ready for the arrival of our international guests, we are developing an Export Interest Directory which will be available to all international visitors. The Export Directory information is tied to your product listing, so be sure to update all your information at

www.highpointmarket.org/exhibitorservices

Network With International Visitors

Any High Point Market exhibitor who wishes to expand their global network during Market should make plans to attend our Welcome Reception for International Visitors, scheduled for Monday, October 19, 2009 from 6 to 7:30 p.m. at the String & Splinter Club, located at 305 West High Street in High Point. Please RSVP via email:

shannon@highpointmarket.org

Take Advantage of Our Multilingual Materials

Along with the wealth of information geared toward international buyers on our website, we have produced a multilingual brochure promoting Market in ten languages: English, French, Portuguese, Spanish, German, Italian, Russian, Arabic, Cantonese, and Japanese.

If you would like to incorporate this brochure into your own marketing efforts, please call 336.869.1000 for printed copies or download a copy here:

www.highpointmarket.org/pdf/multibrochure.pdf



highpoint MARKET
the world's home for home furnishings



Get Noticed By Advertising

Many buyers make a special effort to find new suppliers while they're in High Point, and advertising will help them discover you. Nothing attracts a buyer to a new supplier like something they haven't seen before, so new product introductions make a great theme. Just be sure to include your showroom address in your ads!

Market Directories

Buyers use a variety of Market directories to plan their visits and schedule their time in High Point. A basic directory listing is available at no charge. Additionally, the product preview sections in the Market Preview Guides are available to every exhibitor regardless of your decision to advertise. Where possible, it is a good idea to note whether you are open to designers and/or small independent retailers. Extended listings and advertising space may be purchased for an additional fee. Call the publishers below to make sure your showroom is listed correctly and inquire about advertising opportunities.

- Previews:**

Mailed to registered or past attendees about one month before Market.
Furniture Preview, Accessories Preview, Designer Preview



- Resource Guide:**

Distributed in High Point during Market.
Deadline: August 21, 2009

- Pocket Guide**

Distributed in High Point during Market
Deadline: September 22, 2009

**FOR MORE INFORMATION
CONTACT: JULIE MESSNER 336.888.3722**



Get Noticed By Advertising (continued)

Industry Publications

There are a number of trade publications that serve the home furnishings industry, in both print and online versions, with a growing number publishing online only. Usually, publications will present a profile of their readership in their media kit, so a little research will help you determine which ones best reach your audience.

When developing your advertising strategy, it is better to design annual programs than simply placing an ad or two. The number of times your ads appear, their placement in the publication and the issues in which they run all play important roles in the effectiveness of your campaign.

Most industry publications produce special Market Preview issues and many publish Market Dailies for distribution in High Point during Market. Advertising in the pre-Market and Market issues gives you an excellent opportunity to feature your new products and help potential prospects find your showroom. The handy sampling of publishers below will assist you in finding the right advertising vehicle for your company.

Casa y Estilo	800.848.0466
Casual Living.....	336.605.3790
Furniture Today.....	336.605.1060
Furniture World.....	914.235.3095
Gifts and Decorative Accessories	646.746.6824
HFN	212.979.4800 ext. 4867
Home Accents Today	336.605.1026
Home Furnishings Business.....	336.601.9011
Home Furnishings Retailer.....	336.801.6130
Home Textiles Today	646.746.7282
Icon Magazine	800.369.6220 ext. 3443
(American Society of Interior Designers)	
LDB Interior Textiles.....	212.661.1516
Market Press.....	336.888.3545
(The High Point Enterprise)	
Rug News.....	917.770.4303
Western Reporter	916.960.0277



Insider Tips for Driving Traffic

Along with smart approaches to advertising and public relations, here's a quick checklist of things you can do to maximize dealer and designer traffic in your showroom.

Use the Market Lead Retrieval System

To help you capture vital information about your prospects quickly, easily and accurately, the High Point Market Authority has partnered with New Horizons Computer Learning to develop a computerized system that scans Market badges, recording contact information, sales volume and price points carried for each store that shops your showroom.

To place your order for the Fall 2009 Market lead retrieval system, go to www.newhorizonsgso.com and click "High Point Market Orders." There you will find complete information about this program, including purchase instructions. The cost of the software is \$270 including shipping and handling. Scanners may be rented for \$135 plus tax. Payment by credit card is required.

If you have any questions about the lead retrieval product or wish to order by phone, please call New Horizons at 336.299.5022. You may also email your questions to sales@newhorizonsgso.com

Take Advantage of Sponsorship Opportunities

The High Point Market offers a variety of valuable sponsorship opportunities for some of our most popular and important events and services. Our marketing team can tailor a plan to your specific goals and objectives focused on results-oriented exposure that will increase attendee recognition and capture attention, set you apart from competitors, generate positive publicity and enhance relationships with your existing customers.

For further details, call 336.869.1000.

Send Invitations Before Market Starts

A series of three mailings, about seven, five and three weeks before Market begins will let prospects and key customers know you'd love to see them while they're in High Point. Get started now by downloading our free postcard!

Fall Market
OCTOBER
17-22 2009



highpoint MARKET
the world's home for home furnishings



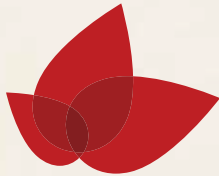
Insider Tips for Driving Traffic (continued)

Welcome Them Inside With Showroom Decals

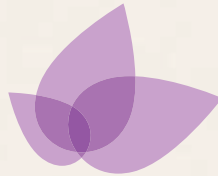
Help Market visitors quickly ascertain whether their business is welcome in your showroom by displaying Market's color-coded showroom decals.

The set of five, small, leaf-shaped icons represent five categories of service—Designer-Friendly, Small Retailer-Friendly, Container Only, U.S. Warehouse and Exporter—and are designed to be displayed near showroom entrances. The color-coded, low-tack graphics easily adhere to almost any surface and correspond to color-coded exhibitor listings in the High Point Market Pocket Directory.

Contact the Market Authority for your decal set via phone at 336.869.1000.



DESIGNER FRIENDLY



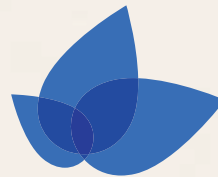
EXPORTER



CONTAINER ONLY



SMALL-RETAILER FRIENDLY



U.S. WAREHOUSE

Show Dealers Something New

The High Point Market is known around the world for having more new product introductions every season than any other Market. Displaying your latest introductions prominently at the entrance to your showroom is sure to grab attention from fast-moving buyers on the lookout for the new and notable.

Great Showroom Display & Signage

Aim for an open, inviting showroom that's easy to enter and easy to walk through if you want to attract attention. Playing a little music in the background and offering food and refreshments will also create an appealing, welcoming atmosphere. Attractive, well-designed signs that direct your guests' attention to the products you most want them to see will create a professional look that builds your brand and image.



Insider Tips for Driving Traffic

Showroom Events

Whether it's a wine and cheese social in the late afternoon, a catered breakfast or lunch, an after-hours party, special entertainment, or a visit from a celebrity, buyers are always looking for events that give them a chance to relax, unwind and have a little fun.

The High Point Market website is a great place to promote any event that is open to all Market guests. If your showroom is part of a multi-tenant building, contact your building manager to have your event listed. If you have a stand-alone building, email events@highpointmarket.org with your event information and we'll be sure to add your information to our online Events Schedule.

If you've already requested your event listing, visit www.highpointmarket.org, click "Planning Your Visit" then "Market Events" to make sure it has been posted accurately. If you need to make any corrections, just email events@highpointmarket.org with your requested changes.



Fall Market
OCTOBER
17-22 2009



highpoint MARKET
the world's home for home furnishings