



2024 | Sponsorship & Advertising Opportunities



Your Opportunity

High Point Market is the industry's largest home furnishings trade show in the world. From inspirational and educational events to networking opportunities, the High Point Market provides an unmatched opportunity to reach thousands of buyers and designers. Our marketing team has a wealth of resources available and will be happy to work with your team to customize a program that meets your goals and objective.





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Table of Contents

**Print/
Promotions/
Signage**

5

Market Map & Transportation Guide • 5
Market Bag Distribution • 6
Go-Anywhere Vans • 7

**Digital
Marketing**

9

Registration Email Banners • 8
Exhibitor Spotlight • 9
Digital Outreach Program • 10
Social Post(s) • 11

**Events/
Programs**

13

International Buyers Center • 12
MediaLink • 13
Design Influencers Tour • 14
Insider's Tour • 15
Water Distribution • 16
The Point • 17
Concerts, VIP Lounge, and Events • 18

Specifications

20

Sponsorship Specifications • 19
PDF Settings • 20



Market Map & Transportation Guide

Includes shuttle schedules, a listing of showroom buildings, and an overview of the Market district. This helpful resource guide is distributed to showrooms, building lobbies, information booths, hotels, on airport shuttles and The Point. Available sponsorships include: Full-size back page ad, Full-size inside ad.



DEADLINE

February 9, 2024



COST




\$8,500 per ad

[See page 22 for specifications](#)



Market Bag Distribution

Have your branded tote bags distributed to Market attendees on hotel shuttles, at information booths, and in the International Buyers Center.

 DEADLINE	February 26, 2024
 COST	\$5,000
 QUANTITY	2,000



Go-Anywhere Vans

Market guests use our free Go-Anywhere service to reach any destination within a 6-mile radius of the Transportation Terminal that is not served by our Downtown Shuttles. These vehicles blanket the Market district, thereby guaranteeing that your message will be seen throughout the High Point area.

Sponsorship offered: Vehicle window decals for 10 vans with your company's customized message.



DEADLINE

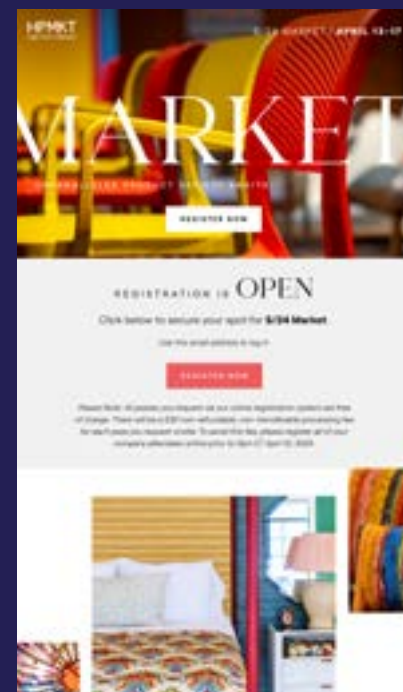
February 26, 2024



COST

\$8,500

Specifications vary depending on sponsorship customization.



Registration Email Banners

Digital communications are highly effective for reaching the Market's target audiences. The High Point Market sends registration emails to over 300,000 Domestic and International retailers and designers.



DEADLINE

December 15, 2023



COST

\$5,000

[See page 22 for specifications](#)



Exhibitor Spotlight

Elevate your brand's presence with our Exhibitor Spotlight sponsorship. Gain valuable exposure via a one-minute main feed post and a two-minute promotional teaser video story feature on the official High Point Market Instagram, allowing you the opportunity to introduce your brand and provide a sneak peek to our 220k+ followers. Designed to build anticipation and create buzz among Market-goers this spotlight is sure to heighten visibility.



DEADLINE

February 5, 2024



COST

\$1,750

[See page 22 for specifications](#)



Digital Outreach Program

Connect and engage your brand with style leaders, industry influencers, retailers and interior design professionals with digital advertising through High Point Market. Reach this qualified audience via geofencing and event targeting branded ads that deliver strong results for increased awareness, website traffic and lead generation. Perfect opportunity to promote new collections, launches, and events leading up to Market.



DEADLINE

Deadline: February 1, 2024



COST

\$750 for 10,000 geofencing only
 \$2,500 for 185,000 ad impressions + geofencing
 \$4,500 for 300,000 impressions + geofencing
 \$6,000 for 325,000 impressions + geofencing

See page 22 for specifications



Social Post(s)

Promote your product images and showroom on the official High Point Market social channels to over 300,000 followers. Feature a carousel of up to 4 images or a video.

Purchase up to 2 social posts per Market.



DEADLINE

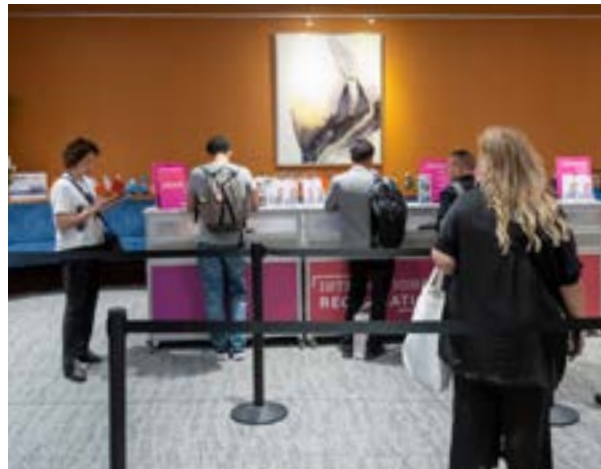
March 1, 2024



COST

\$850 per post

[See page 22 for specifications](#)



International Buyers Center

Located in the High Point Theatre next to the Transportation Terminal, this active venue is home to all International buyers. This sponsorship is an excellent choice for exhibitors who wish to reach and strengthen relationships with these important Market guests. Breakfast and Lunch sponsorships available. Call for details.



DEADLINE

February 26, 2024



COST

Call for details



MediaLink

Get your brand in front of the working press attending Market. Located in the High Point Theatre, next to the Transportation Terminal, this is a great opportunity to promote new products, showroom locations, anniversary celebrations, events and more.



DEADLINE

February 9, 2024



COST

\$6,000



Design Influencers Tour

HPMA partners with Esteem Media to bring a diverse group of ten top-quality influencers into sponsored showrooms for a 30-min tour. This program provides valuable exposure as the influencers post to their social and digital channels, including a guaranteed mention by each influencer.

The tour and Sponsors are promoted prior to Market and up to 30 days post Market. The Influencers and Sponsors are mentioned in a press release and dedicated webpage on highpointmarket.org.

In addition to the 30-min tour, sponsors also have the opportunity to host a 45-min lunch to continue to network with the influencers.



DEADLINE

February 5, 2024



COST

\$5,000 Showroom tour

\$5,500 Showroom tour plus luncheon
(Sunday or Monday)



Insider's Tour

Designed by industry insiders, the High Point Market Insider's Tour will show new buyers how to maximize their time as a business-building, connection-making, and inspirational experience. Three half-day tours take place on Friday and five full-day tours are offered on Saturday. Tour guides have the opportunity to meet and greet all of their attendees at a kickoff orientation and the groups have a chance to begin networking with their fellow peers with whom they'll be spending the day.



DEADLINE

February 26, 2024



COST

\$4,500 Friday Kickoff Orientation
\$7,500 Saturday Kickoff Orientation



Water Distribution

Your company logo and message will be featured on water bottles and water barrels located in the Transportation Terminal.



DEADLINE

March 4, 2024



COST

\$7,500



The Point

Located in the highly foot-trafficked Market district, The Point offers Market guests access to inspirational and educational seminars and panel discussions, valuable peer-to-peer networking, and other services designed to enhance their Market experience. Host a roundtable and sponsor a luncheon or social following your discussion.

Roundtables offered: Saturday-Monday, 10am-11am and 2pm-3pm.



DEADLINE

February 2, 2024



COST

\$2,500



Concerts, VIP Lounge, and Events

The High Point Market offers sponsorship opportunities for our concert and event nights. Held after hours on Saturday and Sunday evening, at Center Stage, this tradition lets Market-goers relax and have fun after a busy day. This is a great opportunity for a VIP branding opportunity.



DEADLINE

TBD



COST

Call for all available packages

SPECIFICATIONS

MARKET MAP & TRANSPORTATION GUIDE

Trim: 4" W x 9" H

Bleed: .125" all sides

Live Area: 3.75" W x 8.75" H

Accepted File Types

PDFX1A

See p.22 for settings

REGISTRATION EMAILS BANNER

600px W x 167px H

Accepted File Types

300 dpi jpg; Exported at 3x; Quality High

DIGITAL OUTREACH PROGRAM

Leaderboard: 728px W x 90px H

Mobile Leaderboard: 320px W x 50px H

Wide Skyscraper: 160px W x 600px H

Medium rectangle: 300px W x 250px H

Mobile Interstitial: 320px W x 480px H

Accepted File Types

Accepted file types: .png, .jpg or .gif

Max file size: 150kb

SOCIAL POST(S)

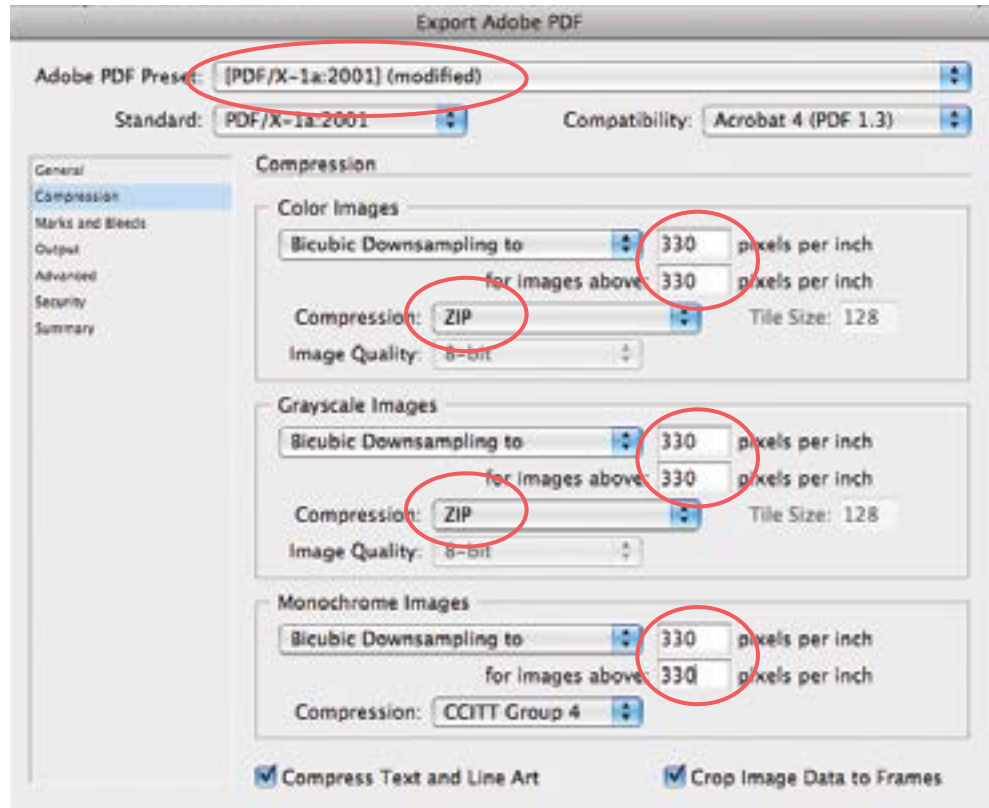
1080px W x 1080px H

Accepted File Types

72 dpi jpg

SPECIFICATIONS

PDFX1A Settings For Print



High Quality Print Settings For Digital Publication

