



Fall 2016 Marketing Overview

**Ongoing Activities, New Initiatives, and
Test Programs, by Objective**



High Point Market Authority marketing activities are directed toward achieving six objectives:

Retain buyers presently attending

Persuade buyers to attend more often

Recruit new buyers from all categories of the home furnishings sector

Recruit high end designers from major markets

Recruit more international designers

Build and maintain community relationships that support an expanding and thriving Market

This overview outlines our marketing activities by objective. For those activities that apply to more than one objective, the most detailed description can be found with the first listing. We have also separated out a group of activities that apply to all retention and recruitment objectives. Referred to as the Marketing Infrastructure, these activities are listed after the five recruitment and retention objectives.

The comprehensive plan outlined here has contributed to consistent growth in registration and attendance over the past few years. Each activity is continuously measured for efficiency and effectiveness, and modifications are made on a Market-to-Market basis, as well as within each Market cycle, to improve outcomes and take advantage new opportunities.

Objective: Retain buyers presently attending

\$796,560.78 (31.26%)

We are forecasting an additional \$46,500 for customer service training and hospitality, neither of which will be included in the marketing budget

ADVERTISING

Support retention by maintaining brand awareness and informing our most-loyal buyers of opening dates for online registration and Market week.

Ongoing Activities



Print:

Nine placements in 5 domestic trade publications

Digital:

Provide an ongoing reminder to register and attend, targeted to:

- Registration page visitors who did not complete the registration process.

- Specific segments of highpointmarket.org visitors.

- People who search for High Point Market.

- Media and resource partner audiences.

- Audiences that have a similar demographic profile to our registrants and prospects.

- Social media followers.

New Initiatives

Progressive Business Media

Publishing house for a portfolio of major furniture trades (Furniture Today, Home Accents

Today, Casual Living & etc.)

Working with new publisher to develop combined print and digital campaigns that effectively deliver our message and content to the trade audience.

Test

Digital:

Adding a customer service component to our click-through ads to provide assistance with registration.

Expected to increase registration by reducing friction.

May encourage attendance – our data indicates that people who register via customer service have a higher propensity to attend.

Expanding our digital advertising program:

Test new opportunities to reach members of our database more often while they're online.

Test new messaging to improve response rates.

Social Media

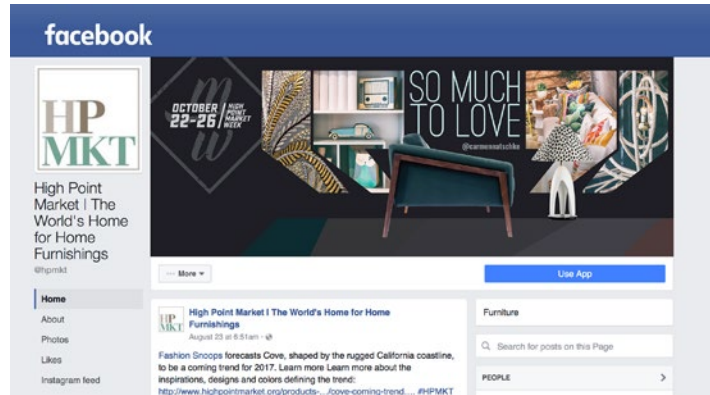
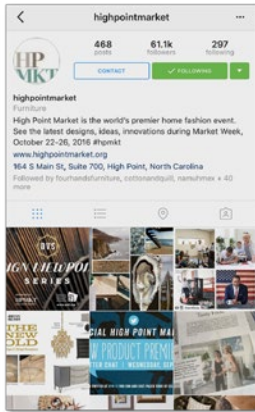
Following a three-phase content cycle for each Market, we encourage registration and attendance by keeping followers engaged with useful information and items of interest throughout the year.

Post-Market wrap-up.

Market planning, guides and how-tos.

Upcoming at-Market events and new products.

Ongoing Activities



Facebook, Twitter, and Instagram

Regular, ongoing schedule of posts announcing Market news, sharing relevant content, and noting exhibitor milestones.

Targeted ads to encourage registration.

Audience and behavioral targeting via digital display ads.

New Initiatives

#HPMKTInspired - multi-channel sharing program.

Encourage attendees to display photos of vignettes, promotions, merchandising ideas, and etc. that were inspired by High Point Market.

Test

Snapchat Campaign

Designers have emerged as heavy users of Snapchat.

We will geotarget Snapchat users at Market to gauge interaction.

Adding customer service component to click-through ads to encourage and facilitate registration.

EMAIL AND DIRECT MAIL

Regular, consistent communication with buyers, reminding them to register and encouraging attendance.

Ongoing Activities

Email

12 drops, starting when online registration opens and continuing through Market week.

No drop during Las Vegas Market week.

No drop last week of August.

Final drop during week of Market, encourages NC, SC, and VA contacts to drive-in and register on-site.

Direct Mail

Drops during the two off-weeks for email, to create an email / direct / email reinforcement pattern.

New Initiatives

New email format delivers content-rich message to unregistered buyers, to encourage attendance.

New 12-week schedule increases message frequency.

Test

Segmentation test tailors messaging to retailers and designers according to their registration patterns.

Retailers who have registered for more than 1 of the last 5 Markets will receive a retail-oriented reminder message.

Retailers who have registered for only 1 of the last 5 Markets, and that Market was not Spring 16, will receive a retail-oriented “We want you back” message.

Designers who have registered for more than 1 of the last 5 Markets will receive a design-oriented reminder message.

Designers who have registered for only 1 of the last 5 Markets, and that Market was not Spring 16, will receive a design-oriented “We want you back” message.

New designer prospects from the Steelyard member list will receive a designer-oriented “You are pre-qualified” message.

MEDIA PARTNERSHIPS

Expanding beyond advertising, we work to leverage the full capabilities of various media outlets to reach specific audiences with targeted, measurable communications.

Ongoing Activities



New Product Premiere program

Encourages attendance by using new products to build excitement for the upcoming Market.

Dering Hall

Online directory / e-commerce site serving high-end interior designers.

Editorial content.

2 “Collections Inspired by High Point Market” articles, featuring selections from HPM exhibitors by the DH editorial team.

Featured on Dering Hall website.

Promoted in High Point Market emails and on highpointmarket.org.

1 “Designer Trend Roundup” article to highlight standout products from Fall Market.

Distributed via Dering Hall and High Point Market newsletters.

Featured in Dering Hall social media.

1 Instagram post.

1 Facebook post.

High Point Market promoted in Dering Hall communications:

Dering Hall member companies identified as High Point Market exhibitors, if appropriate, on **deringhall.com**.

Newsletter, distributed to 100K designers.

2 Instagram posts.

1 Facebook post.

Curated Guide to Market highlights showrooms that serve high end designers, simplifying Market planning for the Dering Hall audience.

Features High Point Market ad.

Promoted via email and social media.

New Initiatives

Fashion Snoops

Partnership with leading trend forecaster to assist buyers in determining which trends are right for their store / customer base.

Content development for website and email campaign:

Identify two major emerging trends.

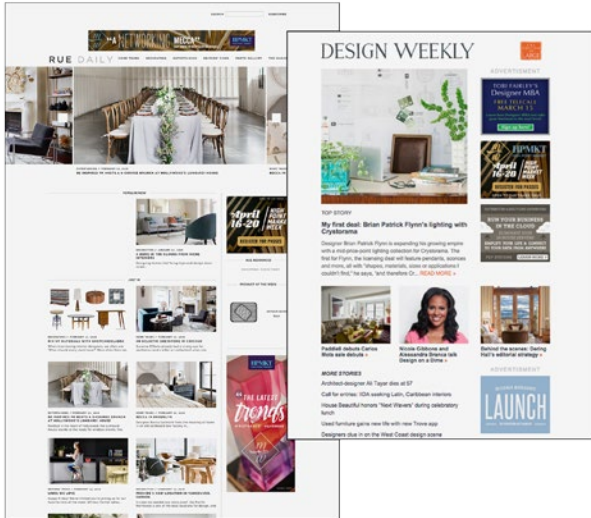
Review the 2017 Pantone colors.

Produce a “shop the floor” guide that shows buyers which exhibitors are showing the selected trends.

Opening Day Event - panel discussion with leading shelter pub editor and other industry experts.

Trends event on Commerce Avenue.

Market-related Content



Editor at Large

Online interior design news publication.

“MyScoop” video series features leading designers talking about new product launches, and what they’re looking forward to seeing at Market.

My High Point Market videos feature favorite showrooms of leading designers.

Promotional email to E@L’s entire list of 27,000 designers.

Designer’s Guide to Market:

Features exhibitors who appeal to mid- to high-end designers.

1/4 page High Point Market ad.

Highlights two designer-oriented events of our choosing.

Social Media updates on Editor At Large pages.

1 dedicated Facebook post.

2 dedicated Tweets.

1 dedicated Instagram post.

Content on editoratlarge.com.

1 article prior to Market (also featured in Design Weekly newsletter.)

5 event listings.

Rue Magazine

Online style, fashion, and design publication.

Sponsored content features:

Designer testimonial.

Listing of designer collaborations and events.

Supported via Rue social media.

Promoted in Rue weekly emails.

Banner ads on Rue website with link to **highpointmarket.org**.

RESOURCE PARTNERSHIPS

Reach out to target audiences via online business to business resources.

New Initiatives

Studio M / Michelle Wiebe

Twitter Chat host:

- Curates content from exhibitor new product submission.

- Works with Style Spotters team to develop themes.

- Conducts Official High Point Market New Product Premiere Twitter Chat.

 - Popular and highly anticipated discussion of curated new products.

 - ~150 participants.

 - Leverages social graph of host and participants to reach more than 350,000 Twitter accounts and generate millions of impressions.

INDUSTRY EDUCATION PARTNERSHIPS

Encourage attendance by delivering meaningful, CEU accredited educational opportunities, developed by established professional associations.

Ongoing Activities



ASID

Design Viewpoints Series

Seminars tailored to working designers.

Awards CEU credits.



HFA

Responsible for all retailer education.

Organizes Retailer Advisory Council.

- Provides feedback on current HPA activities.

- Suggests areas for improvement.

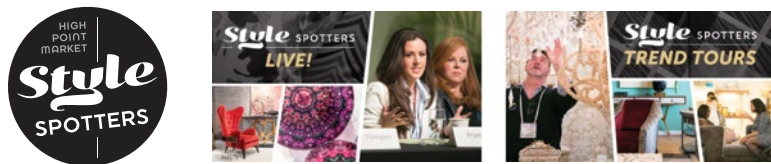
New Initiatives

ASID

To leverage the credibility of the association, Design Viewpoints Series will be renamed ASID Presents at the Spring 2017 Market.

PROGRAMS

Ongoing Activities



Style Spotters

Leverages reputations of highly influential design bloggers to increase designer registrations and attendance by building excitement for new products and emerging trends.

Style Spotters team represents a wide variety of viewpoints.

Geographically distributed.

Ethnically and racially diverse.

Broad aesthetic range.

Has proven to be a low-cost approach to communicating the excitement of Market.

Style Spotters LIVE! Event continues to grow in attendance.

Style Spotters Trend Tours bring followers directly to exhibitor showrooms.

New Initiatives

Style Spotters team will conduct the New Product Premiere Twitter Chat.

PRESS OUTREACH: MEDIALINK



Increases press interest in and coverage of Market by creating a hub for industry information and providing a full-service resource for reporters, editors, and bloggers.

Supports our retention efforts by reinforcing Market's position as the must-see home furnishings event.

Ongoing Activities

Services and Resources:

Private workstations with phone, tablet, and laptop charging capabilities.

Online downloads for Market news and information.

Access to in-depth information about a wide range of industry issues.

Interactive Kiosk allows members of the media to search, review, and download High Point Market news and exhibitor information.

Daily e-blasts to press during Market to highlight exhibitor news & events.

Partner organizations provide information about their specific areas of expertise:

AHFA, manufacturing related issues, including regulatory concerns.

ASFD, product design trends, awards, and considerations.

ASID, issues of importance to interior designers.

HFA, issues related to retailing, including regulatory concerns.

New Initiatives

Outreach to exhibitors' PR reps, encouraging them to use MediaLink as their key press contact point.

PUBLIC RELATIONS



Maintain and improve media relationships to increase coverage of High Point Market and support our position as the leading home furnishings event.

Ongoing Activities

PR partner Leslie Newby of Work the Brand has in-depth knowledge of furniture industry and strong relationships with home furnishings media.

- Maintains accurate, up to date database of current publications, contacts, and influencers.

- Coordinates PR messaging and activities with the HPMa communications strategy and target publications' editorial calendars.

New Initiatives

Invite media to participate in Opening Day Event panel with Fashion Snoops.

Strategic outreach to key shelter pub editors.

- Face-to-face visits at editors' New York offices.

Adding new segments to media database:

- Hospitality.

- Assisted Living.

- Major consumer outlets.

Test

Editor's Corner section of highpointmarket.org gives shelter pub editors opportunities to contribute Market-related content and communicate with Market audiences.

AT-MARKET EXPERIENCE

Support retention by creating a wow factor that builds enthusiasm, encourages positive word-of-mouth promotion.

Ongoing Activities

Transportation system – consistently cited as one of Market's strengths in attendee surveys.

On street signage creates a branded environment.

Exhibitor Support: Sponsorships.

Provide exhibitors with effective showroom promotion tools.

- Opportunities:

- Digital.

- At-Market Events.

- Transportation.

- Onsite Promotions.

- Style Spotters.

- Design Bloggers Tour.

New Initiatives

Transportation brochure.

Market survival kit – a set of essential items for a great Market experience.

Morning Hospitality in Transportation Terminal (Morning Sugar Rush)- free snacks and beverages for arriving guests.

Additional customer service training for Market Authority staff and representatives from all Market buildings.

Commerce Avenue initiative – seeking an engaging on-street presentation / activity that provides an innovative, upbeat vision of the future of home furnishings.



Objective: Persuade Buyers to attend more often

\$798,860.78 (31.35%)

ADVERTISING

Ongoing Activities

Print:

Nine placements in 5 domestic trade publications.

Digital:

Provide an ongoing reminder to register and attend to media and resource partner audiences, as well as social media followers.

New Initiatives

Progressive Business Media

Publishing house for a portfolio of major furniture trades (Furniture Today, Home Accents Today, Casual Living & etc.

Working with new publisher to develop combined print and digital campaigns that effectively deliver our message and content to the trade audience.

Test

Digital:

Adding a customer service component to our click-through ads to provide assistance with registration.

SOCIAL MEDIA

Three-phase content strategy supports frequency of attendance by offering:

Planning information to simplify the scheduling process.

Promotion of events and product launches to build excitement for the upcoming Market.

Post-Market wrap-ups to give non-attending followers an idea of what they missed.

Ongoing Activities

Regular, ongoing posts share relevant content across multiple channels:

Facebook

Twitter

Pinterest

Instagram

Test

Adding customer service component to click-through ads to encourage and facilitate registration.

MEDIA PARTNERSHIPS

Editorial content on partner websites, e-newsletters, and social mentions encourage frequency by building anticipation for the upcoming Market across multiple channels.

DERING HALL



RUE

Ongoing Activities

Market-related Content

Editors and design celebrities look forward to the upcoming Market.

Dering Hall features select new products on website, e-newsletter, and social media.

Editor at Large

Videos present leading designers as they prepare for and attend Market .

Promotional email sends registration message to all E@L subscribers.

Feature articles and event listings on editoratlarge.com.

Rue Magazine

Feature articles include designer testimonials and highlight designer collaborations and events.

All content promoted via Rue social media channels and weekly emails.

HPMA banner ads on Rue website encourage registration, provide link to highpointmarket.org.

New Initiatives

Fashion Snoops

Partnership with leading trend forecaster builds anticipation for and increases knowledge of coming trends.

Feature articles identify and explain two major emerging trends, preview the 2017 Pantone colors.

“Shop the floor” guide shows buyers which exhibitors are offering the selected trends.

Opening Day Event, focusing on current trends, provides an additional reason to attend.

INDUSTRY EDUCATION PARTNERSHIPS

Encourage frequency by delivering meaningful educational opportunities that are unique to each Market and feature timely topics of interest to retailers and designers.

Ongoing Activities

ASID

Design Viewpoints Series

Seminars tailored to working designers.

Awards CEU credits.

Fall 2016 schedule built around the new “aging in place” movement.

HFA

Maintains full schedule of retail-oriented seminars.

GUIDED TOURS



Build repeat visits by creating successful first-time experiences.

Ongoing Activities

Soft Design Lab VIP High Point Market Experience

Continuing success since pilot test at Spring 2015 Market.

~20 attendees per tour.

Each tour has resulted in new accounts opened, and orders written.

90% of attendees have said they will return and bring a friend.

New Initiatives

Opening up VIP Market Experience prospect list to retailers who have not attended in at least two years (previously limited to designers only.)

Objective: Recruit new buyers in all categories

\$565,324.10 (22.19%)

ADVERTISING

Ongoing Activities

Digital:

Retargeting ads remarket to:

Registration page visitors who did not complete the registration process, offering first-time registrants an easier path to securing their pass.

Specific segments of highpointmarket.org visitors, to convert interest in Market into a registration for Market.

Ad Words and search term targeting captures individuals who express an interest in Market or home furnishings trade shows in general.

SOCIAL MEDIA

New Initiatives

Facebook and Twitter ads targeted to audiences that have similar profiles to our followers. Guide new prospects to the High Point Market Facebook page, Twitter feed, and website.

Test

Adding customer service component to click-through ads to encourage and facilitate registration.

MEDIA PARTNERSHIPS

Leverage the full capabilities of various media outlets to reach new audiences.

Ongoing Activities

Dering Hall

Online directory / e-commerce site serving high-end interior designers.

Editorial content promoting new products for Fall Market.

Curated Guide features exhibitors that appeal to high end designers.

Emails and social media reinforce High Point Market messaging.

Editor at Large

Online interior design news publication.

Promotional email to E@L's full subscriber list.

Designer's Guide to Market.

Features exhibitors that appeal to mid- to high-end designers.

Social Media updates and content on editoratlarge.com reinforce High Point Market messaging.

Rue Magazine

Online style, fashion, and design publication.

Sponsored content highlights designer collaborations and events to design-oriented audience.

Weekly emails, social media posts, and banner ads on ruemag.com support High Point Market messaging.

RESOURCE PARTNERSHIPS

Reach out to new audiences via online business to business resources.

Ongoing Activities



STEELYARDSM

Where Design Happens

Steelyard

Formerly the Trade Only Design Library (TODL), the Steelyard database contains 11,000 designer contacts who are not in the HPMA database. Outreach to these prospects occurs over multiple channels:

- High Point Market exhibitors featured in a special section of the Steelyard site, making it easier for designers to locate their standard and desired suppliers.

- Ads on the Steelyard site.

- HPMA email and direct mail program to those members of the Steelyard subscriber base who are not in our prospect database.

- Emails to Steelyard members who have specified products from High Point Market exhibitors, reminding them that these products can be seen at Market.

INDUSTRY EDUCATION PARTNERSHIPS

Support new audience outreach by delivering meaningful educational opportunities, developed by established professional associations.

Ongoing Activities

ASID

- Design Viewpoints Series, seminars tailored to working designers.

- Awards CEU credits.

PROGRAMS

Ongoing Activities

Style Spotters

Leverage the social graphs of highly influential design bloggers to expand outreach to designers and support Market's brand position as the place to see the latest trends emerge.

- Size and quality of social media following are key criteria for Style Spotter selection.

- Style Spotters team represents a wide variety of viewpoints.

 - Geographically distributed.

 - Ethnically and racially diverse.

 - Broad aesthetic range.

- Adopting a team format for 2017.

- Added a media relations slot, currently occupied by two of Trad Home's New Trad designers.

Test

Kitchen & Bath outreach

Using the Hospitality at Market event as a model, we are developing a program for the Kitchen and Bath segment, in partnership with the Kitchen & Bath Network.

Window Coverings outreach

Explore possibility of hosting the window coverings show as part of Market.

Assisted Living

Exploring opportunities to create a market within Market.

Buying Groups

Exploring opportunities to create a curated show for group members.

New Initiatives

Hospitality at Market

Two-day event, targeted to hospitality sector, allows designers and specifiers to see a broader and deeper product selection than is available at any existing hospitality event.

36 participating exhibitors.

20 sponsoring exhibitors.

Event includes:

Welcome Reception with keynote speaker.

CEU-accredited panel discussion.

Directory of all participating exhibitors.

Luxury accommodations at the Kimpton Cardinal and Graylyn.

PUBLIC RELATIONS

Ongoing Activities

Support new audience outreach via media coverage of High Point Market as the leading home fashion event.

Goal: encourage consumers to ask retailers and designers about what they saw at Market.

PR partner Work the Brand seeks earned media exposure in trade, shelter and consumer publications.

New Initiatives

Grow list of editors and reporters to include leading shelter pubs and major consumer outlets.

GUIDED TOURS

Ongoing Activities

Support new audience outreach with tours designed specifically for people who have never been to Market or have not been in more than 2 years.

Tour fees encourage attendance by first-time registrants.

Soft Design Lab

Successful program initiated at Spring 2015 Market.

First time buyers enthusiastically endorse the experience, open accounts, and write orders.

90% say they will attend again - and bring a friend.



Objective: Recruit high-end designers from major markets

\$241,596.21 (9.48%)

MEDIA PARTNERSHIPS

Ongoing Activities

Editor at Large

Online interior design news publication whose audience includes high-end designers in the northeastern U.S.

Email to E@L's full list of designers, promoting Fall Market.

Designer's Guide to Market, features exhibitors who appeal to mid- to high-end designers, and highlights designer-oriented events.

Social Media updates and market-related content on editoratlarge.com support High Point Market messaging.

Dering Hall

Online directory / e-commerce site serving high-end interior designers.

Editorial content, featured on Dering Hall website, distributed via Dering Hall newsletter, and posted to Dering Hall social media, promotes new products for Fall Market.

Dering Hall member companies identified as High Point Market exhibitors on deringhall.com.

Curated Guide to Market highlights showrooms that serve high end designers, simplifying Market planning for the Dering Hall audience.

Note: Recent research indicates that high-end designers in the northeastern U.S. who follow Editor at Large or Dering Hall are more likely to see the value of and attend High Point Market.

PUBLIC RELATIONS

Increase media coverage of High Point Market as the leading home fashion event and gain earned media exposure in high-end shelter publications.

New Initiatives

Face-to-face outreach to key shelter pub editors at their NYC offices.

Test

Editor's Corner section of highpointmarket.org provides space for shelter pub editors to add Market-related content.



Objective: Recruit more international designers

\$121,480.13 (4.77%)

ADVERTISING



Support recruitment by positioning High Point to international buyers and designers as the world's largest made in U.S. market.

Ongoing Activities

Print:

Placements in IDC Canada directory and Interiors, a design publication distributed at major international home furnishings shows.

New Initiatives

Partner with select international publications to bring small groups of editors, retailers and designers to Market.

PROGRAMS

China



Ongoing Activities

Expanded partnership with Magus to increase outreach to in SE Asia via the U.S. Department of Commerce and North Carolina Export Office.

Currently running a Chinese version of highpointmarket.org.

New Initiatives

Convinced CIFF to donate space to ASFD for Fall 2016 Shanghai market, which will promote both the High Point Market and the Pinnacle Award winners (High Point Market exhibitors) to Chinese buyers.

Test

SDC Home initiative

Developing and providing funding for a tour of High Point Market by five of India's top architecture / design firms, under the aegis of SDCHome, an organization that is currently in the process of opening a design center in Delhi.

Provides new international channel for selected exhibitors.

To be used as a model for similar programs in Russia, Mexico, and other regions.

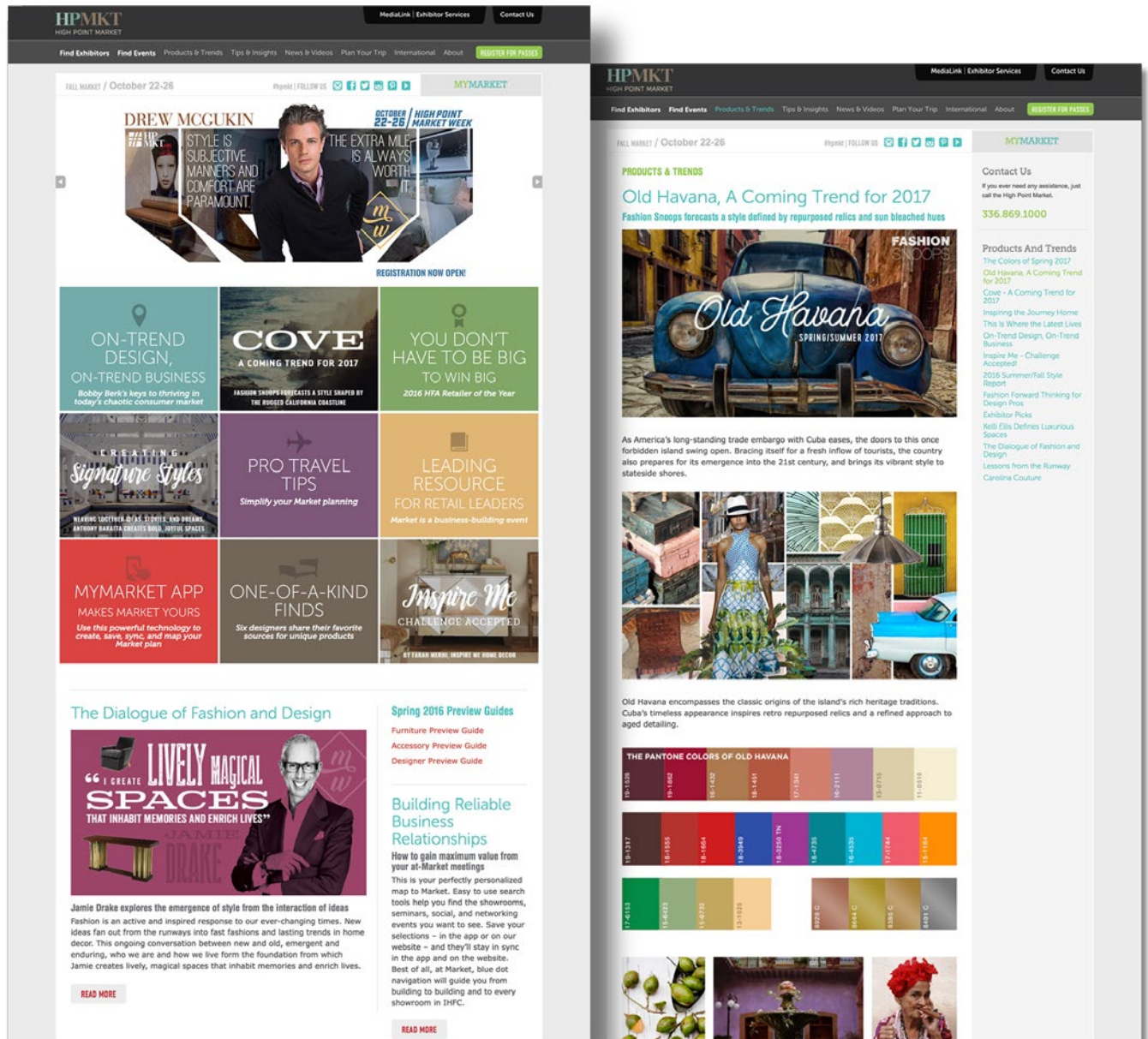
Survey High Point Market exhibitors to determine interest in partnering with U.S. Dept of Commerce and multiple state departments of commerce to attend fall 2018 Shanghai market, with a portion of that pavilion dedicated to recruiting Chinese buyers to High Point Market.

Country-specific

Sponsored media tours for select international trade pubs.

Marketing Infrastructure: Activities and venues that support all objectives

WEBSITE



Provides a central hub for all information, registration, and attendance activities.

Ongoing Activities

Enhanced content guides users through the Market experience via “how-to” and “my Market must-see” articles.

Expanding use of video to provide our visually-oriented audience with more easily accessible information.

Adding Market-related videos from media partners, as well as third-party videos about exhibitor successes and innovations.

Detailed, content-rich Exhibitor Profiles make it easier for buyers to find relevant showrooms.

Exhibitor outreach, via email and telemarketing, encourages exhibitors to update and enhance their profiles in advance of every Market.

New Product Premiere content uses new introductions to build excitement for the upcoming Market.

New Initiatives

Redesign and revise site to provide an even easier, more mobile-friendly user experience.

Develop more audience-specific content to make Market more understandable, relevant, and accessible.

MYMARKET APP

MYMARKET

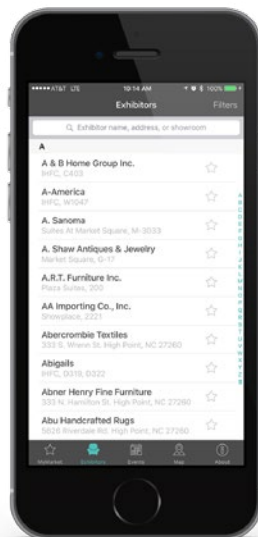
Facilitate planning and create a better at-Market experience.

Developed in response to buyer requests for:

- Better wayfinding.
- Improved planning capabilities.
- Full integration with highpointmarket.org.
- A better user experience.

Launched at Spring 16 Market.

Initial reviews and feedback very positive.



New Initiatives

Adding indoor navigation to 5 buildings for Fall 2016 Market.

Multi-Market commitment through Fall 2017 to continue improving the user experience.

DATA MANAGEMENT AND ANALYTICS



Supports all objectives by providing analytics and real-time tracking that allow us to maximize the efficiency of our communications campaigns.

Scoring system facilitates meaningful segmentation by ranking contacts according to recency and frequency of registration and attendance.

Daily tracking of registration results allows for rapid response to trends.

Ongoing database hygiene ensures efficient use of resources.

Chartio analytics tool facilitates tracking, analysis, and reporting.

JanRain social graph information:

- Offers a richer description of our audiences.

- Allows social login to website and app to seamlessly share data between and among devices.

Northeast Designer Research, conducted Spring 2016, uncovered new messaging and communications opportunities.

New Initiatives

Recently contracted with data analyst to provide fuller, more detailed reporting and monitoring of our customers' registration and attendance patterns.

Syndicated research:

Exploring the potential to build on previous research by working with a small group of syndicated partners to dive more deeply into designer attitudes and preferences.

MARKET CONCIERGE

Supports all objectives by simplifying travel planning and facilitating conversion of registration to attendance.

Assists buyers in booking flights and hotels.

Incorporated into telemarketing campaign:

Warm call transfers allow us to register guests and book their flights and hotels with one phone call.

Key component of new sector outreach programs (e.g. Hospitality at Market, SDCHome initiative.)

Advertised in all HPMa emails and at highpointmarket.org.

Travel Quest Inc., our concierge partner, has expanded the service into a loyalty program.

Maintains database of buyers and their travel preferences.

Contacts in this database will receive a call from

Travel Quest on our behalf.

Service includes matching buyers with their preferred hotels.

HPMKT
HIGH POINT MARKET

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REGISTER FOR PRIZES

FALL MARKET / October 22-26

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MYMARKET

TIPS & INSIGHTS

Pro Travel Tips

How to simplify your Market planning


Did you know High Point Market has its own concierge that can help you plan every aspect of your travel and stay, right down to restaurant reservations? Travel Quest Inc., an official Market partner, is just a phone call away. You can reach them at 336.434.3867, if you want to make your travel planning super-simple. However, if you want to tackle finding your way to Market on your own, there are a few things you should know. Below, Lee Allen, owner of Travel Quest Inc., shares his best practices on how to make Market planning a breeze.

Flights

Allen says your first step when booking flights is to check the [Plan Your Trip](#) page of the High Point Market website. There are three airport options to choose from when traveling to High Point Market - Greensboro, Raleigh, and Charlotte and we can help you find the best option to suit your needs and budget.

It's also important to be flexible. If you're flying in from what Allen calls a "non-competitive air route" (in other words, a small regional airport), you may only have one or two flight options to choose from. The High Point Market Authority provides complimentary shuttle service from three area airports including Piedmont Triad International (PTI), Raleigh-Durham International (RDU), and Charlotte Douglas International (CLT).

Piedmont Triad Airport is not only the closest, it is also the only one to offer hourly shuttles and free bag checking at High Point Market.



Free airport shuttles run to and from Piedmont Triad Airport every hour, 8am to 7pm, and you won't need a reservation. Plus, with the free bag check service, you don't have to lug your bags to the airport when you're on the way home. Just leave them with the support staff at Market and pick them up at your final destination. It's a real convenience for the weary traveler, and it is only available for attendees departing from Piedmont Triad Airport (GSO).

"The airport shuttles to Charlotte and Raleigh run every two hours, and reservations are required but are a great option if you have more time" Allen says. "Take a look at the shuttle schedules to make sure you're not arriving too early. That way, you won't get stuck with a long wait until your shuttle arrives."


Hotels

One of Allen's biggest hotel tips is to book early. "Try to book right after Market for the next one," he says. "Early bookings tend to get special pricing, but that price can disappear fast, make sure you book right away after getting a price quote from your desired hotel." The other advantage to booking early is that you have a much better chance of finding the perfect place to stay.

Try to book right after Market for the next one.

- Lee Allen, Travel Quest Inc.

"I find more and more people are asking for four-star hotels," Allen continues. "But understand that they fill up very early and their hotel rooms are limited as far as availability. They need to be booked as far in advance as possible."



Contact Us

If you ever need any assistance, just call the High Point Market.

336.869.1000

Tips And Insights

Creating Signature Styles You Don't Have To Be Big To Win Big

The Leading Resource for Retail Leaders

New MyMarket App Makes Market Yours

The Maverick Leadership Strategy

Now Is the Time for New Ideas

The High Point Hospitality Market

Winning at Retail in 2016: Designer Tools Simplifies Planning

Michelle's Market Must-Sees

Secrets of High Point Market

Danese McCutchen's Top 5 Destinations

One-of-a-Kind Finds

The Fabulous Fabrics of Market

Jeanne Chang's Custom Resource Guide

Building Reliable Business Relationships

Where to Go for Go-to Classics

Vintage Inspirations

Pro Travel Tips

Top 5 Reasons To Make Market a Must

Pro Tips for a Most Productive Market

24 Master Merchandising Tips

The Perfect Mix

Seven Steps to De-stress Your Market Planning

Boomers Mean Big Business for Furniture Retailers

The Last Few Days Can Be the Best Days

Designer's Guide to Market, Part 1

Designer's Guide to Market, Part 2

Fast Perfect: How and Where to Shop for Antiques and Reproductions

Rest and Refuel

Insider Insights: Soft Goods

How to Off the Beaten Path

Get Connected

Insider Insights: Soft Goods

Insider Insights: Education

10 Tips For Finding Accessories

Objective: Build and maintain community relationships that support an expanding and thriving Market

\$24,380.60 (0.96%)

TRIAD REWARDS PUBLICATIONS

Connects exhibitors and buyers to local suppliers and merchants.

Ongoing Activities

Distributing two publications:

Connections

Catalog of local suppliers.

Mailed to every exhibitor.

Triad Local, Market Edition

Catalog of area restaurants, retailers, and other amenities.

Distributed at Market and Triad hotels to buyers and other guests.

New Initiatives

Thank-you ad to the community reminds local residents of Market's economic impact, expresses gratitude for community support.

Triad Business Journal.

Greensboro News & Record.

High Point Enterprise / Thomasville Times.

Jamestown Weekly.

Winston-Salem Journal.

Archdale - Trinity News.

Community Education - inform Triad residents of HPM's contribution to the community.

Citizens Academy.

Behind the Scenes at Market.

Design Tourist - new media outlet that presents a region's place in the history of design, encourages visits to significant sites.

Initiative to feature Greensboro, Winston-Salem, and High Point as design destinations.

Total: \$2,548,202.60



HPMKT

HIGH POINT MARKET

www.highpointmarket.org