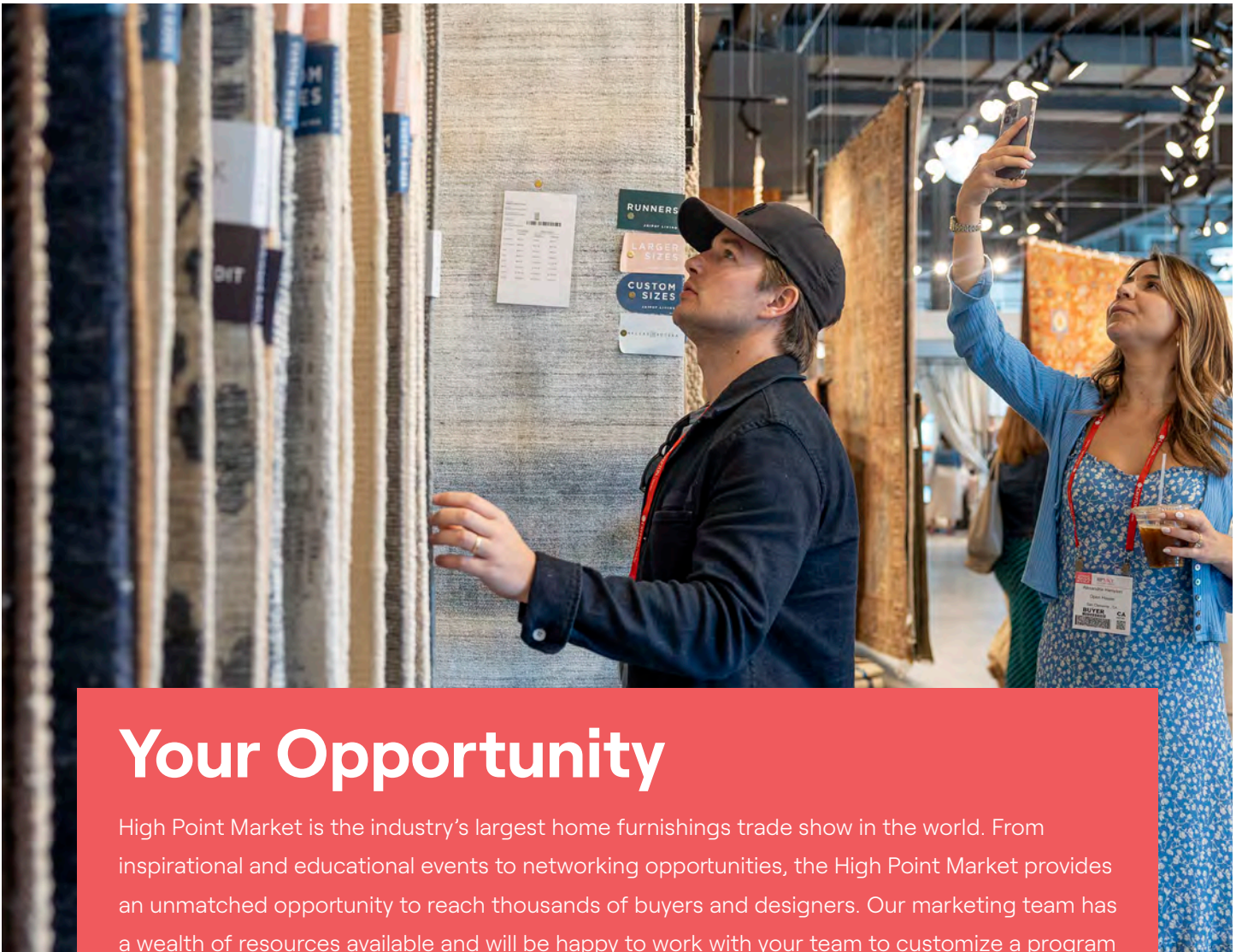




2025 | Sponsorship & Advertising Opportunities



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.





Sales Contact



Stephanie Jonas



336.888.3213



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highpointmarket.org

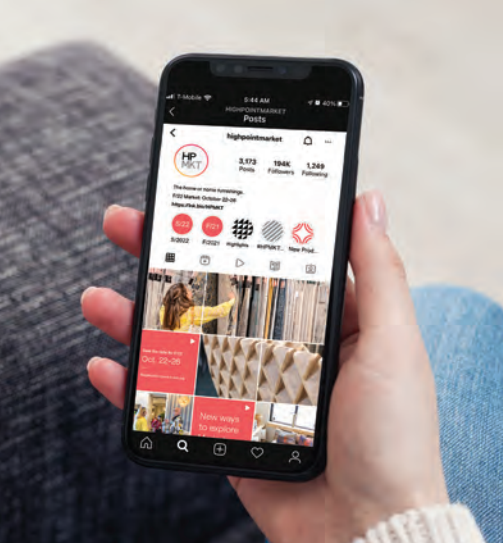


Table of Contents

Print/ Promotions/ Signage

5

Go-Anywhere Vans • 5
Market Map & Transportation Guide • 6
Market Pass Insert • 7
Street Map Toppers • 8
Shuttle Stop Sign Decals • 9
Portable Chargers and Power Packs • 10
Digital Touch Screens • 11

Digital Marketing

12

Market Countdown Social Post • 12
Registration Email Banners • 13
Social Post(s) • 14
Hotel Shuttle Video • 15
Market 101 Webinar • 16

Events/ Programs

17

Design Influencers Tour • 17
Insider's Tour • 18
International Buyers Center • 19
The Point • 20
Water Distribution • 21

Specifications

22

Sponsorship Specifications • 22
PDF Settings • 24



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

September 3, 2025



COST

\$8,500

Specifications vary depending on sponsorship customization.



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, and half-size inside ad.



DEADLINE

August 8, 2025



COST

\$8,500 Full size ad

\$4,250 Half-size ad

See page 22 for specifications



Market Pass Insert

Be the exclusive sponsor and include a printed insert featuring your brand, showroom location, and products in the Market pass mailings distributed to all registered buyers.



DEADLINE

July 18, 2025



COST

\$7,500



Street Map Toppers

Include your logo and showroom location on the top of three street map topper signs that are positioned around the Market district including Commerce Ave. & Main St, Hamilton St, and on Russell Ave. & Main St.



DEADLINE

September 3, 2025



COST

\$4,000



SOLD FOR
FALL 2025



Shuttle Stop Sign Decals

Expand your footprint across the Market District by having your logo and showroom location prominently included on twenty-eight shuttle stop signs.



DEADLINE

September 3, 2025



COST

\$8,500



**SOLD FOR
FALL 2025**



Portable Chargers and Power Packs

An EXTREMELY popular guest service is our portable chargers & power packs. Guests can check out a power pack in the morning for FREE! and take it with them all day. They can return it to any outdoor information booth, The Point, or the sponsor's showroom.

This is a great way to gain exposure around the Market district. Sponsor can brand all chargers, kiosks and power packs with their logo, message and showroom location.

- There are 244 total chargers
- Active dates: Friday - Tuesday
- *HPMKT logo or mention is required



DEADLINE

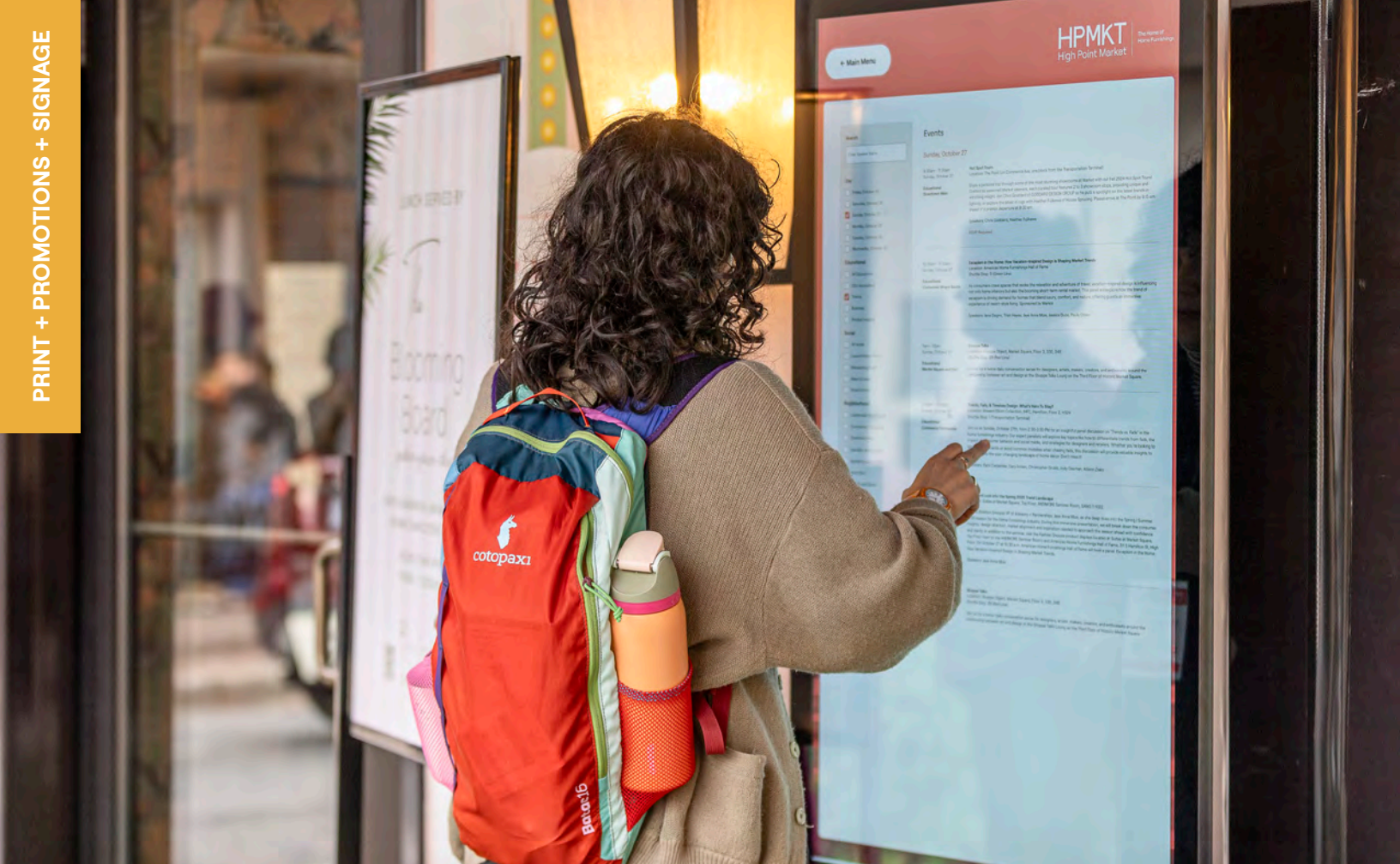
September 15, 2025



COST

\$10,000

Optional: Sponsor can have a kiosk in their showroom for an additional \$2,000



Digital Touch Screens

Maximize your presence by having a branded banner ad displayed on these widely used information touch screens.

There are three information screens:

- One by the Transportation Terminal Info Booth
- One by the Airport Shuttle pick-up and drop-off location
- One at The Point



DEADLINE

September 19, 2025



COST

\$3,500



Market Countdown Social Post

Starting one month to Market, weekly reminders are shared on the official High Point Market social channels reaching over 300k followers. You can sponsor one of the four weeks and feature branded product images, showroom location, and logo.



DEADLINE

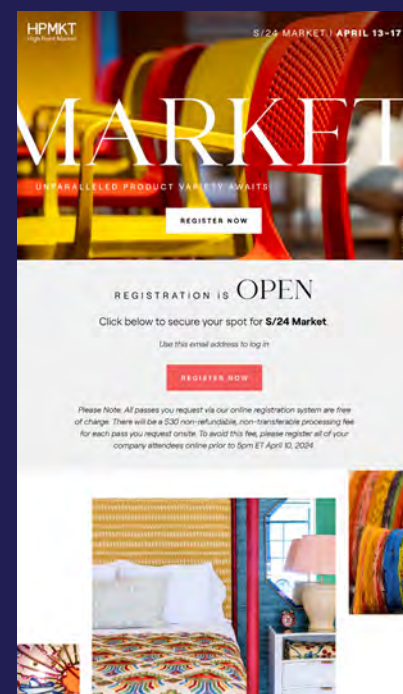
August 4, 2025



COST

\$1,200

[See page 22 for specifications](#)



Registration Email Banners

Get your brand in front of the buyers by including a branded banner ad in our registration emails. Digital communications are highly effective for reaching the Market's target audiences. Limited availability.



DEADLINE

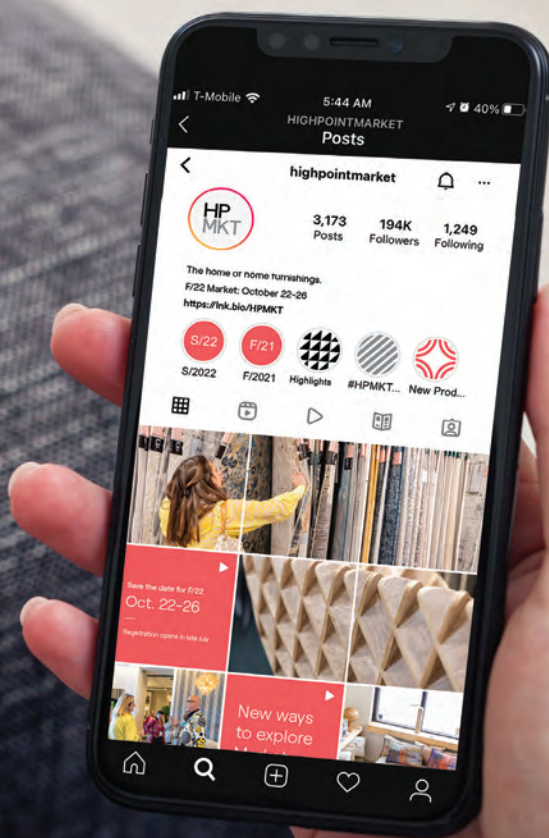
June 6, 2025



COST

\$5,000

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 10 images or a video reel. Purchase up to 2 social posts per Market.



DEADLINE

August 6, 2025



COST

\$1,000 per post

See page 22 for specifications



Hotel Shuttle Video

As the exclusive sponsor, be the first to welcome everyone to Market via a video shown on the hotel shuttle buses during Market. Include a message from your President/staff, product photos, showroom location, hours, and events.



DEADLINE

August 28, 2025



COST

\$4,500

See page 22 for specifications



Market 101 Webinar

As first-time Market attendees, High Point Market wants to ensure these very important guests have a great experience. This virtual session provides an overview of services and opportunities available, a look at the Market district, and need-to-know tips for a successful Market. As the Exclusive Sponsor, your logo and brand name will be included/mentioned in the opening slide and closing remarks.



DEADLINE

August 20, 2025



COST

\$3,500



Design Influencers Tour

HPMA partners with Esteem Media to bring a diverse group of ten top-quality influencers into sponsored showrooms for a 45-minute tour. This program provides valuable exposure as the influencers post to their social and digital channels, including a guaranteed mention by each influencer.

The Influencers and Sponsors are mentioned in a press release and logos are included on a dedicated webpage on the official High Point Market website – <https://www.highpointmarket.org/designinfluencertour>. Influencers will have up to 15 days after Market for initial posts and up to 45 days for any remaining posts.

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



DEADLINE

August 13, 2025



COST

\$5,500 – 45-min showroom tour

\$6,000 – 45-min showroom tour + 45-min luncheon
(Sunday or Monday)

Note: Sponsor is responsible for food + beverages



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.

This is a great opportunity to introduce new buyers to your brand. Sponsor the half-day kickoff orientation on Friday or full-day kickoff orientation on Saturday.

Note: Some exclusions apply



DEADLINE

August 20, 2025



COST

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



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

August 28, 2025



COST

Call for details



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. Sponsorships available to host a panel discussion or workshop. Because of the popularity of this venue, submissions are reviewed and approved based on proposed topic and panelists.

Saturday-Monday, 10am or 2pm.



DEADLINE

August 5, 2025



COST

10am - \$3,000 (Lunch Included)
2pm - \$2,500



Water Distribution

Want your logo in the hands of Market goers? Including your company logo and message on our water bottles and water barrels is a great way to promote your brand.

Water barrels are located in the Transportation Terminal where all buses and shuttles pick up and drop off Market attendees.



DEADLINE

September 5, 2025



COST

\$7,500

SPECIFICATIONS

MARKET MAP & TRANSPORTATION GUIDE

FULL SIZE AD:

Trim: 4" W x 9" H
Bleed: .125" all sides
Live Area: 3.75" W x 8.75" H

HALF SIZE AD:

Trim: 4" W x 4.5" H
Bleed: .125" all sides
Live Area: 3.75" W x 4.25" H

Accepted File Types

PDF/X-1A
See p.22 for settings

REGISTRATION MARKET PASS INSERT

Ad Size: 3.5" W x 8.5" H

Accepted File Types

PDF/X-1A
See p.22 for settings

STREET MAP TOPPERS

Trim: 59" W x 12" H
Bleed: .125" all sides
Hi-res vector file

Accepted File Types

PDF/X-1A
See p.22 for settings

SHUTTLE STOP SIGN DECAL

Trim: 18" W x 8" H
Bleed: .125" all sides
Live Area: 17.75" W x 7.75" H

Accepted File Types

PDF/X-1A
See p.22 for settings

REGISTRATION EMAILS BANNER

600px W x 167px H

Accepted File Types

300 dpi jpg; Exported at 3x; Quality High

SOCIAL POSTS

Carousel

1080px W x 1350px H
(4-6 hi-res images)

Accepted File Types

72 dpi jpg

Reel

1080px W x 1920px H
(up to 8 hi-res images required)

Market Countdown Reels

1080px W x 1920px H
(8 hi-res images required)

SPECIFICATIONS

PORTABLE CHARGERS AND POWER PACKS

Kiosk

Artwork templates to be provided with contract.

Charger

Artwork templates to be provided with contract.

DIGITAL TOUCH SCREENS

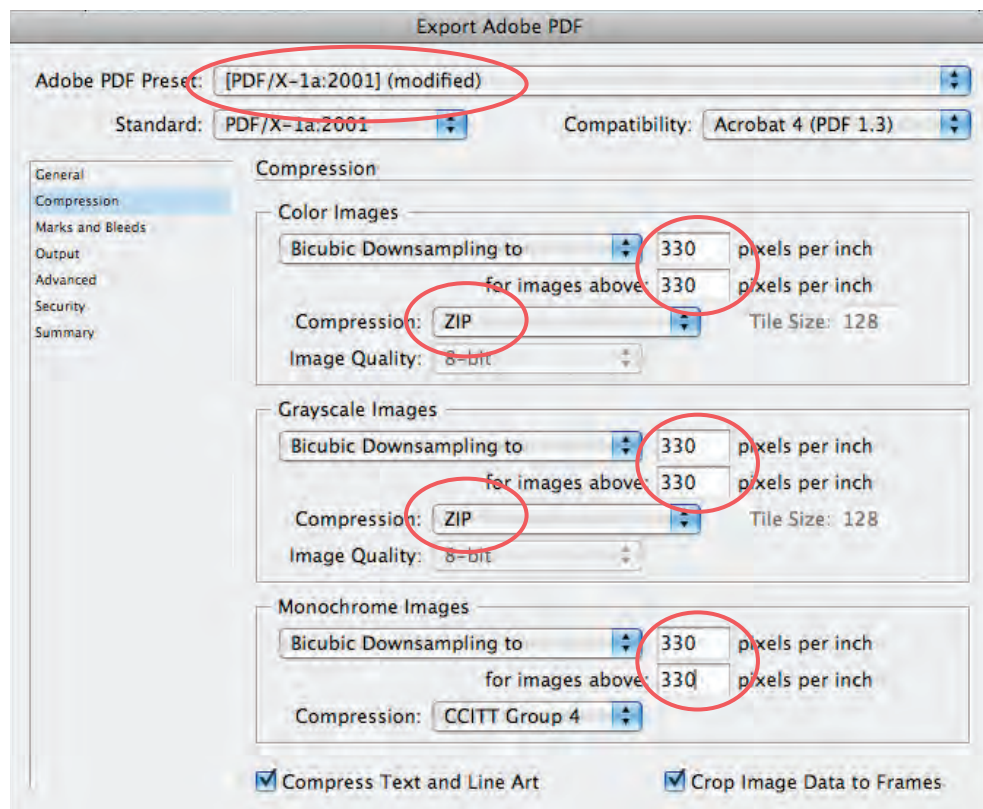
300px W x 1080px H

Accepted File Types

300 dpi png; Exported at 3x; Quality High

SPECIFICATIONS

PDF/X-1A Settings For Print



Export Adobe PDF

Adobe PDF Preset: [PDF/X-1a:2001] (modified)

Standard: PDF/X-1a:2001

Compatibility: Acrobat 4 (PDF 1.3)

General

Compression

Marks and Bleeds

Output

Advanced

Security

Summary

Color Images

Bicubic Downsampling to: 330 pixels per inch

for images above: 330 pixels per inch

Compression: ZIP

Image Quality: 8-bit

Tile Size: 128

Grayscale Images

Bicubic Downsampling to: 330 pixels per inch

for images above: 330 pixels per inch

Compression: ZIP

Image Quality: 8-bit

Tile Size: 128

Monochrome Images

Bicubic Downsampling to: 330 pixels per inch

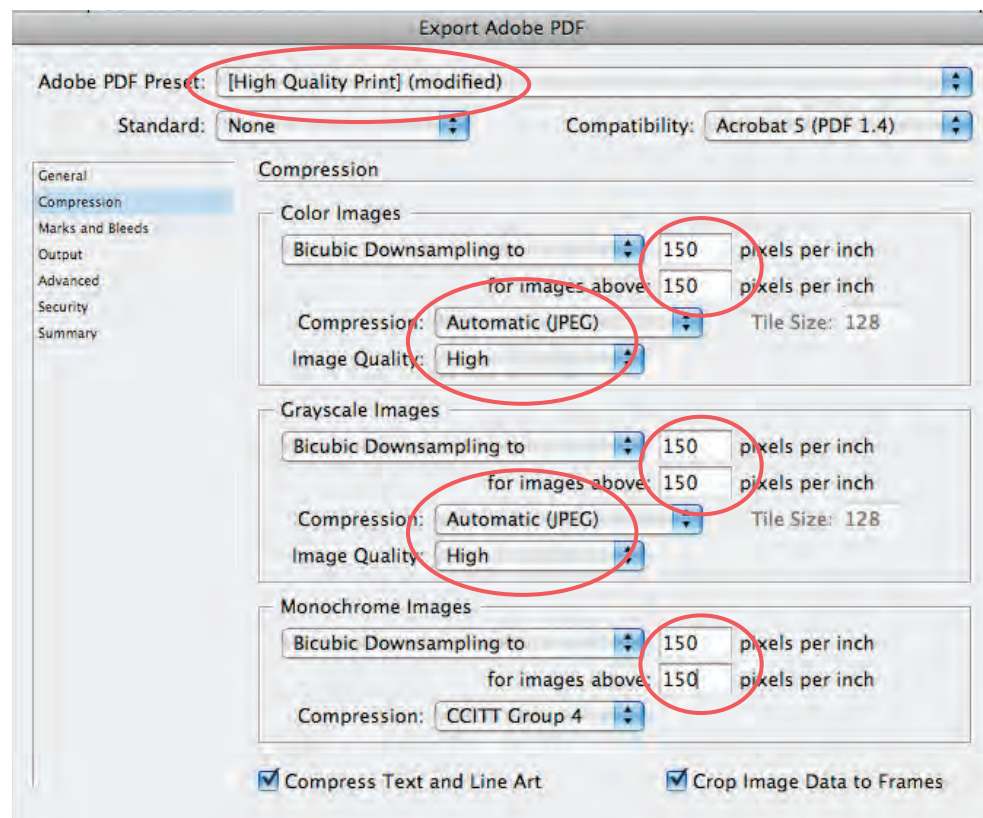
for images above: 330 pixels per inch

Compression: CCITT Group 4

☒ Compress Text and Line Art

☒ Crop Image Data to Frames

High Quality Print Settings For Digital Publication



Export Adobe PDF

Adobe PDF Preset: [High Quality Print] (modified)

Standard: None

Compatibility: Acrobat 5 (PDF 1.4)

General

Compression

Marks and Bleeds

Output

Advanced

Security

Summary

Color Images

Bicubic Downsampling to: 150 pixels per inch

for images above: 150 pixels per inch

Compression: Automatic (JPEG)

Image Quality: High

Tile Size: 128

Grayscale Images

Bicubic Downsampling to: 150 pixels per inch

for images above: 150 pixels per inch

Compression: Automatic (JPEG)

Image Quality: High

Tile Size: 128

Monochrome Images

Bicubic Downsampling to: 150 pixels per inch

for images above: 150 pixels per inch

Compression: CCITT Group 4

☒ Compress Text and Line Art

☒ Crop Image Data to Frames