



# 2026 | 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**



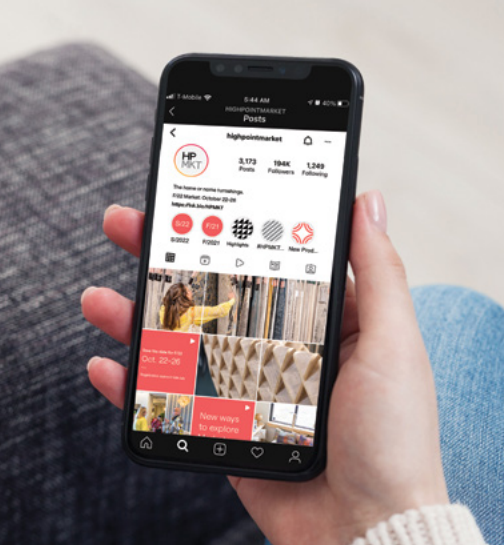
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# Go-Anywhere Vehicles

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 August 19, 2026

 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 19, 2026



COST

\$8,500 Full size ad

\$4,250 Half-size ad

[See page 22 for specifications](#)



# Market Pass Insert

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



DEADLINE

July 17, 2026



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 1, 2026

 **COST** \$4,000



# Shuttle Stop Sign Decals

Expand your footprint across the Market District by having your logo and showroom location prominently included on twenty-eight (28) shuttle stop signs.



DEADLINE

September 1, 2026



COST

\$8,500



# 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 1, 2026



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



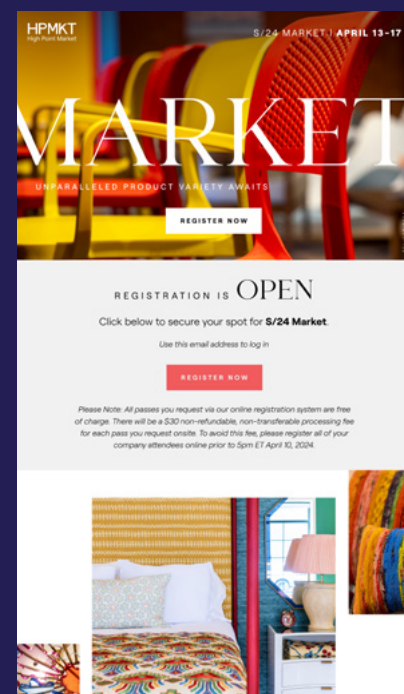
DEADLINE

September 1, 2026



COST

\$3,500



## 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

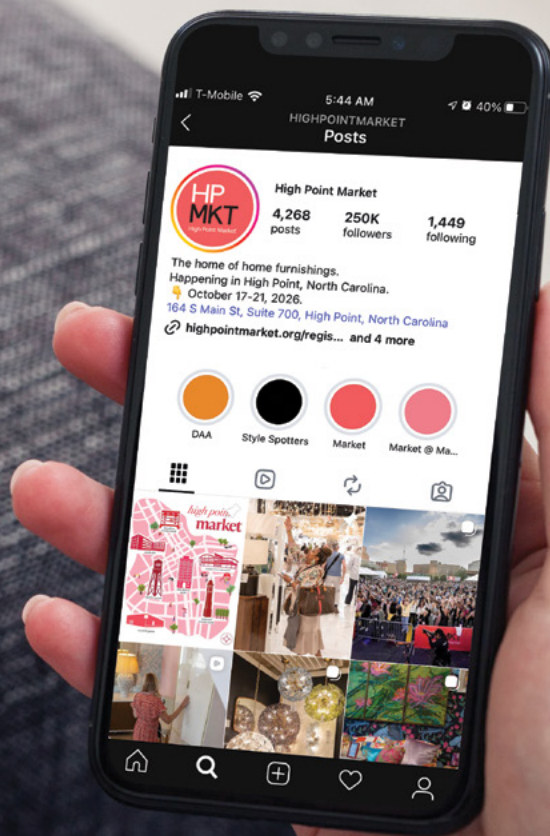
July 7, 2026



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 6 images or a video reel.

Purchase up to 2 social posts per Market.



DEADLINE

September 1, 2026



COST

\$1,200 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

September 9, 2026



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 27, 2026



COST

\$3,500



# Design Influencers Tour

High Point Market's Design Influencers program partners with Esteem Media to bring a diverse group of top-tier industry experts into sponsored showrooms for a 45-minute guided tour. This is an excellent opportunity to get pre and post Market promotion to tell your brand story, showcase new collections, and highlight key product features.

In addition to the tour, sponsors may host a 45-min lunch, providing additional time to connect and network with the influencers.



DEADLINE

August 18, 2026



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 four 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

July 7, 2026



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 5, 2026



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

July 8, 2026



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 1, 2026



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

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## REGISTRATION MARKET PASS INSERT

**Ad Size:** 3.5" W x 8.5" H

### Accepted File Types

PDF/X-1A

See p.22 for settings

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## 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

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## 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

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## REGISTRATION EMAILS BANNER

600px W x 167px H

### Accepted File Types

300 dpi jpg; Exported at 3x; Quality High

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## 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)

# SPECIFICATIONS

## PORTABLE CHARGERS AND POWER PACKS

### Kiosk

Artwork templates to be provided with contract.

### Charger

Artwork templates to be provided with contract.

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## DIGITAL TOUCH SCREENS

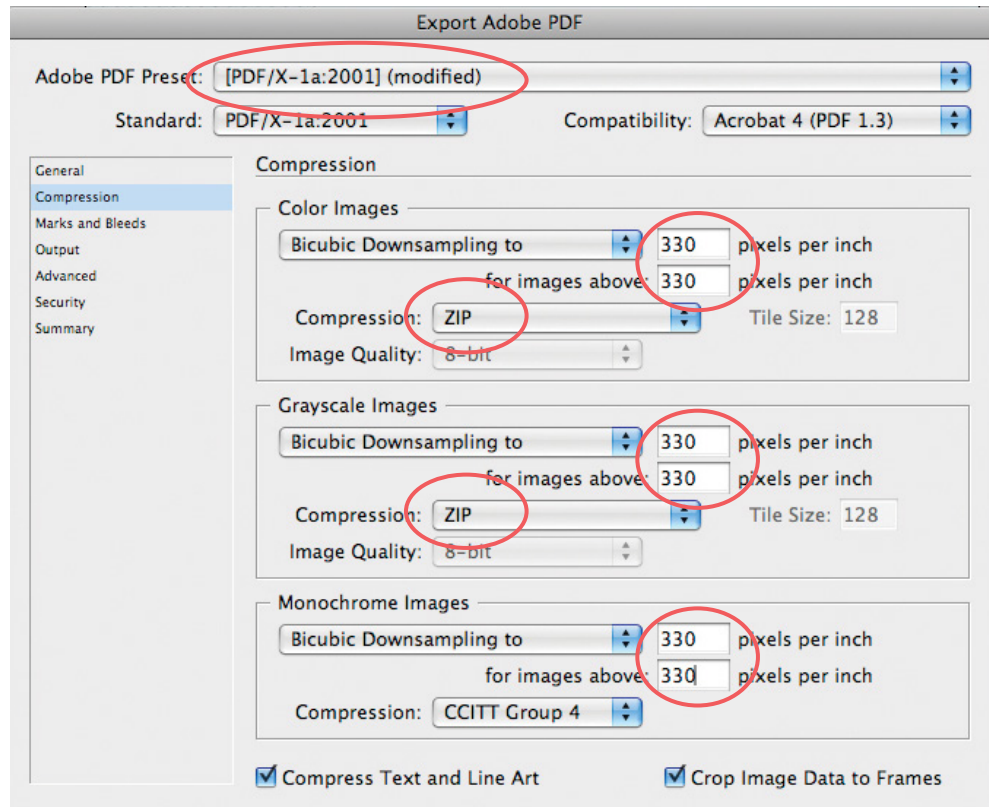
300px W x 1080px H

### Accepted File Types

300 dpi png; Exported at 3x; Quality High

# SPECIFICATIONS

## PDF/X-1A Settings For Print



## High Quality Print Settings For Digital Publication

