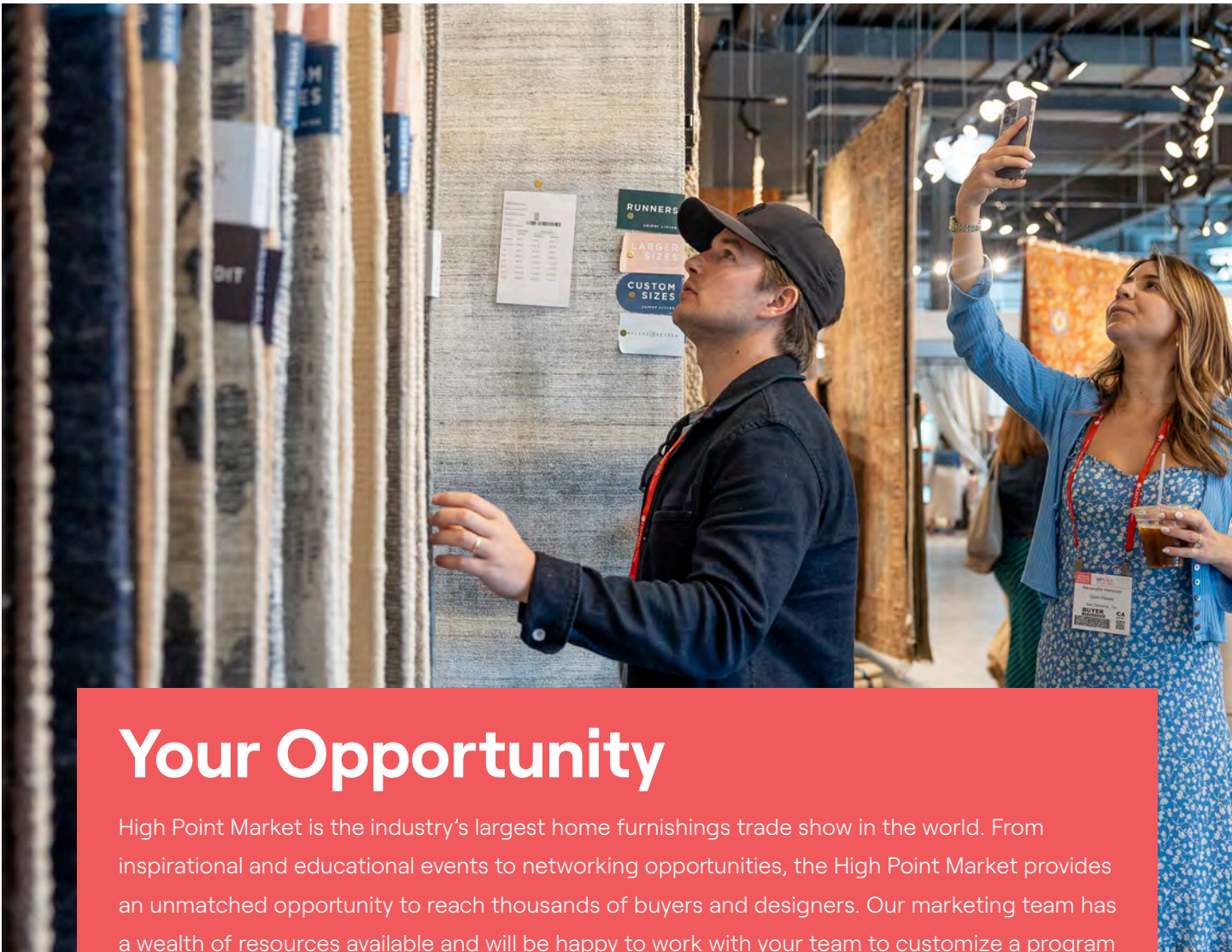




2025 | Sponsorship & Advertising Opportunities



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



stephanie@highpointmarket.org



highpointmarket.org

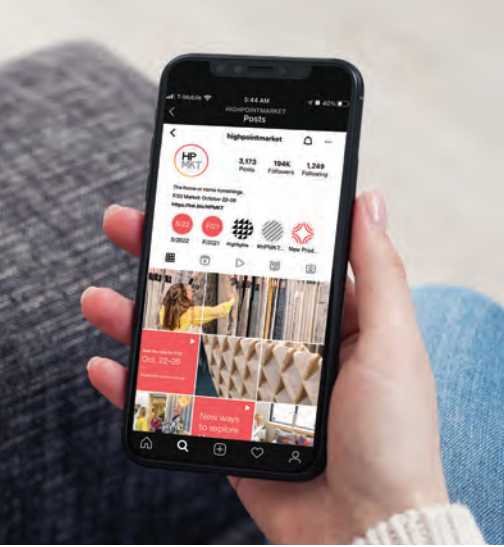


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Go-Anywhere Vans

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 **March 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

February 7, 2025



COST

\$8,500 Full size ad
\$4,250 Half-size ad

[See page 22 for specifications](#)



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 **March 3, 2025**

 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 shuttle stop signs.



DEADLINE

March 2, 2025



COST

\$8,500



Market Countdown Social Post

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



DEADLINE

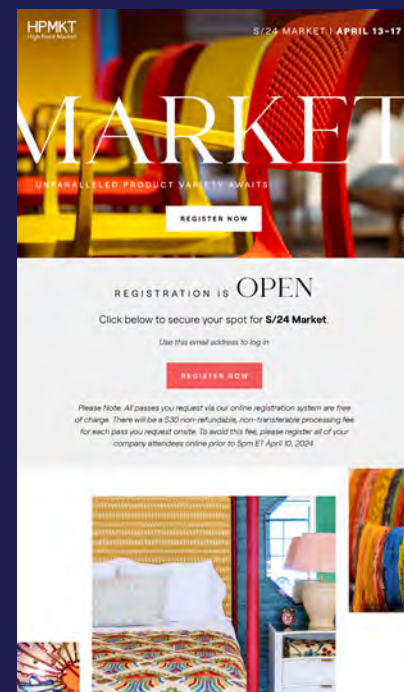
February 3, 2025



COST

\$1,200

[See page 20 for specifications](#)



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

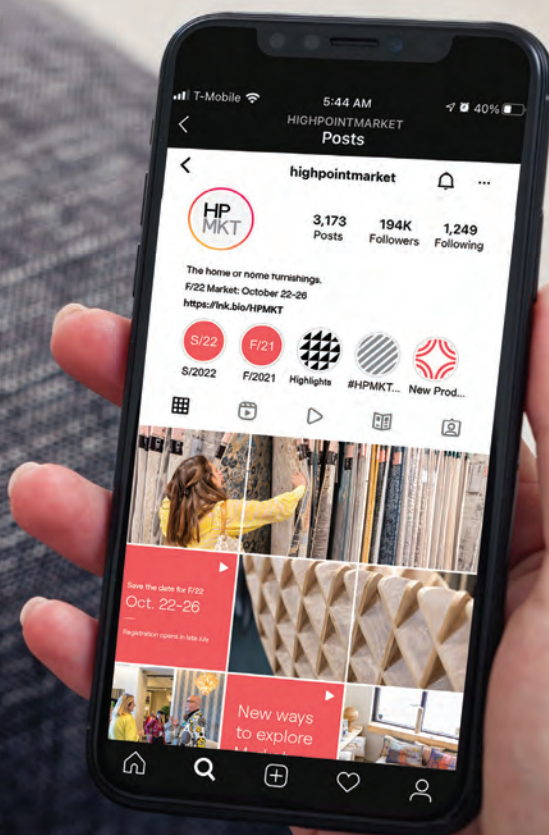
December 6, 2024



COST

\$5,000

See page 20 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 2 social posts per Market.



DEADLINE

March 3, 2025



COST

\$1,000 per post

See page 20 for specifications



Center Stage Events and Concerts

High Point Market offers sponsorship opportunities at Center Stage including outdoor seating, activations, and VIP concert packages.

Market concerts are held on Saturday and Sunday evenings for all Market-goers to enjoy and have fun after a busy day.

Note: Some exclusions apply



DEADLINE

TBD



COST

Call for all available packages



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 tour and sponsors are promoted prior to Market and within 45 days after Market. 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 - highpointmarket.org.

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



DEADLINE

February 27, 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 showroom. Sponsor the half-day kickoff orientation on Friday or full-day kickoff orientation on Saturday.

Note: Some exclusions apply



DEADLINE

February 24, 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

March 7, 2025



COST

Call for details



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

February 21, 2025



COST

\$3,500



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. Includes coffee bar.



DEADLINE

March 3, 2025



COST

\$5,000



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.

Saturday-Monday, 10am or 2pm.



DEADLINE

February 20, 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. As attendees carry around the water bottle, they help advertise your brand.

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



DEADLINE

March 3, 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

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 POST(S)

1080px W x 1080px H

MARKET COUNTDOWN REELS

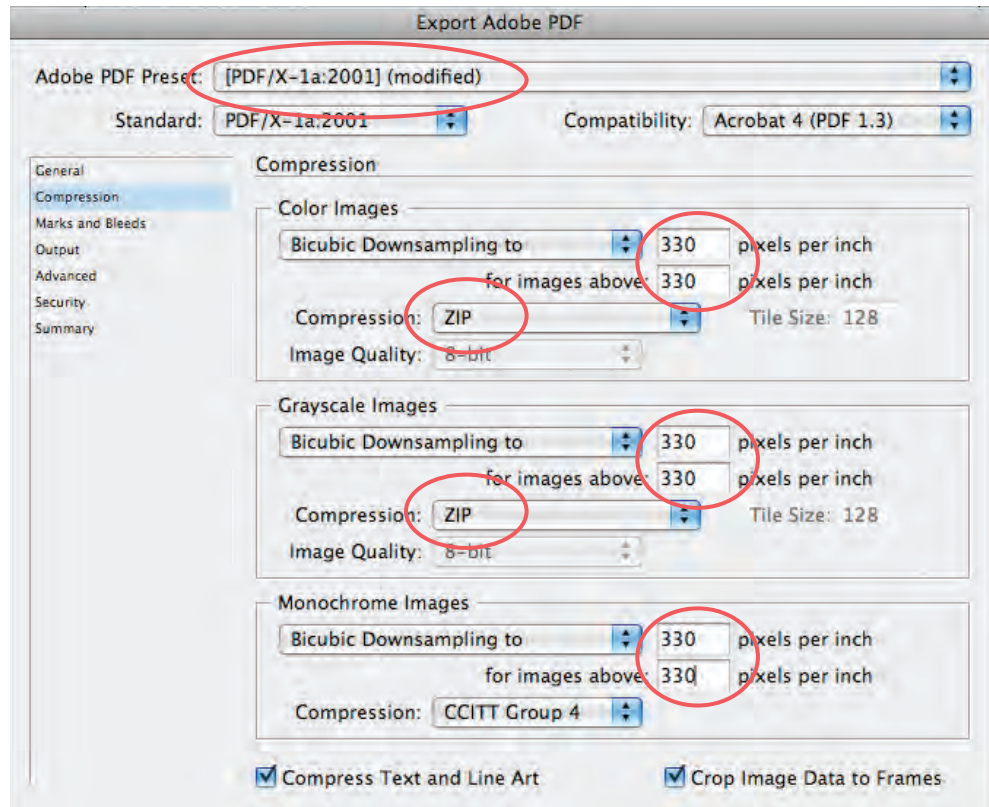
1080px W x 1920px H (6 hi-res images required)

Accepted File Types

72 dpi jpg

SPECIFICATIONS

PDF/X-1A Settings For Print



High Quality Print Settings For Digital Publication

