

# MARKETING OPPORTUNITIES

SPRING 2025



**Marketing Tools**



**Brand Awareness**



**Press/Media Opportunities**

Prepare for a successful Market by driving buyers and designers to your booth or showroom, along with increasing brand awareness with these helpful tools for ANDMORE at High Point Market exhibitors.

## MARKETING TOOLKIT

### PRODUCT PHOTOGRAPHY SUBMISSION

Submit product photography for possible inclusion in trade publication ads, email campaigns, print projects, social media and other free marketing opportunities. Submit hi-res photos and videos through our submission form.

**Submit here:** [ANDMOREHighPointMarket.com/photos](https://ANDMOREHighPointMarket.com/photos)

**Deadline:** Ongoing (earlier is better)

### SOCIAL MEDIA

Connect with us on social! Submit your content for an opportunity to be featured on our social media channels. Be sure to tag us on [Instagram](#), [Facebook](#), [YouTube](#) and [Pinterest](#) with #ANDMOREhpmkt and #HPMKT.

**Submit here:** [ANDMOREHighPointMarket.com/photos](https://ANDMOREHighPointMarket.com/photos)

**Deadline:** Ongoing (earlier is better)

### EXHIBITOR PROFILE FOR PUBLICATIONS AND ONLINE DIRECTORY

To update your printed and online directory listing, login to the Exhibitor Portal to update your company's contact information, line listings, product categories and other information that appears on ANDMORE at High Point Market and High Point Market directories and High Point Market Market Resource Guide and Pocket Guide.

**Details:** [exhibitor.highpointmarket.org/exhibitor-profile](https://exhibitor.highpointmarket.org/exhibitor-profile)

**Deadline:** Submit as early as possible to ensure inclusion in printed directory.



## MARKETING TOOLKIT CONT.

### MARKET SNAPSHOT CALL FOR SUBMISSIONS

Weekly themed products from ANDMORE at High Point Market exhibitors will be selected and featured in the Market Snapshot social media program. Please include your product name and brief description with your product photo, along with your contact information.

**Submit here:** [ANDMOREHighPointMarket.com/photo](https://ANDMOREHighPointMarket.com/photo)  
**Deadline:** April 4, 2025



### SHOW SPECIALS

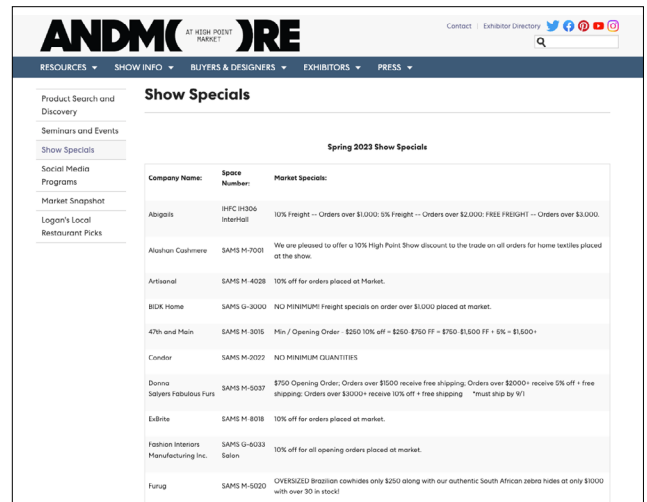
Share your exclusive show specials for High Point Market. The information you provide will be included on ANDMOREHighPointMarket.com. Open only to ANDMORE exhibitors.

**Submit your Show Specials here:**  
[ANDMOREHighPointMarket.com/submit-specials](https://ANDMOREHighPointMarket.com/submit-specials)  
**Deadline:** April 4, 2025

### LEAD RETRIEVAL

Capture contact information from buyers visiting your showroom or booth at Market and receive valuable leads to generate sales. In addition, buyers scanned at your showroom will receive a post-show email that contains a list of all the showrooms they visited, along with the company profile, website, and social media links.

**Details:** [Exhibitor.highpointmarket.org/lead-management](https://Exhibitor.highpointmarket.org/lead-management)



Every scan unlocks valuable buyer data!



# MARKETING OPPORTUNITIES

SPRING 2025

## PRESS & MEDIA

### EDITORIAL OPPORTUNITIES

Take advantage of exclusive, complimentary High Point Market editorial opportunities with key trade publications. [View Editorial Opportunities](#) for a list of current opportunities and deadlines. Check back often for updates..

**Deadline: Various**

### BUILD A DIGITAL PRESS KIT

To maximize your media exposure, be sure to upload or build a digital press kit to the MediaLink site through your exhibitor portal.

**Details for building and submitting a Press Kit:**

[exhibitor.highpointmarket.org/press-kit](http://exhibitor.highpointmarket.org/press-kit)

**Deadline: April 21, 2025, 5 p.m. EST**

### SUITES/SALON & INTERHALL DESTINATION PRESS KITS

Share your company name, product image and brief description to be included in the exclusive Suites/Salon or InterHall destination press kits. Open only to SUITES/SALON and INTERHALL exhibitors.

**Submit your information here:**

[ANDMOREHighPointMarket.com/press-kits](http://ANDMOREHighPointMarket.com/press-kits)

**The final press kit will be available to the media online.**

**Deadline: April 4, 2025**

### MEDIA RELATIONS / REGISTERED MEDIA LIST

Request a copy of the High Point Market registered media list and reach out to media who want to hear about your company and products.

**Contact: Sandy Lee at [slee@andmore.com](mailto:slee@andmore.com)**

**Cheryl Dobbins Hege**

**Senior Marketing Manager**  
[chege@ANDMORE.com](mailto:chege@ANDMORE.com)  
(336) 821-1547

