

# MARKETING TOOLKIT

FALL 2025



**Marketing Tools**



**Brand Awareness**



**Press/Media Opportunities**

## MARKETING TOOLS

Prepare for a successful Market and drive buyers, brand awareness and foot traffic to your booth or showroom with these helpful tools.



### PRODUCT PHOTOGRAPHY SUBMISSION

Submit product photography for possible inclusion in trade publication ads, email campaigns, signage, social media and other marketing opportunities. This free opportunity can put your brand in front of potential buyers before Market begins.

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

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

## MARKET SNAPSHOT

### MARKET SNAPSHOT & SOCIAL MEDIA

Submit your product photos for consideration in our Market Snapshot program — a weekly showcase of products on our website and social media. Photos may also be used for other ANDMORE marketing opportunities.

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

**Deadline:** September 30, 2025

Follow us on social and use #ANDMOREhpmkt and #HPMKT to increase your visibility for users searching the hashtag before, during, and after each market.



[Facebook.com/ANDMOREhpmkt](https://Facebook.com/ANDMOREhpmkt) | #ANDMOREhpmkt#ANDMOREhpmkt



[instagram.com/andmorehpmkt](https://instagram.com/andmorehpmkt) | @andmorehpmkt | #ANDMOREhpmkt



## EXHIBITOR PROFILE

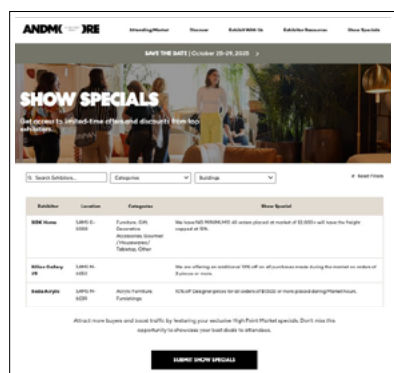
Ensure your company is properly represented and buyers can find you. Update your exhibitor profile for the High Point Market online exhibitor directory, Market Resource Guide and Pocket Guide.

Craft a compelling profile of your company and products and you will grab your share of these engaged prospects. Make sure your showroom location, product categories and contact information are all up to date. And remember, the richer the experience, the more likely your profile will grab attention. Upload videos, images and press releases, and list all showroom events you're hosting. And don't forget links to your website and social media channels. A little extra effort pays big dividends in increased showroom traffic.

If you need login credentials, please email Stephanie Jonas at [stephanie@highpointmarket.org](mailto:stephanie@highpointmarket.org).

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

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



## SHOW SPECIALS

Offering exclusive Show Specials at High Point Market can help drive traffic to your showroom or booth. Show specials will be featured on [ANDMOREHighPointMarket.com/show-specials](http://ANDMOREHighPointMarket.com/show-specials).

**Submit your Show Specials here:**

[ANDMOREHighPointMarket.com/submit-specials](http://ANDMOREHighPointMarket.com/submit-specials)

**Deadline:** September 30, 2025



## LEAD RETRIEVAL

Save contact, demographic and profile data for every buyer who enters your showroom, and receive contact information for every buyer at Market so you can market to them directly.

Each scan automatically records complete buyer profiles and contact details, building your valuable lead database in real-time. The High Point Market buyer list will be shared with you both before and after Market – a robust opportunity to build your leads list quickly.

The system works seamlessly behind the scenes. After Market, your scanned buyers receive automated follow-up emails featuring:

- Your full showroom details
- Company website and contact information
- Social media links
- A list of all showrooms they visited

**Learn More:** [Exhibitor.highpointmarket.org/lead-management](http://Exhibitor.highpointmarket.org/lead-management)

## PRESS & MEDIA

Connect with media outlets, showcase your products and build your business with the following opportunities.



### EDITORIAL OPPORTUNITIES

The ANDMORE at High Point Market PR team works hard to secure market previews in key industry trade publications. Share your new product images and descriptions for consideration to be featured in these previews. Participation is FREE and all product selections will be made by the editors. [View a list of opportunities](#) that best match your business.

**Deadline: Various**



### BUILD A DIGITAL PRESS KIT

Give the media what they need to promote. A well-done press kit makes you irresistible to the media.

Media face high expectations and unrelenting deadlines. The easier you make their jobs, the more likely they'll find you. It starts with a digital press kit.

Press kits are important and product drives media interest. They want photographs, they want details. Product images are absolutely essential to a proper press kit.

**Details for building and submitting a Press Kit:** [exhibitor.highpointmarket.org/press-kit](http://exhibitor.highpointmarket.org/press-kit)

**Deadline: Early as possible**



### SUITES/SALON & INTERHALL DESTINATION PRESS KITS

If you are a Suites, Salon or INTERHALL exhibitor, you do not want to miss the opportunity to be included in ANDMORE's exclusive destination press kits for Suites, Salon and INTERHALL.

Provide your company name, one product image and brief description. Each destination press kit will be digitally available to the media online.

**Submit your information here:**

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

**Deadline: September 30, 2025**



### REGISTERED MEDIA LIST

Request a list of registered media and reach out to relevant editors who want to hear about your company and products and arrange to meet at market. Contact [salee@andmore.com](mailto:salee@andmore.com) to request the link.

**Cheryl Dobbins Hege**  
Senior Marketing Manager

[chege@ANDMORE.com](mailto:chege@ANDMORE.com)  
(336) 414-5241