

HIGH POINT MARKET

LEASING PROSPECTUS

The Center of Market.
The Heart of Your Business.



- 129 S. Hamilton
- 200/320/330 N. Hamilton
- 300 E. Green
- 300 S. Main
- C&D - Commerce & Design
- Furniture Plaza
- Hamilton Place
- Hamilton Market
- International Home Furnishings Center
- Market Square
- Market Square Textile Tower
- National Furniture Mart
- Plaza Suites
- Showplace
- Suites at Market Square

ANDM (AT HIGH POINT MARKET) **RE**

ANDMOREHighPointMarket.com | 336.888.3722 | HPLeasing@ANDMORE.com

HIGH POINT MARKET

IS THE MUST-ATTEND MARKET

After more than 100 years, High Point Market is one of the largest and most important home furnishings market in the world. With 12 million square feet and more than 2,000 exhibitors, a breadth of product, education, and networking can be found at the High Point Market. This is precisely why more than 45,000 buyers register for High Point Market each spring and fall. They come to see the hottest new products as they are introduced, discover new ways to energize their businesses, and meet the people who move the industry forward and set the course for the coming season.



80%

of the top 100 Retailers attend High Point Market

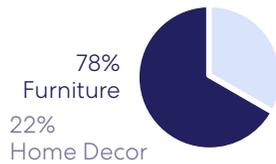
KEY REASONS TO EXHIBIT

- High Point is the premier market for unveiling state-of-the-art designs.
- Market dates are perfectly timed for retail buying cycles.
- High Point Market is the epicenter of the home furnishings industry and where trends are established.
- High Point Market is one of the world's largest events, attended by approximately 75,000 people, twice each year.
- The Market attracts key buyers from all 50 states and 100+ nations from around the globe.
- Buyers know they will find more product introductions than any other market.
- High Point is THE source of inspiration for the design community.

BUYER REPRESENTATION



EXHIBITOR REPRESENTATION



EVERY HOME FURNISHINGS CATEGORY

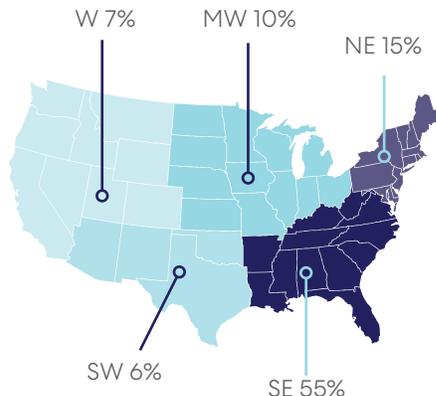
High Point Market offers a second-to-none selection of home furnishings and accessories from every product category for the home, including:

- Antiques/Reproductions
- Casual/Outdoor/Patio
- Dining Rooms
- Home Theatre
- Lamps/Lighting
- Motion Furniture
- Softgoods/Textiles
- Occasional/Accent Furniture
- Bedroom
- Decorative Accessories
- Home Office
- Youth
- Mattress
- Rugs
- Upholstery

High Point Market is the conduit by which the global home furnishings industry is actively and continually reimagining the future of home. ANDMORE would like to partner with you to make this the most effective sales and marketing vehicle for your business.



Int'l 7%





ANDMORE BUILDINGS

- | | | |
|---|---|---|
| <p>1 IHFC
IHFC is home to 300+ of the leading home furnishings manufacturers</p> <p>2 SHOWPLACE
A state-of-the-art building adjacent to the transportation terminal offering a great location to draw buyer traffic</p> <p>3 PLAZA SUITES
This landmark building houses an impressive collection of top names in the furniture industry</p> <p>4 FURNITURE PLAZA
Conveniently located in the center of the Market, Furniture Plaza features promotional to medium priced name-brand lines</p> <p>5 NATIONAL FURNITURE MART
Nine floors of permanent showrooms featuring promotional to medium price points</p> | <p>6 MARKET SQUARE
A former furniture factory transformed into unique, upscale showrooms, catering to designers and medium to high-end retailers</p> <p>7 MARKET SQUARE TEXTILE TOWER
Home to INTERWOVEN Textile Fair, the building houses ten floors of permanent fabric showrooms</p> <p>8 SUITES AT MARKET SQUARE
The primary temporary exhibit building at Market making it a must-see for every retail buyer and designer at Market</p> <p>9 300 S. MAIN
Two-story, storefront building in downtown High Point offering great street-level exposure</p> <p>10 HAMILTON MARKET</p> | <p>11-13 200, 320 & 330 N. HAMILTON
A beautiful campus in the center of the Hamilton/Wrenn Design District that caters to designers and high-end retailers</p> <p>14 C&D
Featuring over 29 exhibitors throughout 9 floors of lighting, home furnishings, accessories and much more</p> <p>15 129 S. HAMILTON
Home to Eichholtz</p> <p>16 300 E. GREEN
Home to Abbyson</p> |
|---|---|---|

ANDMORE HIGH POINT

IS WHERE HIGH POINT
MARKET ALL COMES TOGETHER

Why? ANDMORE High Point owns and operates 17 buildings representing 6.8 million square feet in the heart of the High Point with both permanent showroom and temporary exhibit options. We offer must-see brands and resources, unparalleled market experience, supported by our on-going significant investments in our buildings and services. In addition, we are the only building owner that conducts comprehensive marketing campaigns to draw buyers, while offering you a broad base of pre-, during, and post-market marketing opportunities. Regardless of the reason, why would you want to be someplace else?

BUYERS

who come to
High Point Market
shop at ANDMORE
High Point
properties.

KEY REASONS TO CHOOSE ANDMORE

- ANDMORE is the only Omnichannel Wholesale Marketmaker, creating opportunities for wholesale buyers and sellers to connect, grow and prosper through physical markets, design centers, and digital channels.
- Our buildings are the highest-destination buildings at Market offering must-see brands and resources.
- We view our relationship with you as a partnership and share in your success.
- ANDMORE is constantly working to enhance the value of your investment in High Point Market by providing value-added marketing support that is available only to ANDMORE customers at High Point Market.
- Our experienced, in-house marketing team can provide support and advice.
- We offer extensive on-site advertising and sponsorship opportunities to generate awareness.
- ANDMORE buildings offer a full schedule of seminars, and social and networking events to draw buyers to the buildings and keep them there longer.



TEMPORARY EXHIBIT OPTIONS



Suites at Market Square



Plaza Suites Temporaries

Temporary exhibit space is a great place to start if you are a smaller, growing company, don't require as much space, or would like to leverage the walk-by traffic more common in temporary exhibit areas.

Suites at Market Square is High Point's only dedicated temporary venue. Among the three floors, there are numerous options to create a custom, showroom-like atmosphere without a long-term lease. For those companies that need less space and prefer a shorter commitment, this is the perfect solution. We have made participating even easier with all-inclusive, turn key exhibit packages.

Plaza Suites Temporaries is a small collection of temporary tradeshow space in one of High Point's preeminent destinations for Top 100 and Beyond Furniture Retailers.

There are also two juried areas curated by a team of experts to present a special selection of products –SALON, located in Suites at Market Square and INTERHALL, located in IHFC.

ALL-INCLUSIVE TEMPORARY EXHIBIT PACKAGE

- No additional drayage costs within designated time frame
- Non-Union facility
- Hard Wall dividers, not pipe and drape
- Flexible temporary exhibit space can be customized to meet customer needs
- LED track lighting in booths for flexible lighting options
- Polished concrete floors with neutral colored carpet along the aisles
- Option to leave products and display between markets (in certain areas)
- Open Floor plan with ample aisles to facilitate traffic flow and visibility
- Extra electrical capacity, including duplex outlets
- Complimentary empty box storage during Market
- Complimentary booth signage with your company's name
- Complimentary listing in print and online directories prior to deadlines
- Daily social events to extend buyers' shopping time
- The most comprehensive marketing support conducted by any High Point building owner
- Mandatory sponsorship packages starting at \$395
- Free public/unsecured internet access

PERMANENT SHOWROOMS

If you require a large amount of space or would like to have a space to use between markets, permanent space is your best option. By committing to a longer-term lease, you can take advantage of lower rates, have a place to bring customers between markets, sell to designers year-round, and have adequate time to re-design your showroom and change out products between markets. You will also build equity in your location, so buyers know exactly where to find you each Market. With 17 buildings and over 6 million square feet, we're sure to have a space that meets your needs. Our permanent showroom options include:



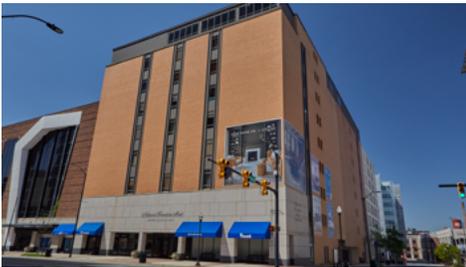
IHFC



Showplace



Plaza Suites/Furniture Plaza



National Furniture Mart



200 North Hamilton



320/330 North Hamilton



300 S. Main



C&D



Market Square / Market Square Textile Tower



129 S Hamilton



300 E Green



Hamilton Place

Let ANDMORE find the perfect location to attract the buyers you need to see.

MARKETING PARTNERSHIP

ANDMORE MARKET SUPPORT

Our relationship with exhibitors is a partnership. We work with exhibitors to drive buyers to the buildings, but exhibitors play a key role in ensuring those buyers come to the showrooms.

We conduct extensive marketing campaigns each market to promote ANDMORE buildings and the tenants and exhibitors within the buildings, reaching tens of thousands of buyers from all channels of distribution. These campaigns supplement the comprehensive outreach conducted by the High Point Market Authority.



Advertising

- Extensive advertising in High Point Market Preview Guides, Resource Guide and Pocket Guide
- More than 30 Advertisements in 20+ industry trade publications
- Preview Guide Digital Flipbooks – featured on ANDMORE and HPMa's website and emailed to prospective buyers.
- Sponsorship opportunities including digital, signage and events

Print

- Market Preview Guides mailed to buyers 4 weeks prior to Market and Digital Flipbooks included on ANDMORE and HPMa's websites prior to market.
- Available at Market: Market Resource Guide, Pocket Guide, INTERHALL Magazine, and Inspirations Magazine for Market Square & Suites

Web/Digital

- Highly tracked website including exhibitor/product search, destination information and press releases at ANDMOREHighPointMarket.com
- Video coverage of products, design & trends
- Content sharing for High Point Market Authority website at HighPointMarket.org

Market Snapshot Program

- Opportunity to submit products for consideration in social media campaign and product display.

Email

- Email campaign reaching more than 45,000 prospective and pre-registered buyers and designers
- Valuable tenant marketing tips and deadlines shared with exhibitors

Public Relations

- More than a dozen press releases issued each market
- Editorial coverage in top trade magazines, show dailies, blogs & more

Social Media

- Robust year-round coverage on all ANDMOREhpmkt social channels
- #ANDMOREhpmkt hashtag used across all social media platforms

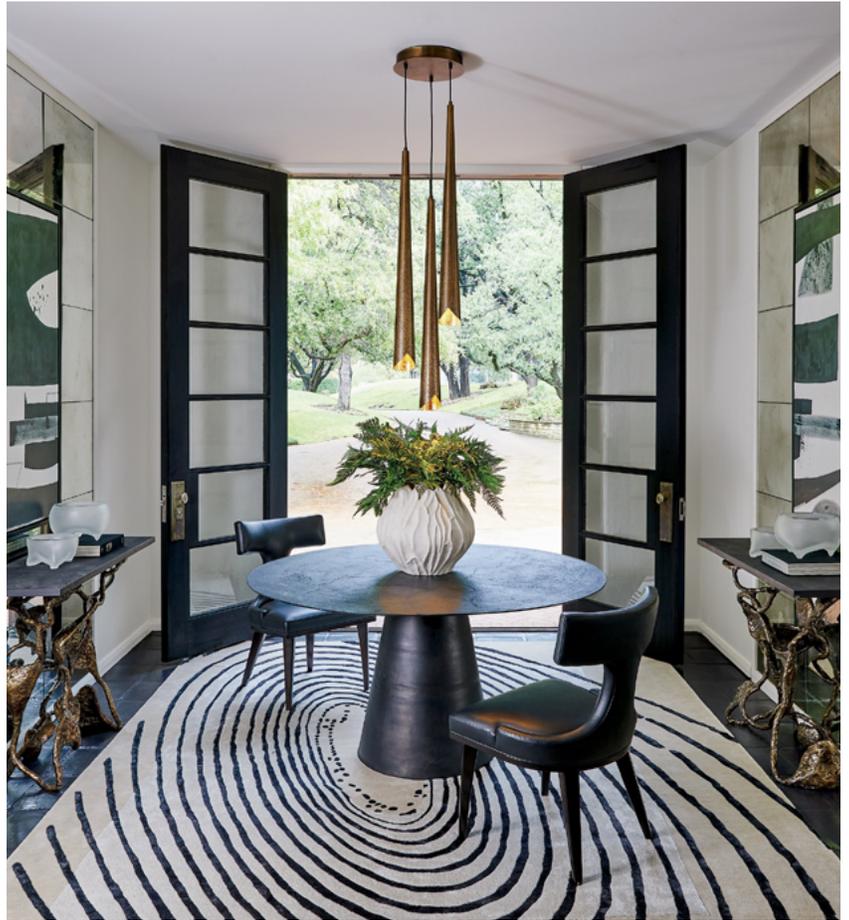
Education and Social Events

- A complete line-up of educational seminars throughout Market
- Complimentary beverage service and receptions during market

Onsite Branding

- Onsite signage in all ANDMORE buildings to draw traffic to key destinations
- Exterior advertising in key traffic areas
- Advertising on digital screens throughout ANDMORE buildings to create awareness of ANDMORE destinations, events, and seminars.





ANDMORE AT HIGH POINT MARKET

ANDMORE is the world's largest operator of premier showroom space for furniture, gift, home décor, rug, and apparel industries. ANDMORE owns and operates nearly 20 million square feet of world-class exhibition space in High Point, N.C., Las Vegas and Atlanta. ANDMORE's mission is to build and operate an innovative, sustainable, profitable and scalable platform for the furniture, gift, home décor, rug, and apparel industries. For more information on ANDMORE, visit <http://ANDMOREHighPointMarket.com>.

ANDMOREHighPointMarket.com • 336.888.3722 • HPLicensing@ANDMORE.com

