

SUITES

AT MARKET SQUARE

LEASING PROSPECTUS

SUITES is the only dedicated temporary venue at High Point Market.



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

ANDMOREHighPointMarket.com

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HIGH POINT MARKET

IS THE MUST-ATTEND MARKET

After 100 years, the High Point Market is the largest and most important home furnishings market in the world. More than 40,000 buyers visit High Point, North Carolina every Spring and Fall for High Point Market. Serious retail home furnishings buyers, interior designers, architects, and others in the home furnishings industry can be found in High Point twice a year to see the hottest new products as they are introduced, discover ways to energize their businesses and meet people who move the industry forward and set the course of business 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 is the epicenter of the home furnishings industry and where trends are established.
- The Market attracts key buyers from all 50 states and more than 100 nations from across the globe.
- Buyers know they will find more product introductions in High Point than any other market.
- High Point is THE source of inspiration for the design community.
- High Point's bi-annual Market attracts buyers from every distribution channel.



“ We had the best show we have ever had this week. We had more orders from the addition of many new customers.

Cindy Caudle, Owner,
International Shades

EVERY HOME FURNISHINGS CATEGORY

High Point Market offers a vast selection of home furnishings and accessories from every product category for the home, including:

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

ANDMORE would like to partner with you to help make High Point Market one of the most beneficial sales and marketing opportunities for your business.

“ We have had a lot of traffic and interest. A good deal of our market is designers so we have been providing quotes on custom pieces but also have had interest from wholesalers as well. All in all we are very pleased with our first market.

Donna Lee – Co-Owner, BODA Acrylic

Who Shops Suites at Market Square?

Interior Designer /Design Firm	53%
Furniture Store	25%
Accessories/Gift	5%
Wholesale	4%
Online Retailer	3%
Other	10%

REACH OF RETAILERS & DESIGNERS THOUSANDS

Of the buyers who come to market, **OVER HALF** visit Market Square & Suites, including top 300 retailers, regional and local retailers, and interior designers.



“ We love the Suites at Market Square because it gives us the opportunity to find one-of-a-kind pieces. This is our go to place for our resources.”

Cheryl Stauffer, Crimson Design Group
– CEO & Principal Designer

“ So much energy is at the Suites at Market Square, and that energy is contagious. There are so many beautiful new introductions and classic pieces.

Vicky Serany, Founder & Principal –
Southern Studio Interior Design





“ We find a lot of suppliers in SAMS that tend to focus on more niche areas within home furnishings. The layout provides you with a lot of visibility on product offering, making it a productive buying opportunity.”

Niraj Shah, CEO,
Wayfair LLC

ONE COMPELLING

EASY-TO-SHOP DESTINATION

Suites at Market Square (SAMS) is a three-story tradeshow wing consisting of three floors and 330,000 Square Feet. This section of the building is an open, flexible, light-filled exhibit facility. SAMS is the primary temporary exhibit building at High Point Market, and is a must-see destination for retailers and designers in search of new products and new resources.

More Traffic for Exhibitors

- Consolidated temps in one venue, means higher density of buyers
- Located on the Ground floor of SAMS is the well established home of SALON, a juried selection of fresh new resources for buyers and designers

Notable brand neighbors

Connected to Historic Market Square which is home to Hinkley, Hudson Valley Lighting, Capel Rugs, Dovetail Furniture & Designs, Pearson Furniture Company, Safavieh, Veraluz, and many more!

Easier Shopping for Buyers:

- Open environment
- Easy sightlines and visibility from aisles
- Easy-to-Shop grid layout & shopable aisle format
- Information booths staffed with market concierge to assist



MARKETING SUPPORT & OPPORTUNITIES

As a SAMS exhibitor, you will benefit from ANDMORE's extensive marketing campaign and be included in an exclusive SAMS marketing campaign, before and during High Point Market.

ANDMORE-funded marketing campaign to drive traffic to SAMS includes:

- Dedicated ads in Market Previews, Market Resource Guide and Industry Publications
- Eblast to ANDMORE's buyer list reaching 60,000 retailers and designers
- Exclusive opportunity to submit Show Specials for inclusion in marketing collateral during market
- Exclusive opportunity to be included in Suites at Market Square destination press kit
- Information included in High Point Market's eNewsletter and website: highpointmarket.org
- Destination promotion on ANDMORE website: ANDMOREHighPointMarket.com
- Coverage before and during High Point Market on ANDMORE's #ANDMOREhpmkt social channels including Instagram, Facebook, and YouTube
- Potential inclusion in Designer Correspondent Videos
- Inclusion in ANDMORE's public relations campaign to trade and consumer media
- Opportunity to submit entries for consideration for ANDMORE's trend program
- On-site signage to drive traffic from other ANDMORE buildings at market to SAMS

Marketing enhancements:

- Additional exposure through exhibitor-funded marketing, advertising and sponsorship opportunities to increase awareness and show traffic



EXHIBIT SPACE & SUPPORT

BACKED BY ANDMORE'S SUPPORT TEAM

Turn-Key Booth Package

- Free drayage during scheduled move-in and move-out periods
- Free standard electrical capacity
- User friendly aisle layout for enhanced traffic flow
- Complimentary booth signage
- Free listing in directory and on website
- Complimentary empty box storage during Market
- Mandatory advertising packages starting at \$395 to compliment the most comprehensive marketing support team than any High Point building owner
- The most extensive marketing campaign by any building owner in High Point
- Non-union facility
- Free public/unsecured internet access
- Hard wall dividers, not pipe and drape
- LED track lighting in booths for flexible lighting options
- Polished concrete floors with neutral carpet along aisles
- Option to leave products and displays between markets

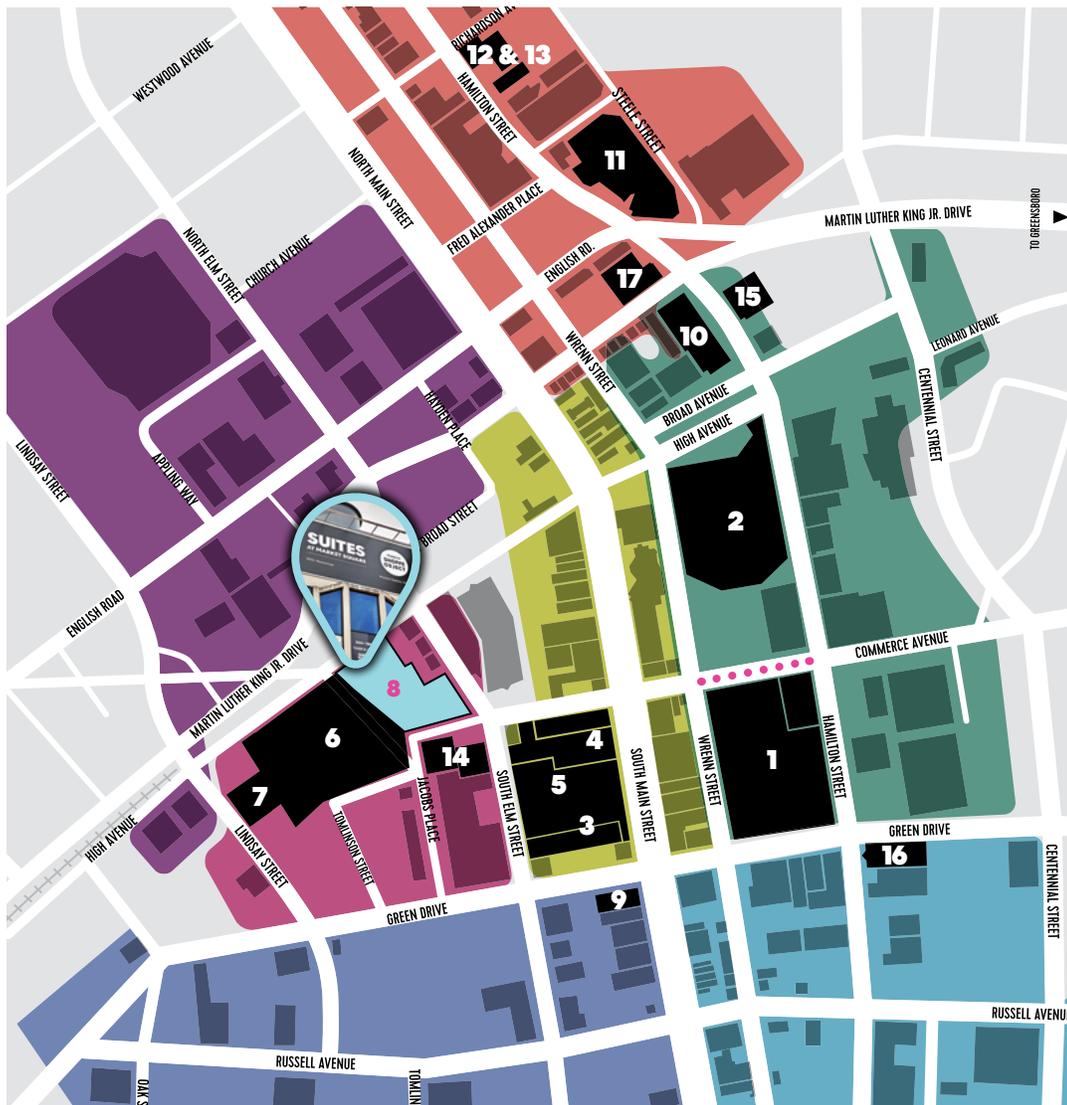


SUITES AT MARKET SQUARE



Conveniently located 2 blocks from the central transportation hub of market, the Suites at Market Square (SUITES) is High Point's ONLY temporary exhibit destination at market.

- SUITES at Market Square (Temps)
- Other ANDMORE owned buildings
- Transportation Terminal



- 1** IHFC
- 2** Showplace
- 3** Plaza Suites
- 4** Furniture Plaza
- 5** National Furniture Mart
- 6** Market Square
- 7** Market Square Textile Tower
- 8** SUITES at Market Square
- 9** 300 S. Main
- 10** Hamilton Market
- 11** 200 N. Hamilton
- 12** 320 N. Hamilton
- 13** 330 N. Hamilton
- 14** C&D
- 15** 129 S. Hamilton
- 16** 300 E. Green

ANDMORE AT HIGH POINT MARKET

ANDMORE™, formerly International Market Centers, is an omnichannel wholesale marketmaker that fuels opportunities for wholesale buyers and sellers to connect, grow and prosper through physical markets, design centers and digital channels. The company owns and operates more than 20 million square feet of premium event and showroom space, hosting live events in Atlanta, High Point, N.C., Las Vegas and New York City. By pairing face-to-face events with always-on digital tools, ANDMORE provides truly omnichannel business platforms for its global wholesale customer base. ANDMORE.com.

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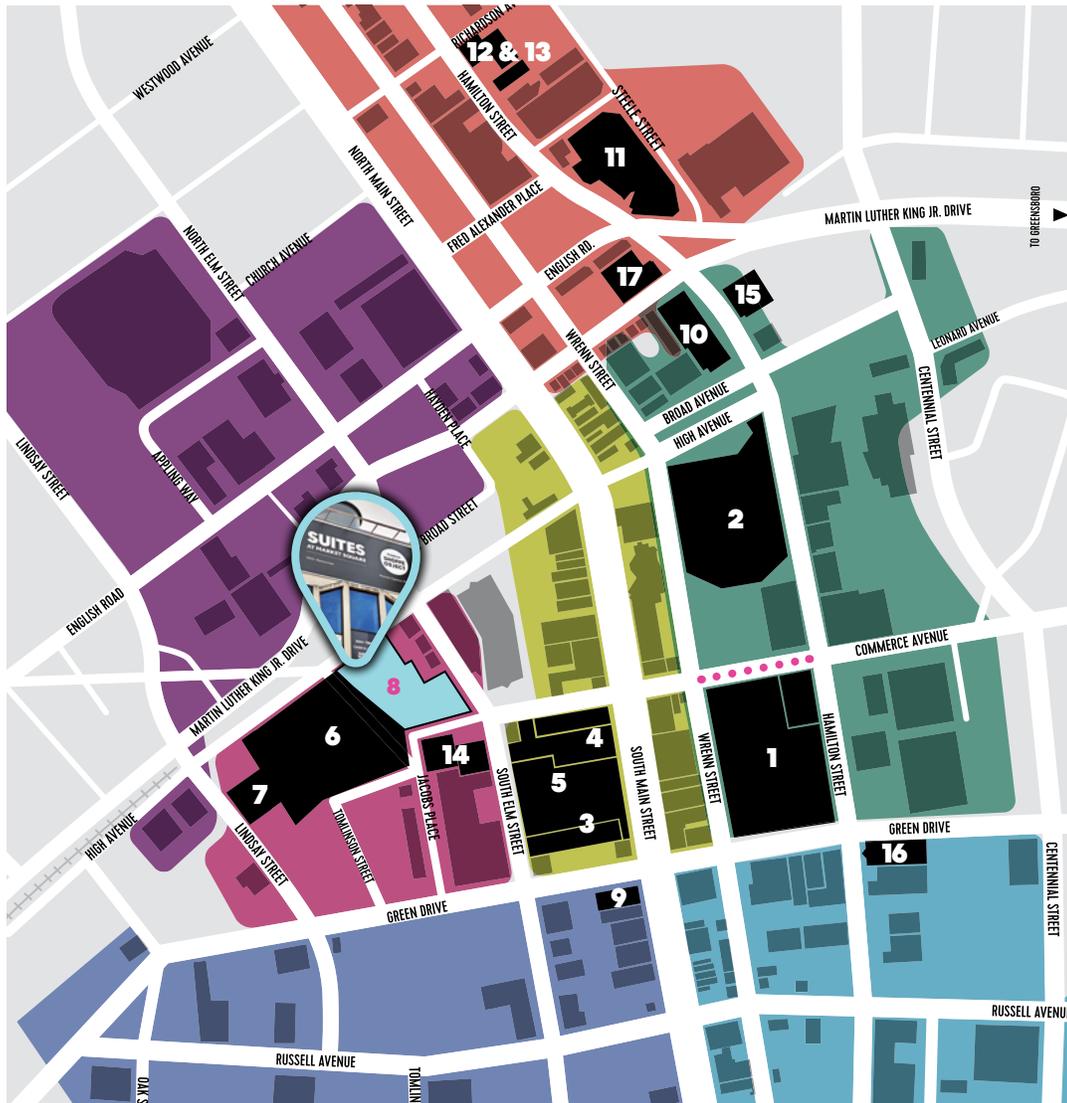
Suites at Market Square (SUITES) · 200 W. Commerce Ave. · High Point, NC 27260

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