



High Point Market: Structured for Today & Tomorrow

AMERICAN HOME FURNISHINGS ALLIANCE

HPMKT[®]

The Home of
Home Furnishings.™
HighPointMarket.org

We Make Market Happen.

VISION

High Point Market is the home of the global furnishings industry.

MISSION

To create the most comprehensive and productive business event in the global home furnishings industry.



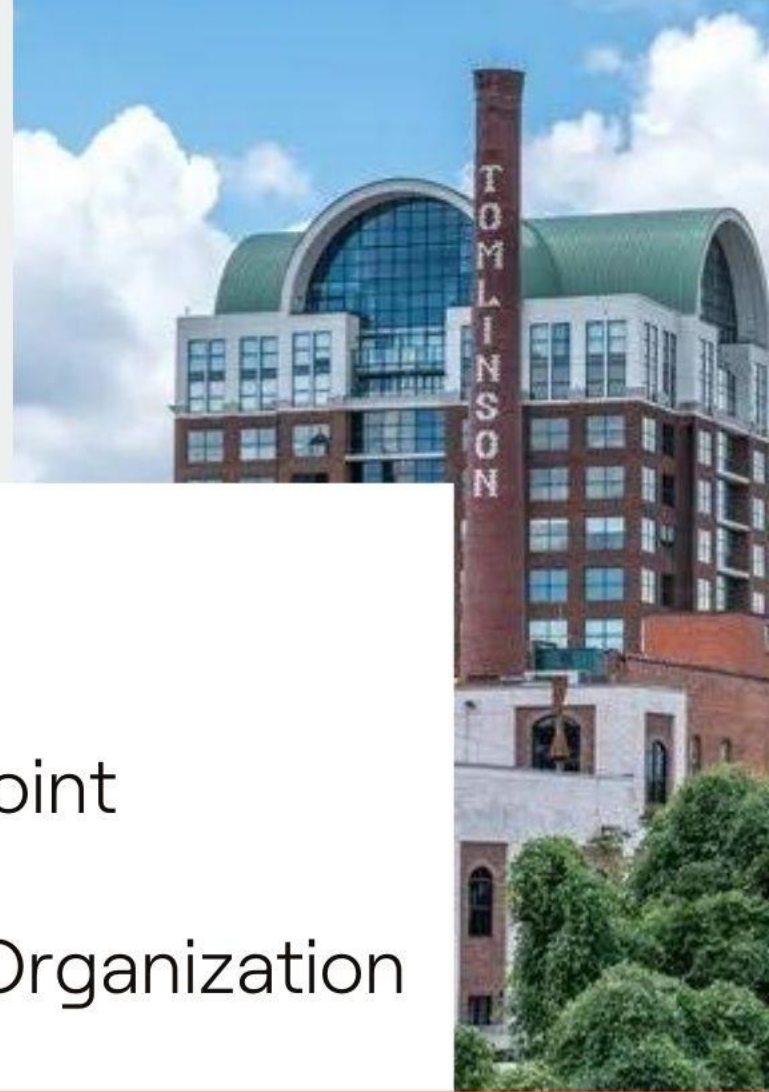
What We Are Not

Real Estate

City of High Point

Membership Organization

...but we partner with all three.



REGISTRATION



Scope
Scope
Scope
Scope



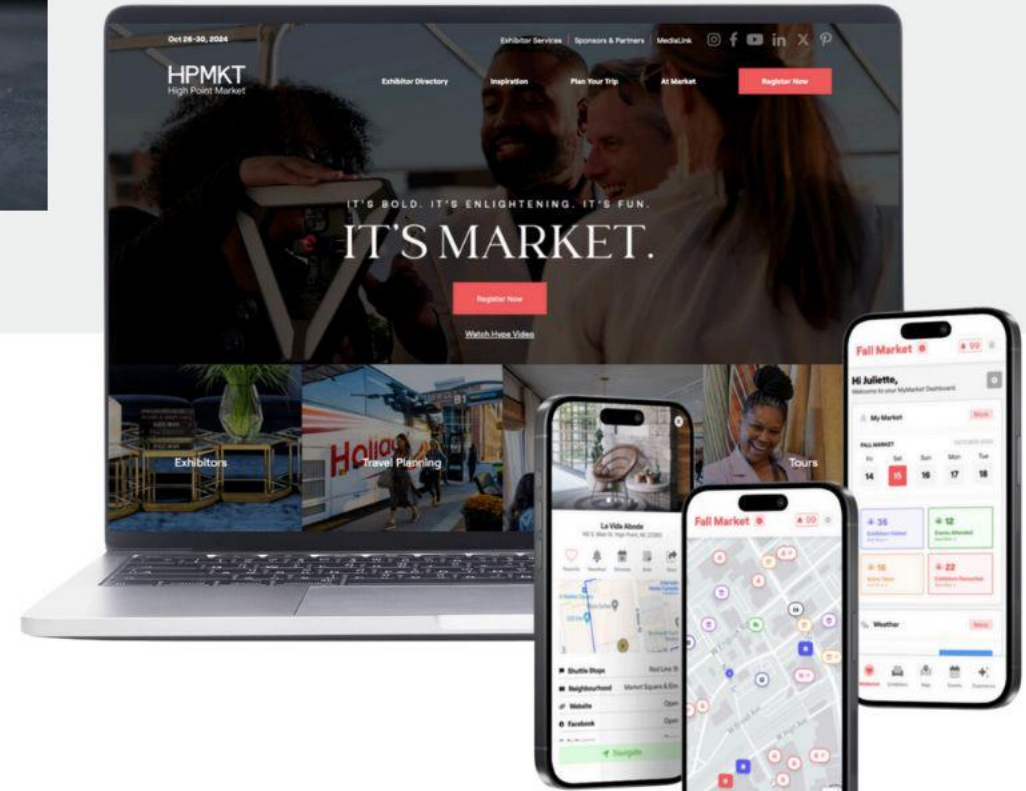
LEAD RETRIEVAL

Scope
Scope
Scope
Scope
Scope



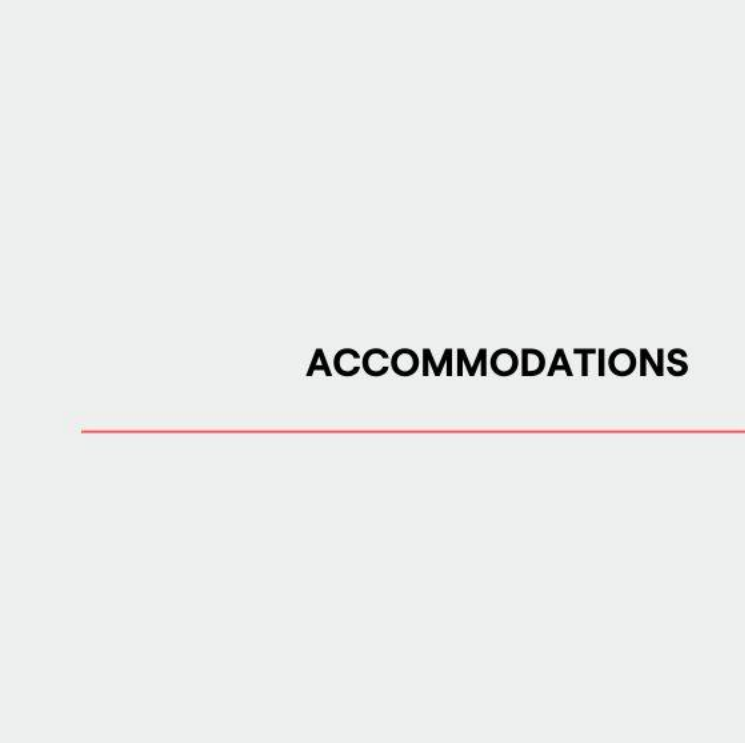
MARKET DATA MANAGEMENT

MARKET WEBSITE + APP





TRANSPORTATION



ACCOMMODATIONS

Scope
Scope
Scope
Scope

THE POINT / STREET ACTIVATIONS



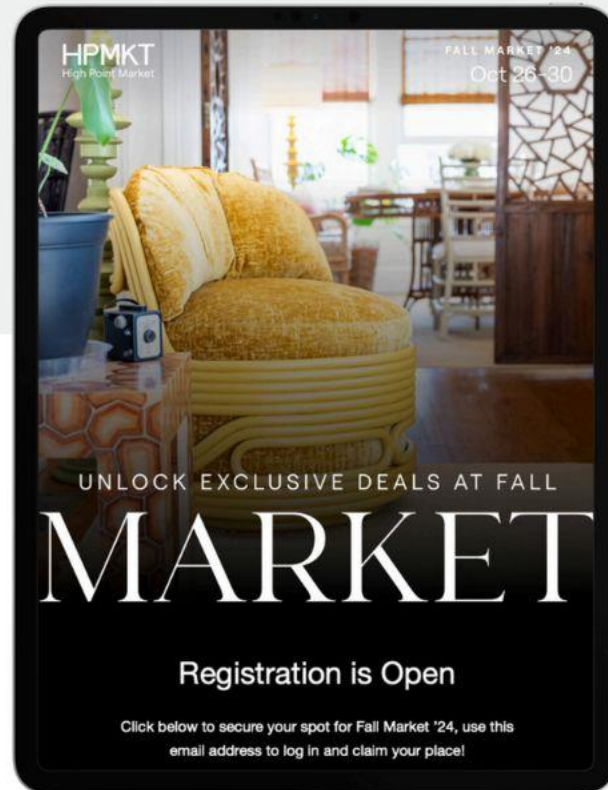
Scope
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Scope



CONCERTS / SOCIAL EVENTS

Scope
Scope
Scope
Scope
Scope

EDUCATIONAL EVENTS

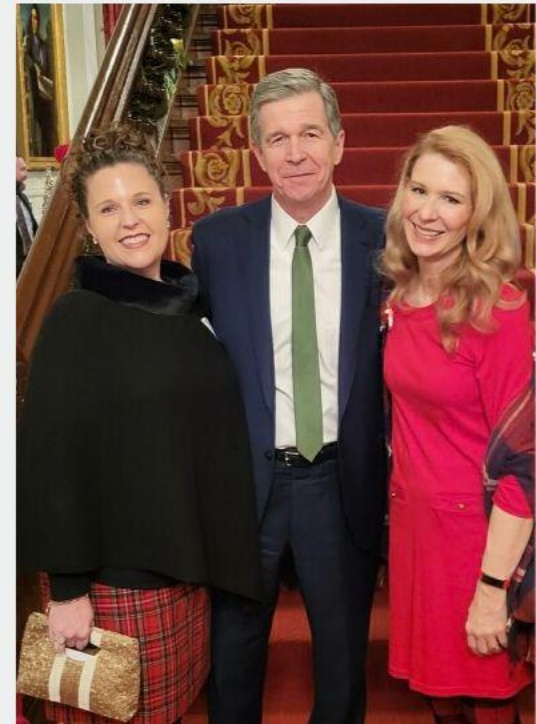


SOCIAL MEDIA / EMAILS

Scope
Scope
Scope
Scope



COMMUNITY / STATE LIASON





MARKET 2020

Did You Know?



We worked with the Governor's Office to execute Market in October 2020 & handled all the logistics involved.



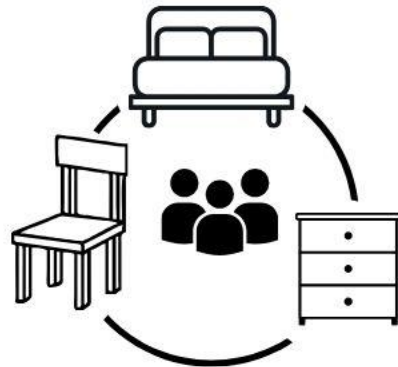
We have a \$9 million Operating Budget.



20% LOCAL



50% STATE OF NC



30% INDUSTRY

Did You Know?
Did You Know?
Did You Know?
Did You Know?



Our transportation system provides approximately 150,000 rides each year.

Did You Know?
Did You Know?
Did You Know?
Did You Know?



We were awarded a \$9 million State allocation to make infrastructure improvements in the Market district.



BEFORE



AFTER

Did You Know?
Did You Know?
Did You Know?
Did You Know?



Did You Know?



Our Market Advisor Team talks to or corresponds with every new buying company.



We set the Market dates.

Did You Know?
Did You Know?
Did You Know?
Did You Know?





Did You Know?



We do not manage the printed guides but we do handle the digital exhibitor listing and event calendar.





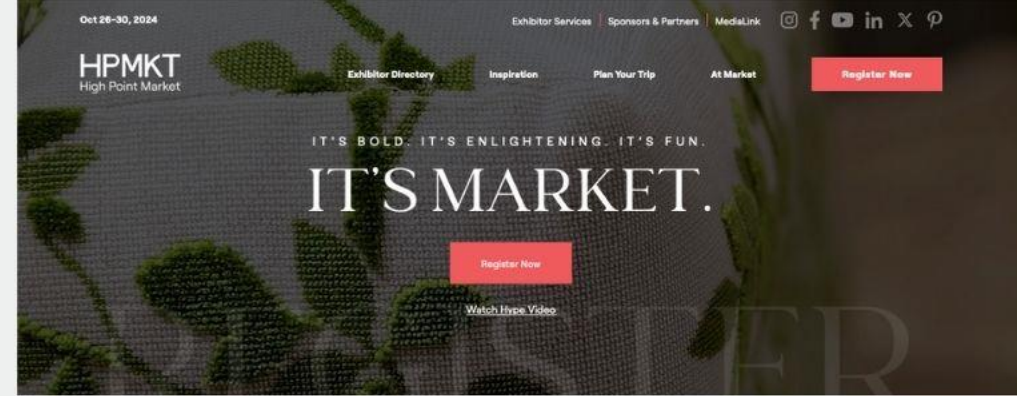
We work with embassies and consulates to ensure attendance of international visitors.

Did You Know?
Did You Know?
Did You Know?
Did You Know?





Website Stats

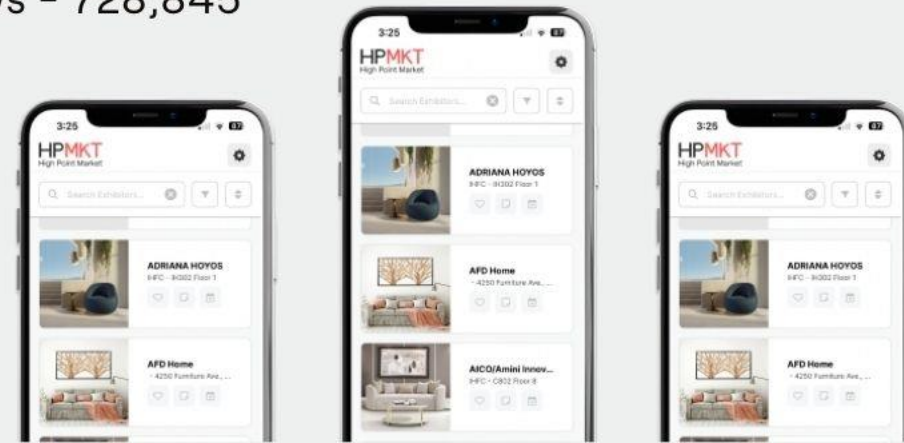
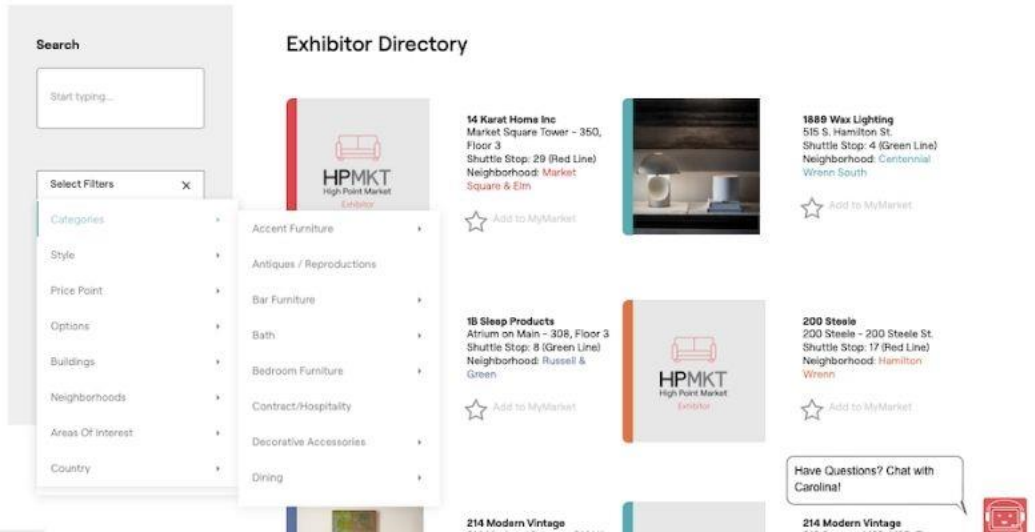


One Market Cycle:

Total Website Views - 2,167,684

Exhibitor Directory Views - 728,845

App Users - 15,000





Behind the Scenes

Our team consists of 12 full-time, 5 year-round part-time,
and 225 seasonal part-time staff.

Our Team



Moving Forward



**TARGETED BUYER
RECRUITMENT**



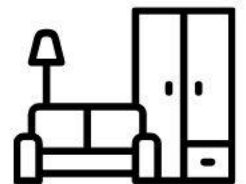
**PARTNERSHIPS
FOR GROWTH**



**INTERNATIONAL
CONCENTRATION**



**TECHNOLOGY
EMPHASIS**



**EXHIBITOR
CARE**

AHFA Members on **HPMA BOARD**

PAST AND PRESENT

ALEX SHUFORD III

Century Furniture

DOUG BASSETT

Vaughan Bassett Furniture

JEREMY HOFF

Hooker Furnishings

BLAKE MILLINOR

Valdese

JEFF SCHEFFER

Universal Furniture

BRUCE COHENOUR

Bassett Furniture

KEVIN O'CONNOR

Samson Marketing

JOHN BRAY

Vanguard Furniture

PAUL TOMS

Hooker Furniture

STEVE KINCAID

Kincaid Furniture



An aerial view of a bustling outdoor market. The scene is filled with people walking through aisles lined with various stalls and displays. There are green trees and bushes scattered throughout the market area. In the background, a parking lot with several cars is visible. The overall atmosphere is lively and vibrant.

Questions?

We Make Market Happen.

CONTACT



Connect With Us

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#HPMKT