







Brian Casey, President & CEO

101 South Main Street, Suite 800, High Point, NC 27260

336-869-1000

bcasey@highpointmarket.org

www.highpointmarket.org













The High Point Market – a Unique North Carolina Institution

- Founded in 1909
- Largest Permanent Trade Show of Its Kind in the World
- 180 Buildings Housing Permanent Showrooms
- Attended annually by 150,000 people from over 100 countries (two Markets per year April and October)



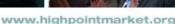












The High Point Market a Unique North Carolina Institution

- Market is a major economic engine in North Carolina
 - + Estimated economic impact of \$1.2B annually (2004 UNCG study) (equals the economic impact of three Super Bowls!)
 - + Furniture business cluster in the Triad responsible for 60,000 jobs and an impact of \$8.25B (2007 High Point University study)
- Market provides significant employment opportunities across the State for:
 - + Showroom Designers, Photographers, Ad Agencies, Construction Trades--\$17M in showroom improvements in 2010, Caterers, Florists, Retailers – home centers, office products, gifts, etc., Restaurants, Hotels, Transportation/Logistics and Showroom Managers















www.highpointmarket.org

The High Point Market a Unique North Carolina Institution

- Market Authority launched in 2001 as nonprofit corporation to be a centralized marketing and communications arm to address competitive changes in the industry
- Authority leads efforts to fight off international competition from markets in Las Vegas, Atlanta, Dallas, Milan, Cologne, China, Paris, Singapore and Thailand
- Market Authority has a 22-member volunteer Board
- General Assembly has a record of supporting the Market beginning in 2001 - authorized an occupancy tax and furniture showroom exhibitor self tax to assist the Market (SL 2001-11)













Appropriations Request

- Current State appropriation for marketing--\$806,479 Recurring
- State marketing funds represent 16% of Market's \$5.1M budget—other funding sources include show room licenses (self tax by exhibitors)—30%; local occupancy tax—6%; City of High Point—20%; High Point Conv. & Visitors Bureau—3%; State transportation funds—23.5%; Guilford County—1.5%
- Has received State funding for marketing since FY 2006 (\$750,000 that year)-Funding for marketing was as high as \$1,875,000 (FY 2008 included recurring and nonrecurring funds)













www.highpointmarket.org

How the Marketing money is used

- International marketing
 - International trade journal program editors and writers cover Market from countries including Australia and New Zealand, Germany, Italy, United Kingdom, Netherlands, Russia, Ukraine, India, China, South Korea, Japan, Taiwan, Dubai, Brazil, Mexico, Columbia
 - Attendance and recruiting at international trade shows +
- Integrated media plan –

Use direct mail, Web and E-marketing, telemarketing (more than 26,000 phone calls to key retailers and designers for October 2010 Market), exhibitor marketing promotions, video production and social networking

- **Furnishings Representative Ambassador Program**
- Work with NC Department of Commerce to promote Market internationally











www.highpointmarket.org

Marketing Results

• Total attendance at Fall 2010 Market

71,416

 International buyers at Fall 2010 Market (included 561 new international buyers) 1,490

• New buyers during last 5 Markets

8,610 average/Market

• Designers at Fall 2010 Market

13,280

• Exhibitors at Fall 2010 Market

18,093

Market awarded International Buyer Program Designation from US
 Department of Commerce, which leverages US Consulates Worldwide to
 promote the Market (only one market per industry is chosen)















Conclusion

- High Point Market is a major statewide economic engine in North Carolina
- High Point Market supports a significant Home Furnishings Cluster in the Triad and jobs across North Carolina
- State funding to assist with marketing is vital to keeping the High Point Market as the World's leading market of its kind