



THE HIGH POINT MEDIA CENTER HAS A NEW LOCATION!

The **High Point Market Media Center** has moved to a new, *permanent* location at 101 South Main Street in High Point. We will begin accepting press kit shipments for the October 2009 Market on **Monday, October 12**. The deadline for on-time press kit deliveries will be **5 p.m. Thursday, October 15**. The Media Center will open to the press at **noon on Friday, October 16**.

As always, there is no charge for press kit distribution. **OUR NEW SHIPPING ADDRESS IS:**

**The High Point Media Center
101 South Main Street
Plaza Level
High Point, NC 27260**

QUANTITY: A *minimum* of 50 kits is recommended for smaller companies. Larger companies with multiple new collections should send about 100.

PRESS KIT DISPLAY: All press kits arriving by 5 p.m. Thursday, October 15, will be displayed in alphabetical order **by company name**. Therefore, it is recommended that the **company name** (AND your showroom location) be plainly visible on the front of the press kit folder. Press kits received after 5 p.m. October 15, will be placed on LATE ARRIVALS shelves in the order received.

HAND DELIVERIES: If you are planning to deliver press kits to the Media Center in person, you may do so between 9 a.m. and 5 p.m. Wednesday-Thursday, October 14-15. However, **PLEASE NOTE OUR NEW LOCATION!** From the Transportation Terminal on Commerce Avenue, walk NORTH on Wrenn Street, past the back of the former Radisson Hotel (now a Best Western). The building next to the parking garage is now known as "Showplace West" From the High Avenue side of the building, enter at street level and take the elevator to the Ground Floor. Look for Media Center signage when you exit the elevator.

PACKING: Please enclose a **packing slip** that lists the number of press kits in your shipment. If you are sending materials for more than one company, division or product line, it is essential that you note this information on your packing slip. ***If you would like leftover kits returned to you after market, you must supply a Federal Express account number.*** Sorry, we cannot ship via UPS ground.

LEFTOVER KITS: If you have not supplied a FedEx account # and shipping instructions, you should plan to pick up any leftover kits in the Media Center between 9 a.m. and 5 p.m. Thursday, October 22. Leftover kits for which no shipping instructions have been received ***will be discarded after 5 p.m. Thursday, October 22.***

EVENTS CALENDAR: The deadline for submitting information for the Press Calendar of Market Events is Monday, October 12. You may also forward a copy of your invitation for posting on the Media Center events bulletin board. Mail, fax or e-mail information to Pat Bowling, 317 W. High Avenue, 10th Floor, High Point, NC 27260; fax 336/884-5303; email pbowling@ahfa.us.

FOR MORE INFORMATION: Please direct press kit questions to Pat Bowling, AHFA Vice President of Communications, at 336/881-1006, or pbowling@ahfa.us.