

HIGH POINT MEDIA CENTER OVERVIEW

AHFA operates a Media Center during the International Home Furnishings Market in High Point on behalf of all exhibitors at the market. Its primary purpose is to disseminate new product and trend information to the writers and editors attending market.

It further serves as an information and hospitality center for these journalists during their stay in High Point. Services include laptop computers with Internet access, telephones, fax, copier, lockers, a message board, an events calendar, free press kit shipping (to editorial offices) and breakfast and lunch daily. AHFA provides these services to promote and encourage media coverage of the home furnishings industry.

Visitors to the High Point Media Center include editors, writers, reporters, photographers, art directors, freelancers, publicists and marketing professionals. At an average market, the Media Center hosts:

- Writers, editors and art directors from at least 40 different consumer magazines;
- Reporters from at least 30 different newspapers and news wire services;
- Broadcast journalists from about 20 different radio and television stations or programs;
- Writers and editors from 30 to 40 different trade publications;
- About 75 public relations/marketing professionals from 30 to 40 different firms; and,
- Foreign journalists from 10-12 overseas publications.

Altogether, the Media Center typically distributes 400-450 press badges during each market.

The Media Center is located at 101 South Main Street in the lower level of Showplace West. The center opens to the press at 7 a.m. Friday, one day prior to the market's official opening day, and closes at 5 p.m. the following Wednesday.