

## *PRESS KIT DISTRIBUTION*

All High Point Market exhibitors are invited to distribute press kits in the official market Media Center, operated by the American Home Furnishings Alliance.

Special consulting services related to press kit preparation and distribution are offered exclusively to AHFA members upon request. If you would like input on the contents of your press kit, please call AHFA's public relations department at 336/884-5000, ext. 1006.

The Media Center recommends that all press kits include a summary of new products, your showroom location, a company spokesperson for the media to contact and photography of new products, if available. A quantity of at least 50-75 kits per market is suggested for smaller companies; a minimum of 125 for larger companies.

### **SHIPPING DETAILS**

You may ship press kits for arrival at the Media Center up to 7 days prior to the opening of market. Ship to:

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

Enclose a packing sheet with your shipment that contains the following details:

- Company name
- A contact person at your company and the telephone number for that person during market
- The number of kits enclosed in your shipment

If you are enclosing different press kits for more than one product line or division, it is essential that you also note this information on your packing sheet.

**DO NOT** ship press kits to the AHFA office, and do not ship kits for arrival at the theater more than 7 days prior to the opening Monday of market.

The deadline for on-time press kit delivery is always 5 p.m. on Thursday prior to the market's opening day.

### **LATE DELIVERIES**

Press kits received after 5 p.m. the Thursday before Market are placed on a LATE ARRIVALS shelf in the order received. All kits arriving *before* the deadline are arranged in alphabetical order on shelves labeled by company name.

### **LEFTOVER PRESS KITS**

Plan to pick up leftover press kits between noon and 6 p.m. on the Friday of market week. If you would like leftover kits shipped back to your home office, enclose a completed Federal Express shipping form in your press kit shipment. OR, call the Media Center (during market) at 336/883-6228 with shipping instructions, including a Federal Express shipping account number.

**IMPORTANT REMINDER:** Leftover kits for which no shipping instructions have been received will be discarded when the Media Center closes. The Media Center closes at 5 p.m. Saturday – one day prior to the official closing day of market.

### **FOR MORE INFORMATION**

Contact Patricia Bowling, AHFA Vice President of Communications, at 336/884-5000, ext. 1006 (or email: [pbowling@ahfa.us](mailto:pbowling@ahfa.us)). During market, call the Media Center at 336/883-6228.