



HIGH POINT MARKET AUTHORITY

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FOR IMMEDIATE RELEASE

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High Point Market Announces Keynote Speaker Series for Spring Market 2017

-Opening day sessions geared to both retailers and designers-

High Point, NC, February 22, 2017 — The High Point Market Authority announces its Keynote Series for Spring Market, April 22 – 26, 2017. This educational series will bring two keynote speakers to High Point Market, each with a different focus geared towards the various types of buyers that typically attend Market, namely retailers and interior designers.

Both sessions will occur on opening day of Market, Saturday, April 22, in the High Point Theatre. Teaming up with multiple associations for the events, these sessions seek to enhance a buyer's Market experience with timely, relevant and forward-thinking topics.

"In reviewing attendee feedback, we've learned that education is one of the top three reasons buyers come to High Point Market," commented Tom Conley, president and CEO of the High Point Market Authority. "We strive to consistently provide our buyers with engaging programs that explore the essential components they need to enhance and elevate their businesses. This Keynote Series is an exciting opportunity for us to showcase relevant experts who have vital information to share with the home furnishings industry."

Partnering with the American Society of Interior Designers (ASID), the first Keynote Series session will also be the kick-off to the popular Design Viewpoints Series. The session will feature well-known designer Robin Wilson, founder of Robin Wilson Home. An expert in clean design and wellness, and a sustainability advocate, Wilson is also the chief creative officer of the licensing division of Robin Wilson Home, which has generated over \$80 million in branded revenue from textiles and cabinetry since 2010.

Partnering with the Home Furnishings Association (HFA), the second Keynote Series session will feature Google's Strategist and Marketing Development Manager, Andrew Leonard. Leonard will discuss how retailers can use digital tools to increase store traffic and will also accept Q&A from the audience.

The Keynote Series program titles and descriptions are as follows:



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Design Disruption: How Wellness and Sustainability is More Than a Trend

Speaker: Robin Wilson, Founder of Robin Wilson Home

Saturday, April 22

12 p.m. – 1 p.m.

High Point Theatre

Presented by the High Point Market Authority and ASID. Clean Design is a methodology of “free to fabulous” options for wellness, allowing you to manage and eliminate triggers for allergens, to guide your clients to hypoallergenic design choices, and to increase your revenue as you educate your client base. Join us as Robin Wilson shares how she built a business that speaks to 60 million consumers who suffer from asthma and allergies, including information on consumer concerns and priorities for design around eco-friendly homes and a non-toxic lifestyle. Complimentary boxed lunch provided (first come, first serve). 1 CEU.

Turn Web Traffic Into Foot Traffic; Google Shows How to Win the Moments That Win Customers

Speaker: Andrew Leonard, Google Strategist and Marketing Development Manager

Saturday, April 22

3 p.m. – 4 p.m.

High Point Theatre

Presented by the High Point Market Authority and the Home Furnishings Association. Marketing is only getting harder. With smartphones, computers, and soon, virtual reality, things have gone from confusing to complex. However, Google believes each new device and frontier is another opportunity for you to reach your customers when it matters. Join Andrew Leonard, Google Strategist and Marketing Development Manager, to hear how you can take advantage of the new landscape. Andrew will focus on how to utilize Google products to drive traffic into your brick and mortar retail store. Q&A to follow.

Both sessions are open to all Market attendees with a valid Spring Market pass. Doors will open 30 minutes prior to each session. Information about Keynote Series can also be found at

<http://www.highpointmarket.org/event/keynote-series>.

Speaker headshots available at

https://www.dropbox.com/sh/q2y3qq8rqashhdn/AAB_DXcHcWfyATESB0prR397a?dl=0 or by emailing ashley@highpointmarket.org.

About the High Point Market Authority

The High Point Market Authority, www.highpointmarket.org, is the official sponsor and organizer of the High Point Market in High Point, N.C. Featuring an extensive selection of exhibitors spanning every category, style, and price point, and attracting tens of thousands of visitors from more than 100 countries twice each year, the High Point Market is the driving force of the home furnishings industry. Find the High Point Market anywhere online, and follow on social media using the hashtag #hpmkt.



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About the American Society of Interior Designers (ASID)

The American Society of Interior Designers believes that design transforms lives. ASID serves the full range of the interior design profession and practice through the Society's programs, networks, and advocacy. We thrive on the strength of cross-functional and interdisciplinary relationships among designers of all specialties, including workplace, healthcare, retail and hospitality, education, institutional, and residential. We lead interior designers in shared conversations around topics that matter: from evidence-based and human-centric design to social responsibility, well-being, and sustainability. We showcase the impact of design on the human experience and the value interior designers provide.

ASID was founded over 40 years ago when two organizations became one, but its legacy dates back to the early 1930s. As we celebrate nearly 85 years of industry leadership, we are leading the future of interior design, continuing to integrate the advantages of local connections with national reach, of small firms with big, and of the places we live with the places we work, play, and heal. Learn more at asid.org.

About the Home Furnishings Association (HFA)

The Home Furnishings Association (HFA), with roots dating back to 1920, is North America's largest organization devoted specifically to the needs and interests of home furnishings retailers, with more than 1,800 members representing more than 7,000 storefronts across all 50 states and several countries. Association offices in the East, West, and Central United States provide members with programs, resources, services, and a unified voice in government relations by collaborating with home furnishings industry suppliers, vendors, affiliates, and other organizations. For more information on the HFA, visit www.myhfa.org.

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