



HIGH POINT MARKET AUTHORITY

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FOR IMMEDIATE RELEASE

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High Point Market Authority Accepting Submissions for Spring Market 2020 Design Bloggers Tour *-Continuing Partnership with Esteem Media-*

HIGH POINT, N.C., December 12, 2019 – The High Point Market Authority (HPMA) is pleased to announce that it has partnered again with Esteem Media to develop a Design Bloggers Tour for the 2020 Spring Market, April 25 – 29, and is now accepting submissions from bloggers and social media influencers interested in being considered for the tour.

The High Point Market Design Bloggers Tour will bring a group of 10 leading design bloggers to High Point Market for 2 full days of tours in sponsoring showrooms. Participating bloggers will visit each sponsor for an up-close look at the exhibitors' company, showroom and products during a 45-minute presentation and tour. The tour will kick off on Sunday, April 26, and conclude on Monday, April 27.

Esteem Media, founded by Adam Japko, produces the highly successful Design Influencers Conference www.designinfluencersconference.com (DIC, formerly Design Bloggers Conference). "2020 marks our 10th year producing DIC for design professionals engaged in, or eager to begin, building brands through influential digital and traditional content and other important offline activities. Thanks to our productive partnership with the High Point Market Authority, this specific tour brings venerable and rising star influencers to Market in a highly organized and immersive fashion. The tour connects sponsoring showrooms and influencers for mutual brand building outcomes and reflects the unmatched excitement a High Point Market experience offers design professionals," commented Japko. "This unique project is a natural extension of our conference, designed to promote quality design content and community building by leveraging every logical media channel. It's a thrilling program that somehow gets better for participating bloggers and sponsors every year. We are as proud of this tour as anything else we do in the design industry."



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“It was such an honor to have been selected as part of the Fall 2019 Design Bloggers Tour team. The High Point Market Authority and Esteem Media created the most extraordinary experience for us. We had the pleasure of being introduced to new brands and showrooms that we may not have otherwise gotten to know. We were given the VIP treatment at each showroom, enabling us to take a deep dive into each brand and their product offerings. We also attended some great events,” commented Rachel Moriarty of Rachel Moriarty Interiors. “The most invaluable part of the tour were the relationships and connections that were built with my colleagues in the design industry. I recommend this tour for any designer, whether you are a High Point Market newbie or a seasoned attendee.”

Submissions are now being accepted from design bloggers and social media influencers interested in being considered. The form will be available at www.highpointmarket.org/products-and-trends/design-blogger-tour until Wednesday, January 15.

Exhibitors interested in learning more about this program and its sponsorship opportunities can email marketing@highpointmarket.org. The sponsorship deadline for this program is Thursday, February 20, 2020, or until all available slots have been filled.

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.

About Esteem Media

Esteem Media, www.esteemmedia.com, is home to leading national and local media brands in the luxury home design, gardening, and fine wine communities -- focused on connecting professionals and consumers around their passions and businesses. *Atlanta Homes & Lifestyles*, Design Influencers Conference, Luxury Home Design Summit, WineZag, and *New England Home* leverage events, print media, social media, blogs, and digital marketing... but overall, community connection as the catalyst for their constituents' commercial success.

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