

Home Accents Today

The information source for the home accent industry

Editorial Invitation

2009 Spring High Point Market Issues

DEADLINE: Friday, March 13

YOU ARE INVITED to submit images and information on products you would like *Home Accents Today* to consider for our High Point Market issues. There is no charge, but please follow these important guidelines.

ISSUE	PUBLICATION DATE
National.....	April 24
Sunday Market Daily.....	April 26
Monday Market Daily.....	April 27
Tuesday Market Daily.....	April 28

Products eligible for coverage must be appearing at the High Point Market in High Point, N.C. Please complete the accompanying form and return it to us by March 13; use the enclosed product labels to identify each submission.

There are several opportunities for coverage:

■ National: EXCLUSIVE SKETCHBOOK

The Sketchbook is our featured overview of those products representing the season's most dramatic trends. Products selected for the Sketchbook will be presented with a feature story in the magazine and one trend will be showcased on the cover.

■ National: NEW PRODUCT PREVIEW

The New Product Preview is a comprehensive presentation of market offerings. Introductions will display a representative image and product description.

■ Dailies: MARKET'S FIRST LOOK

Market's First Look is the product feature in each of our three daily issues published at the High Point Market. New products representing significant market trends will be included in one of these on-site publications.

HOW TO SUBMIT MATERIALS

E-mail to HATmarket@reedbusiness.com is preferred. See below for other options.

Image Guidelines

We require high-quality images for publication. We can accept photographic prints, slides, transparencies, or digital images. Digital images must have a resolution of 300 dpi or higher and be at least 3x4 inches in size. If you send us a disk with multiple digital images please provide printouts of the images. Digital images can be e-mailed directly to HATmarket@reedbusiness.com or transmitted via our ftp site. Go to www.HomeAccentsToday.com/ftp.pdf for instructions on using our ftp server.

Labeling

Fill out and attach the company information form attached or fill out online at www.homeaccentstoday.com. Fill out and attach a label to each image submitted — feel free to photocopy the labels if you need more. If sending images by e-mail or ftp remember to include the product information requested on the label. **Product information is very important:** If we do not have all the required information we cannot consider your product for publication.

RETURN SUBMISSIONS TO:

Home Accents Today
Attention Product Editor: Tracy Bulla or Lindsey Strader
7025 Albert Pick Road, Suite 200, Greensboro, NC 27409
fax 336-605-1158



CONTACT THE PRODUCT EDITORS

Tracy Bulla _____ **Lindsey Strader**
336-605-3794 336-605-1043
HATmarket@reedbusiness.com

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* THIS INFORMATION MUST BE COMPLETE TO BE CONSIDERED FOR PUBLICATION. IT CAN BE SUBMITTED ONLINE AT WWW.HOMEACCENTSTODAY.COM. CLICK ON EDITORIAL INVITATIONS BUTTON AT TOP TO COMPLETE.

Company name _____

Address _____

City _____ State _____

Phone _____ Fax _____

Web site _____ E-mail _____

Contact person _____ Title _____

form completed by _____ Title _____

Where do you show in High Point? Market building/space number _____

Please check below if any of the above information is new within the past six months.
address phone fax e-mail web site contact

Are you showing in High Point for the first time? YES NO

Are you returning to High Point after an absence of a year or more? YES NO

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PRODUCT LABEL attach to each image submitted

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2009 Spring High Point Market DEADLINE: Friday, March 13

company name _____

product name _____

collection name _____

description (color, material, style) _____

designer/artist _____

approximate retail price _____

If previously shown, please
note market and month _____

High Point market building/space number _____

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