



**FURNITURE**  
**MANUFACTURING**  
EXPO



# **EXHIBITOR BROCHURE**

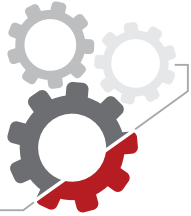
**July 20 - 21, 2021**

Hickory Metro Convention Center  
Hickory, North Carolina, USA

[www.FurnitureManufacturingExpo.com](http://www.FurnitureManufacturingExpo.com)

The Expo that brings together suppliers offering the latest supplies, machinery, technology, fabrics, and more to the manufacturers and importers of home furnishings.





**July 20 - 21, 2021**

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Hickory, North Carolina, USA**



Furniture Manufacturing Expo, (formerly, the Home Furnishings Manufacturing Solutions Expo), being held July 20 - 21, 2021, at the Hickory Metro Convention Center in Hickory, North Carolina, is the expo that brings together suppliers offering the latest solutions to the manufacturers and importers of home furnishings.

Developed by BridgeTower Media, parent company of Furniture/Today, and Exposition Development Company, the event will give suppliers a platform to showcase their latest products, services, equipment and innovative machinery, warehousing, technology, financial and logistics services, for the home furnishings manufacturing industry. The event will also offer a two-day educational program developed by top leaders in the industry discussing regulatory environmental policy, the latest innovation, and more.

## Who Attends?

All professionals involved in the manufacturing of home furnishings looking for the latest products, services, machinery, and technologies. Attendee groups include:

- ⚙️ Designers
- ⚙️ Engineers
- ⚙️ Executives
- ⚙️ Machine Operators
- ⚙️ Plant Managers
- ⚙️ Procurement Officers
- ⚙️ Purchasing Managers
- ⚙️ Quality Control Managers
- ⚙️ Research & Development Managers
- ⚙️ Specifiers



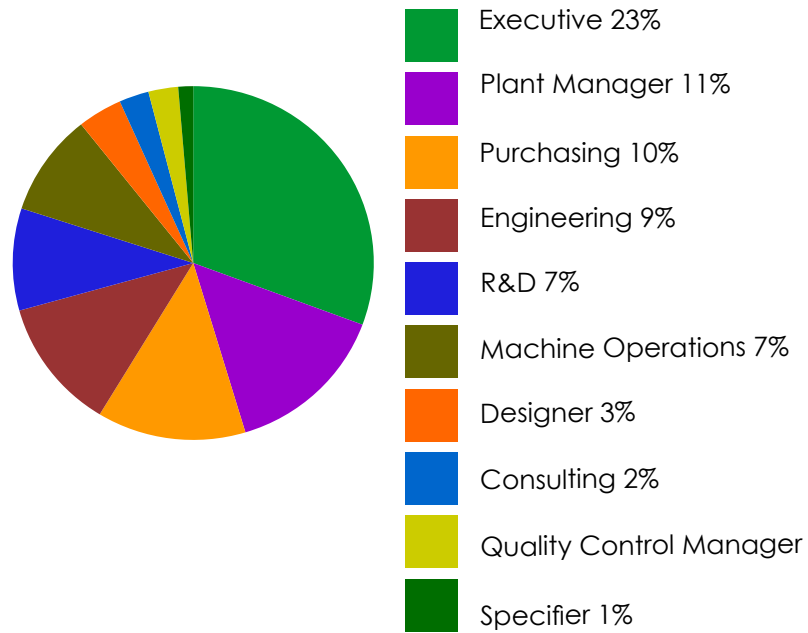
*"The show's location  
proved favorable for the  
company."  
Hickory Springs*

# 2019 Attendee Demographics

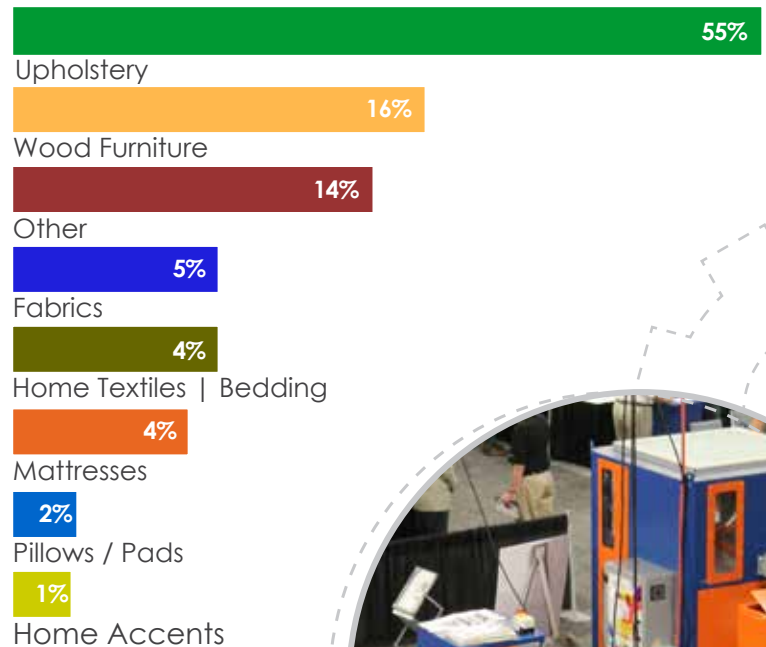
## Attendee By Product Group Interest

Cutting and Tools for Upholstery	31.9%
Fabrics   Upholstery	30.6%
Sewing Equipment	28.5%
Hardware and Components for Upholstery	26.1%
Cutting Equipment for Upholstery	26.0%
Cutting and Tools for Furniture	25.9%
Supplies	25.6%
Foam	25.1%
Hardware and Components for Furniture	24.6%
Furniture Manufacturing Machinery	24.4%
Cutting Equipment for Furniture	22.4%
Adhesives   Finishes   Paints	21.7%
Contract Manufacturing	18.7%
Fibers	18.3%
Computer Software   Information Technology	16.2%
Wood Process Machinery	16.2%
Nonwovens	15.3%
Furniture   Bedding Mechanisms	13.6%
Yarns   Threads	12.4%
Foam Fabricating Machinery	11.8%
Testing Equipment	9.8%
Labels	9.7%
Warehousing   Services   Logistics	9.3%
Racking Systems	8.8%
Testing Laboratories	8.0%
Associations	7.6%
Cutting and Tools for Bedding	7.3%
Hardware and Components for Bedding	6.9%
Cutting Equipment for Bedding	6.7%
Findings   Trims	6.4%
Quilting Machinery	6.3%
Publications	4.7%
Other	4.3%
Financial Management	4.1%

## Attendee by Type of Work



## Attendee are Involved in the Following Industries







*"This has been a very busy show for us. It's been the right people in terms of seeing decision makers such as CEOs and Operations Teams, as well as both new and existing customers."*

**Mocean**

**84%** of  
Attendees make or  
influence buying  
decisions



*"We're very happy with the number of conversations we've had, and it's with people who have authority to make decisions."*

**Thagora**

**Reserve your  
Booth Now!  
Space is  
LIMITED!**



"It's been a great show for us. We've done a ton of demonstrations, and it's provided us the opportunity to communicate with a larger number of manufacturers that sent full groups of people to attend."

*Lectra*

## Who Should Exhibit?

Companies that produce, design, develop, manufacture products, equipment, and offer services and solutions for the following areas of the home furnishings manufacturing industry:

- ⚙ Adhesives / Finishes / Paints
- ⚙ Computer Software / Information Technology
- ⚙ Contract Manufacturing
- ⚙ Cutting & Sewing Equipment
- ⚙ Cutting & Tools For Foam
- ⚙ Distributors
- ⚙ Fabrics / Upholstery
- ⚙ Fibers
- ⚙ Financial Management
- ⚙ Findings / Trims
- ⚙ Foam
- ⚙ Foam Fabricating Machinery
- ⚙ Furniture Manufacturing Machinery
- ⚙ Furniture / Bedding Mechanisms
- ⚙ Hardware & Components
- ⚙ Labels
- ⚙ Nonwovens
- ⚙ Quilting Machinery
- ⚙ Racking Systems
- ⚙ Research & Development
- ⚙ Supplies
- ⚙ Testing Equipment
- ⚙ Testing Laboratories
- ⚙ Warehousing / Services / Logistics
- ⚙ Wood Process Machinery
- ⚙ Yarns / Threads
- ⚙ Associations / Publication

# Show Information



**Event Date And Time:** Tuesday, July 20, 2021 10:00am – 5:00pm  
Wednesday, July 21, 2021 10:00am – 4:00pm

**Location:** Hickory Metro Convention Center, Hickory, North Carolina, USA

**Exhibitor Product Groups:** Computer Software / Information Technology; Contract Manufacturing; Cutting & Sewing Equipment; Distributors; Fabrics; Fibers; Financial Management; Findings/Trims; Foam; Adhesives/Finishes/Paints; Foam Fabricating Machinery; Furniture Manufacturing Machinery; Hardware & Components; Nonwovens; Packaging; Quilting Machinery; Racking Systems; Research & Development; Services & Logistics; Supplies; Testing Equipment; Testing Laboratories; Upholstery Mechanisms; Wood Process Machinery; Yarns; Associations; Publications

**Exhibit Space Rates:** **Standar Rate** = US \$35 per nsf **Bulk Rate** (1,000+ nsf) = US \$29 per nsf

Open Corners = US \$300 each

Price includes pipe & drape on back (8' high) and sides (3' high), material handling, company name sign, wastebasket, directory listing, daily booth cleaning & booth personnel badges. Island booths do not include any pipe & drape unless requested in advance.

*NSF = Net Square Feet.*

*50% of total booth payment is required with signed contract until January 15, 2021 to hold space. After January 15, 2021, 100% of total booth payment is required with signed contract to hold space.*

**Attendees:** Those involved in all areas of manufacturing home furnishings products and components.

**Education Program:** A comprehensive 2-day educational program will be available to all attendees.

**Contact:** Steve Everett, Sales Manger  
+1 (404) 647-0805  
Steve.Everett@ExpoDevCo.com  
www.FurnitureManufacturingExpo.com

**Co-Organizers:** Exposition Development Company, Inc.  
BridgeTower Media