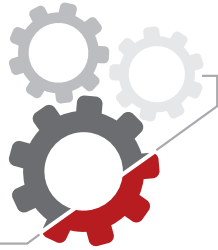




**FURNITURE  
MANUFACTURING  
EXPO**



# **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 machinery, technology, fabrics, and more to the manufacturers and importers of home furnishings.



# July 20 - 21, 2021

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

Furniture Manufacturing Expo (formerly HFMSE) brings together suppliers offering the latest solutions to the manufacturers and importers of home furnishings.

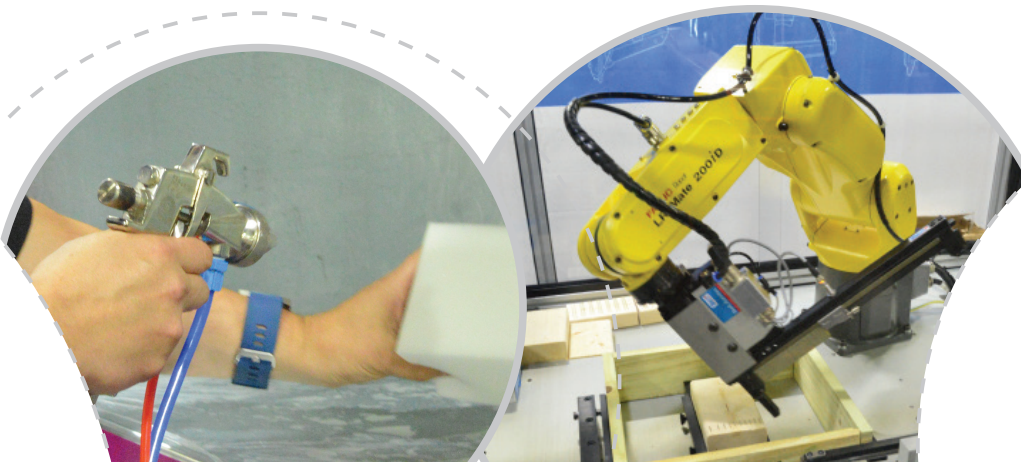
Produced by BridgeTower Media (parent company of Furniture Today) and Exposition Development Company, Inc., the show gives suppliers a platform to showcase their latest products, services, equipment and innovative machinery, warehousing, technology, and financial and logistics services for the home furnishings manufacturing industry. The show also offers a two-day educational program developed by top leaders in the industry discussing regulatory environmental policy, the latest innovations, and more.

## Rebuild and Recover - COVID-19

Since its launch in 2017, Furniture Manufacturing Expo has become a leading resource for the furniture manufacturing community. As things continue to change and progress as society moves into a new normal, show management is striving to ensure that Furniture Manufacturing Expo will be a beacon in helping this industry rebuild.

With the 2020 event being forced to postpone due to the pandemic, 2021 will be more important than ever for the industry to come together to strategize, connect, and recover. When your company is ready, you will be welcomed back with open arms to stand strong together to help provide the resources, technology, and guidance that manufacturers and industry professionals need during these times.

The health and safety of all participants will be of the utmost importance and show management will be implementing new procedures, following updated industry guidelines, and communicating with all participants on a regular basis.



“

*“The show’s location proved favorable for the company.”*

**Hickory Springs**

Contact Us To Reserve Your Booth: [Exhibit@FurnitureManufacturingExpo.com](mailto:Exhibit@FurnitureManufacturingExpo.com) +1.404.647.0805

# Who Attends?



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
- ⚙️ Specifiers

“

*“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**

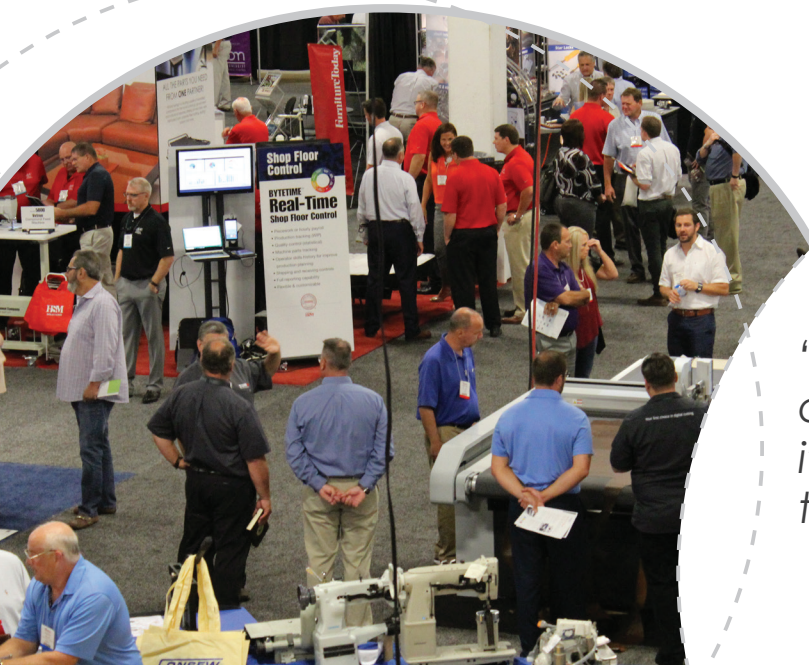
**84%**

**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**



# 2019 Attendee Demographics



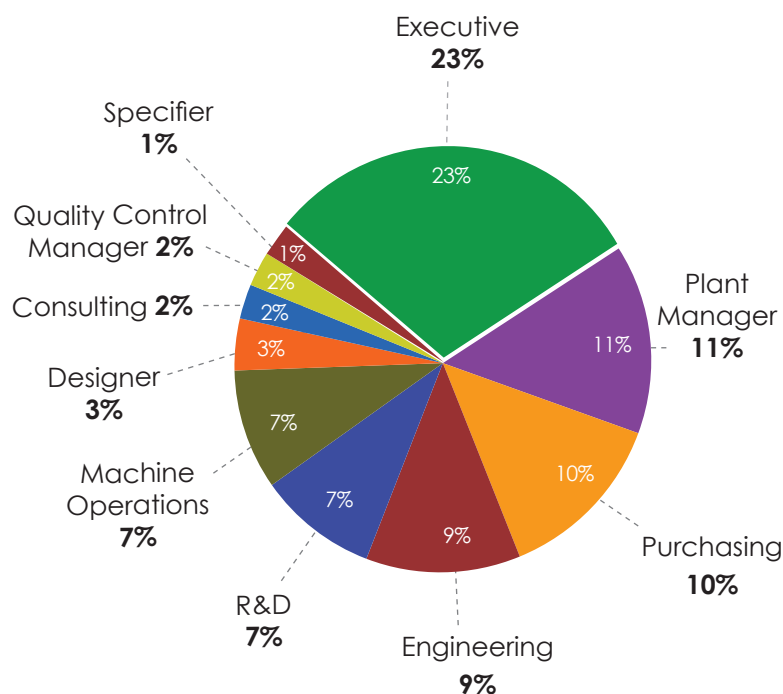
## Attendee By Product Group Interest

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

## Attendee are Involved in the Following Industries



## Attendee by Type of Work





# Who Should Exhibit?



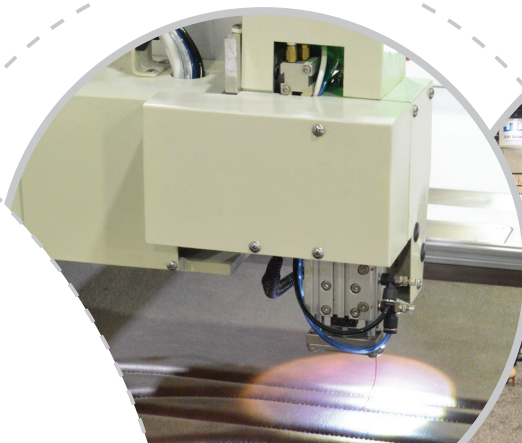
Companies that produce, design, develop, and manufacture products and equipment, as well as offer services and solutions for the home furnishings manufacturing industry in the following product groups:

- ⚙ 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 / Publications

“

*“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**



**Reserve your  
Booth Now!**

**Space is LIMITED!**

# 2021 Quick Facts



**Show Dates And Times:** Tuesday, July 20, 2021 10:00am to 5:00pm  
Wednesday, July 21, 2021 10:00am to 4:00pm

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

**Exhibit Space Rates:** **Standard 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.*

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

**Owned & Organized By:** Exposition Development Company, Inc.  
BridgeTower Media

**Contact:** Furniture Manufacturing Expo  
3350 Riverwood Parkway, Suite 1900 (#64)  
Atlanta, GA 30339  
+1 (404) 647-0805  
Exhibit@FurnitureManufacturingExpo.com  
www.FurnitureManufacturingExpo.com



Contact Us To Reserve Your Booth: [Exhibit@FurnitureManufacturingExpo.com](mailto:Exhibit@FurnitureManufacturingExpo.com) +1.404.647.0805