

# Don't Underestimate the Power of Being There

## VIP #HPMKT Experience

For Immediate Release

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Chicago, IL- High Point becomes the center of the design universe for one week each Spring. Designers, decorators and buyers flock to High Point Market during this design high season and that means [Soft Design Lab](#), an online base camp and creative community dedicated to providing advanced education on soft furnishings design and business, will again be hosting the [VIP #HPMKT Experience](#). The VIP Market Experience from April 15-20, 2016 is organized and conducted by Soft Design Lab's Deb Barrett and Jackie Von Tobel in cooperation with High Point Market Authority and the High Point Visitors Authority. The tour's extraordinary week of VIP events offers designers and buyers exclusive access that they normally might not be able to take advantage of on their own.

Maria Kovach of Simply Stated Interiors said it best, "I can't imagine doing a first trip any other way than with Jackie and Deb. They were amazing. The trip was well orchestrated; the venues were well thought out. I was able to meet vendors and establish business relationships that I hadn't considered prior to this trip."

Guided by industry experts Deb and Jackie, the participants will discover High Point like never before. As your personal concierges, they take care of all of the planning, so attendees can concentrate on the show. [The VIP #HPMKT Experience](#) includes:

- Four star accommodations
- Private luncheons and dinners including a welcome dinner hosted by the High Point Visitors Authority at the members only String and Splinter Club.
- Design destinations and insider access to showrooms and ateliers across High Point
- Daily educational event schedule
- Countless social and networking opportunities, VIP party invitations, concerts and more

This is the only way to visit the foremost home furnishings trade show in North America. One thing is certain, if you want one-stop shopping to maximize your time and travel dollars this is the tour for you.

### *About Soft Design Lab*

[Soft Design Lab](#) is an online base camp and creative community dedicated to providing advanced education on soft furnishings design and business to designers and manufacturers. Through their live events, tours, online and on demand learning and reports; they combine inspiration with information and education to give professionals all of the tools and skills necessary to master the art of soft furnishings. Founded by leading industry experts Jackie Von Tobel and Deb Barrett, Soft Design Lab builds a bridge between designers and manufacturers to highlight new product, emerging trends, and starts the conversation to promote better communication and profitable relationships.

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