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**A WEDDING SHOW FOR THE SAVVY BRIDAL COUPLE:  
CHOOSING THE RIGHT PARTNERS FOR YOUR ONCE-IN-A-LIFETIME EVENT**

**HIGH POINT, N.C., June 30, 2023** — A new venue – The Hall – in the heart of the Market District hosts a new kind of wedding show for savvy couples who are looking for an immersive environment for their special day. Located in the new American Home Furnishings Hall of Fame at 311 S. Hamilton Street, the Wedding Show on July 23 will feature caterers, florists, musicians and DJs, photographers, transportation, videographers, bakeries, travel agents, bridal gown retailers and more.

In addition, each bridal party may register for a \$10,000 drawing to be applied to a wedding held at *The Hall* by July 1, 2024. This can be credited for food and beverages, tables and chairs provided by The Factory & Company, and for venue rental fees.

Couples will get a first look at the most contemporary, tech-laden venue in the Triad: *The Hall*. It is not your typical venue. Natural light flows through the two-story glass Grand Atrium and clerestory windows overlook the Celebration Hall and grand Presentation Staircase. It is stunning by nature and welcoming in its perfectly appointed details. Created with passion by leaders of the home furnishings industry, it is designed to be an inspired gathering space that is versatile and functional. As a fashion industry, this building wants to serve as the perfect backdrop to embrace the creativity of a thoroughly modern bride.

A Quick Tour of Its Unique Features:

The first glimpse of *The Hall* is like no other and continues throughout the venue.

- A 25- by 17-foot **Grand Story Wall** presenting a digital message welcomes guests and ushers them into the Grand Atrium.
- The **Celebration Hall** sets the perfect stage for the bridal events, with overlooking galleries and glass railings.
- A second **Dynamic Story Wall** features videos of the bridal couple, photography, animation or an environmental video to complement the flowers and décor.
- The striking **Leaders Bar** is cleverly equipped as a full-service cocktail, coffee or food bar.
- The grand **Presentation Staircase** is limited only by the imagination: for the grand entry, as a stage, for display or to serve as comfortable amphitheater seating.
- **Lighted Digital Banners** form a canopy over the staircase, creating unmatched drama.
- The **Imagination Theater** is an immersive theater to introduce the bridal couple.
- The **Hall of Fame Gallery** can be transformed into an intimate setting, such as a garden setting rich with ferns and greenery.
- The **Women's Center** is a lovely space for the Bride and her attendants to dress.
- **The Hub** is a hip, casual space perfect for the groomsmen to gather prior to the ceremony.

- The **Hospitality Kitchen** is a true cooking kitchen to prepare the menu at the event, like a high-end restaurant or a celebrity chef.
- The adjacent **Parking Lot** provides 91 well-lighted parking spaces.

“Partner vendors will be on hand to greet couples and to help the bridal couples orchestrate every detail,” says Karen McNeill, CEO of the American Home Furnishings Hall of Fame. *The Hall* wants to help you plan the first unforgettable occasion of the couple’s new life together -- one to relive over and over again. We can't wait to help you start the celebration!”

For information, visit [www.halloffameevents.org](http://www.halloffameevents.org), email [celebrate@halloffameevents.org](mailto:celebrate@halloffameevents.org), or call is 336-253-5469.

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**About the American Home Furnishings Hall of Fame:**

The Hall of Fame was founded in Washington, D.C. in 1988, with the vision to one day build a permanent home that would be a place to gather, to honor and to learn. Opened in April 2023, it was meticulously designed by leaders of the \$150 billion industry based in High Point, the Home Furnishings Capital of the World™. Like marriage, the Hall of Fame is eternal by its very nature: people will always marry, create homes, and need home furnishings to turn a house into their home. A true burning eternal flame soon will be installed outside at the front of the building as a symbol of the eternal nature of our industry and of the home as the heart of family life.

**About The Factory & Company:**

The Factory & Company is a full-service catering and event planning firm based in Greensboro, N.C. For more than 20 years, the family-owned business has been headed by Chef Koory who has mastered his culinary skills through his work on multiple continents. The Factory team brings a rich foundation of hospitality based on fine dining and catering for sporting, entertainment and university events. Upscale in its service, The Factory is known for exceeding expectations by its focus on creating memorable events that offer innovative cuisine and creative presentations.

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