

**TEXWORLD**  
USA

**apparel sourcing**  
USA

**hometextiles  
sourcing**

# SUMMER 2020 EDITION

**SPONSORSHIP  
OPPORTUNITIES**



messe frankfurt

# DIGITAL SPONSORSHIP OPPORTUNITIES

## DIGITAL SPONSORSHIP PACKAGES

### **GOLD SPONSORSHIP PACKAGE \$3,000**

- 1 Email Takeover, 1 Large Web Banner Ad, 1 Instagram Post, Full-page Ad on App, Featured Listing

### **SILVER SPONSORSHIP PACKAGE \$2,000**

- 1 Medium Web Banner Ad, 1 Instagram Post, Banner Ad on App, Featured Listing

### **BRONZE SPONSORSHIP PACKAGE \$1,000**

- 1 Small Web Banner Ad, 1 Instagram Post, Promoted Post on App, Featured Listing

## GENERAL DIGITAL SPONSORSHIPS

### **WEB BANNER ADS**

- Web Banner featuring your company's name and logo on our website for all visitors to see. Our algorithms ensure that your banner is displayed before, during and after the show.

**Web Large Banner Ad** (140px. x 380px.) **\$1,500**

**Web Medium Banner Ad** (140px. x 285px.) **\$1,000**

**Web Small Banner Ad** (140px. x 190px.) **\$500**

### **E-MAIL TAKEOVER \$1,000**

- Push your content as an email blast to the Texworld USA, Apparel Sourcing USA, and Home Textiles Sourcing attendee databases
- Provide an HTML file with a max. width of 700px., link to website, and subject line

### **SOCIAL MEDIA PROMO PACKAGE \$750**

- Gain exposure on our three social media platforms with promotions, including Facebook, Twitter and Instagram to reach an audience of over 21,000 online users

## MOBILE APP SPONSORSHIPS

### **MOBILE APP BANNER ADS**

- Includes company listing in "Featured Exhibitors" section in the app

**Mobile App Full Page Ad** (2038px. x 2688px.) **\$1,500**

**Mobile App Banner Ad** (1242px. x 213px.) **\$1,000**

### **PUSH MESSAGES (3) \$750**

- Use the messaging system to relay news, product announcements, promote educational sessions or simply link to your website. Each attendee who downloads the app will receive your message (as long as bluetooth is enabled)

### **PROMOTED POST \$500**

- Increase brand visibility by placing an ad within our app. promoted posts will be the first thing buyers see on the activity feed, which is the most accessed portion of the app. Provide text (160 characters), a photo, and a URL link. Every click on your ad will be tracked, giving you the power to track your ROI.

### **FEATURED LISTING \$250**

- Includes logo with company listing, and additional listing in featured section of the mobile app



### **Sales Contact**

Texworld USA

Email: [twusasales@usa.messefrankfurt.com](mailto:twusasales@usa.messefrankfurt.com)

Tel: +1.770.984.8016

# PRINT & OTHER SPONSORSHIP OPPORTUNITIES

## PRINT SPONSORSHIPS

**FULL METER BOARD AD (38"X87") \$1,000**

**HALF METER BOARD AD (19"X87") \$750**



## BRANDED SPONSORSHIPS

**LANYARDS \$5,000**

- Company name and logo printed on lanyards worn by over 5,000 attendees and exhibitors.

**SHOW BADGES \$5,000**

- Company name and logo printed on badges worn by over 5,000 attendees and exhibitors.

**CHARGING STATION \$5,000**

- Feature your company's name and booth number on charging stations in a prime location on the show floor.

**MANNEQUINS \$1,500**

- Increase booth traffic and brand awareness with mannequins featuring your collections, company name, and booth number displayed throughout the show floor.
- One mannequin wardrobe change permitted, per day

## SPECIALTY SPONSORSHIPS

**LOUNGE AREA \$9,000**

- Company branded lounge space on the show floor
- 1 male or female mannequin included to showcase your product
- Additional features (props, food, furniture, etc.) available at an additional charge

**PROSECCO HAPPY HOUR \$8,000**

- Hosted event on the show floor (includes champagne)
- Maximum of 100 guests
- Must be ordered by **June 1, 2020**

**CATWALK**

- Showcase your latest collection to buyers from well-known American retailers and brands

**Premium Package \$6,000**

Full service fashion show, 35 looks maximum, full-time slot, 30 minutes

**Standard Package \$2,750**

Full service fashion show, 10 looks maximum, shared time slot, 10 minutes



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