

TEXWORLD

USA

apparelsourcing

USA

WINTER 2020 EDITION

**SPONSORSHIP
OPPORTUNITIES**



messe frankfurt

DIGITAL SPONSORSHIP OPPORTUNITIES

DIGITAL SPONSORSHIP PACKAGES

GOLD SPONSORSHIP PACKAGE \$3,000

- 1 Promoted Post, 3 Push Messages, Featured Listing in the Mobile App, and 1 (140px. x 380px.) Banner Ad

SILVER SPONSORSHIP PACKAGE \$2,000

- 1 Promoted Post, Featured Listing in the Mobile App, and 1 (140px. x 285px.) Banner Ad

BRONZE SPONSORSHIP PACKAGE \$1,000

- 1 Promoted Post, Featured Listing in the Mobile App, and 1 (140px. x 190px.) Banner Ad

GENERAL DIGITAL SPONSORSHIPS

WEB BANNERS

- 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.

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

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

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

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

E-MAIL TAKEOVER \$750

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

MOBILE APP SPONSORSHIPS

PROMOTED POST \$1,000

- 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.

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)

FEATURED LISTING \$500

- Includes logo with company listing, and additional listing in featured section of the mobile app as well as appearing at the top of alpha list



Sales Contact

Texworld USA

Email: twusasales@usa.messefrankfurt.com

Tel: +1.770.984.8016

PRINT & OTHER SPONSORSHIP OPPORTUNITIES

PRINT SPONSORSHIPS

- INSIDE FRONT COVER OF DIRECTORY \$5,000**
- INSIDE BACK COVER OF DIRECTORY \$5,000**
- FULL PAGE AD IN DIRECTORY \$2,500**
- HALF PAGE AD IN DIRECTORY \$1,500**
- METER BOARD AD \$1,000**
- HALF METER BOARD AD \$750**
- BOLD LOGO LISTING IN DIRECTORY \$500**



BRANDED SPONSORSHIPS

SHOW BAGS \$7,000

- Gain brand exposure with an exclusive opportunity to display your logo on the tote bags given to over 5,000 attendees
Sponsor is responsible for production and shipping. Design must be approved by show management.

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

CATWALK

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

Premium Package \$12,000

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

Standard Package \$5,500

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

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 **December 1, 2019**



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