



TEXWORLD
NEW YORK CITY

apparelsourcing
NEW YORK CITY

**VIRTUAL PLATFORM
WINTER EDITION
JANUARY 25-27, 2022**

ABOUT THE SHOW

Texworld NYC and Apparel Sourcing NYC are back in-person at the Javits in NYC for the 2022 Winter Edition. The online event will continue to serve as an alternative platform for global manufacturers to continuously connect and network with US buyers as well as keep their presence in the US market.

BENEFITS

- **Extend brand presence and visibility in the US market**
- **Garner more leads through a robust matchmaking program**
- **Contact and connect with previous and potential clients**
- **Showcase your latest products on your customizable profile page**
- **Reach new customers**
- **No logistics cost**
- **Branding and sponsorship opportunities**



WHO WILL YOU MEET?

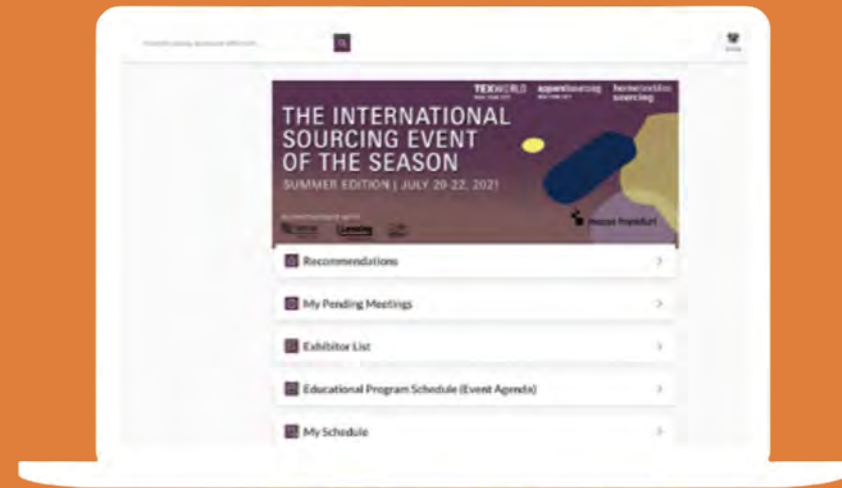
- **Agents**
- **Buying Offices and Sales Representatives**
- **Chain Stores**
- **Clothing and Accessory Manufacturers**
- **Department Stores**
- **Designers**
- **Film and Entertainment**
- **Garment Retailers and Wholesalers**
- **Jobbers**
- **Large Scale Retailing**
- **Mail-Order**
- **Private Labels**
- **Trading Companies**



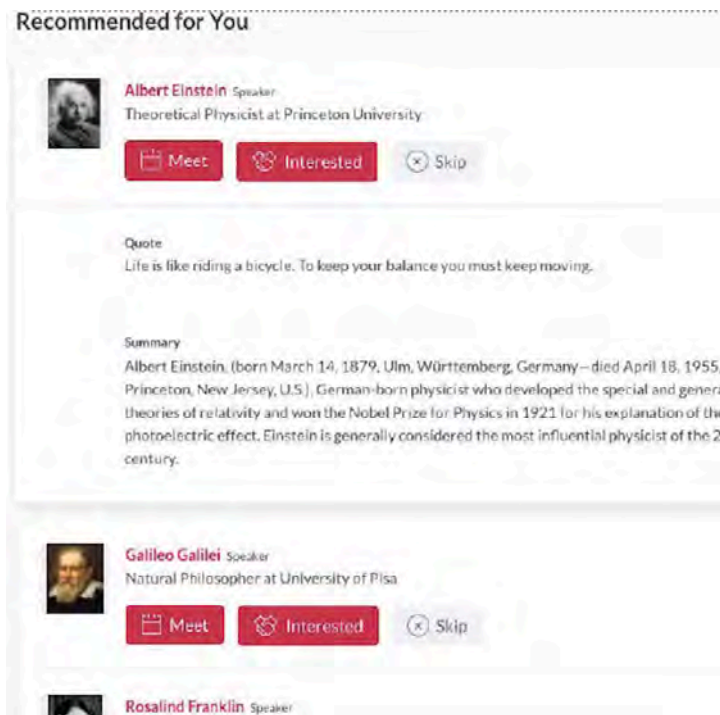
THE PLATFORM

KEY FEATURES AT A GLANCE

- ✓ **AI-POWERED MATCHMAKING**
- ✓ **PERSONALIZED EXHIBITOR PAGE**
- ✓ **1:1 VIDEO CALLS**
- ✓ **CHAT FUNCTIONALITY**
- ✓ **MEETING + AGENDA SCHEDULING**
- ✓ **INTEGRATED LIVE STREAMING**
- ✓ **SEAMLESS USER EXPERIENCE**



AI-POWERED MATCH MAKING



1

The platform uses an Artificial Intelligence-powered networking engine that delivers smart recommendations of people to meet, exhibitors to visit and sessions to attend.

2

The platform's AI-powered matchmaking engine is a self-learning system that will continually deliver more intelligent recommendations the more users engage with the platform.

3

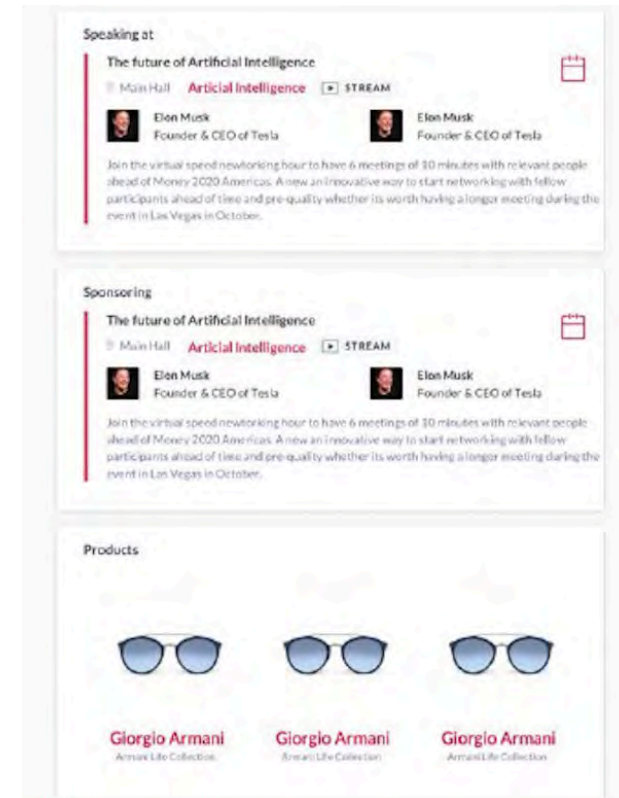
This is a pre-planning tool that will help people get a massive return on users time by enabling users to connect and meet the most relevant people.

4

The platform will remain open for networking 45 days after the event.

PERSONALIZED EXHIBITOR PAGE

- **Company description**
- **List products offered**
- **Website and other relevant links**
- **Embed a promotional video**
- **Showcase your product listings**
- **Add links to product brochures**
- **Set up meetings during the event**
- **Review and control meeting calendar as needed**
- **Manage company staff (assign admin/team members)**

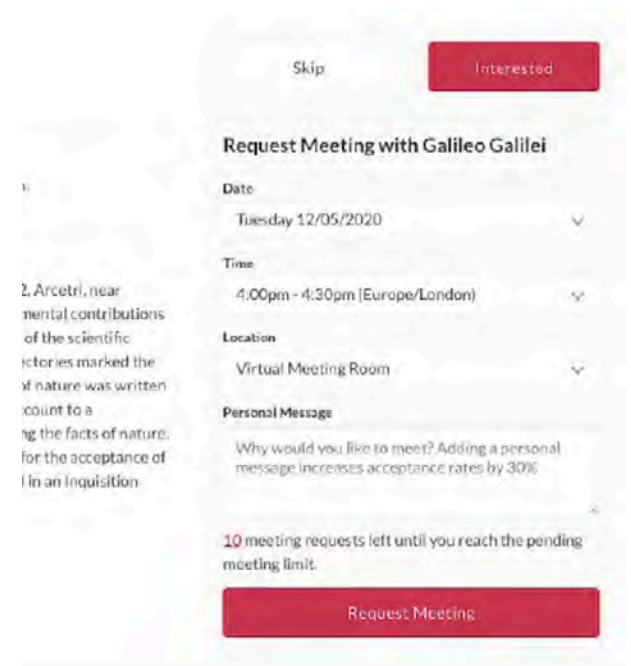


1:1 VIDEO CALLS

The virtual platform's powerful 1:1 meeting scheduling solution is seamlessly embedded in the platform. No need to download any extra software and works across both web and mobile.

- ✓ BROWSER BASED (NO DOWNLOADS)
- ✓ VIDEO AND AUDIO SUPPORT

- ✓ SCREEN SHARING SUPPORT
- ✓ PERSON JOINED NOTIFICATIONS



The screenshot shows a mobile interface for requesting a meeting. At the top right, there are two buttons: "Skip" and "Interested". Below them is a form titled "Request Meeting with Galileo Galilei". The form includes the following fields:

- Date:** Tuesday 12/05/2020
- Time:** 4:00pm - 4:30pm (Europe/London)
- Location:** Virtual Meeting Room
- Personal Message:** Why would you like to meet? Adding a personal message increases acceptance rates by 30%. The message field contains the text: "2. Arcetri, near... mental contributions of the scientific... ctories marked the... of nature was written... count to a... ng the facts of nature... for the acceptance of... i in an Inquisition".

At the bottom of the form, there is a red button labeled "Request Meeting". A notification at the bottom of the form states: "10 meeting requests left until you reach the pending meeting limit."

MEETING + AGENDA SCHEDULING TOOL

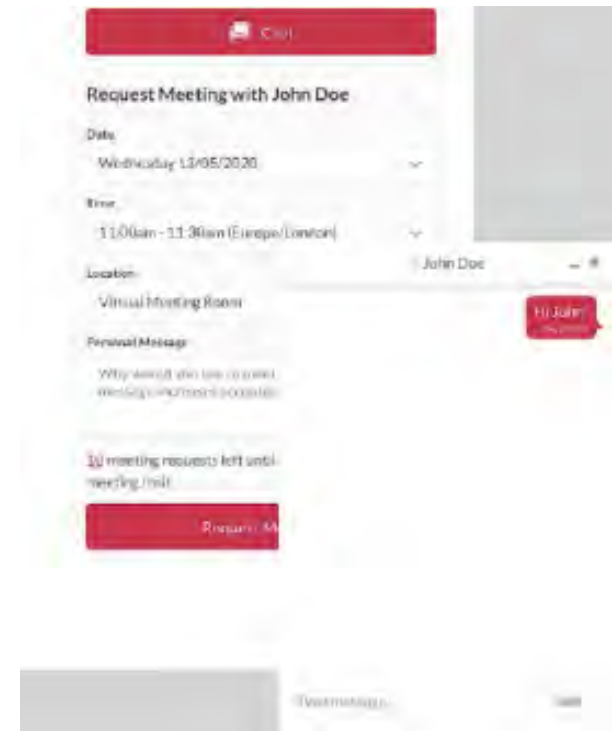
- Easy calendar integration
- Conveniently keeps schedules of visitors all-in-one place
- Ability to preview schedule
- Manage daily meetings
- Collaborate with buyers in real time
- Intuitive to use
- Overview team productivity

The screenshot displays a 'My Schedule' interface. At the top, there are filters for 'Dates' and 'Meeting Status'. Below this, it indicates 'All times shown in Europe/London' and a note to 'Scroll up (on the schedule) to see past items'. The main content is organized by date:

- Happening Now:** A meeting titled 'Meeting: John Doe' is shown. It is a 'Video Call' and a 'VIRTUAL MEETING'. A red button labeled 'Open Virtual Meeting Room' is visible. A 'Seen' status is also present.
- Monday 11 May:** A live stream event titled 'Microsoft handing over the reigns to a new CEO' is shown. It is a 'Live Stream' and a 'STREAM'. The speaker is identified as 'Bill Gates, Founder at Microsoft'.
- Tuesday 12 May:** A live stream event titled 'Conversation Between Albert Einstein and Sir Isaac Newton' is partially visible. It is a 'Live Stream' and a 'STREAM'. The speakers are identified as 'Albert Einstein' and 'Sir Isaac Newton'.

CHAT FUNCTIONALITY

The chat functionality (IM), makes it more convenient for visitors that have matched to reach out to each other immediately.



Enable the chat option when:

- Buyers and exhibitors can set a scheduled meeting with each other
- Exhibitors offerings meet buyers' qualifications and specifications

Once there is a scheduled meeting or a mutual interest with visitors, all chat connections will be available in the section 'My Connections'.

SEAMLESS USER EXPERIENCE

The virtual platform was developed with networking at its core. Combining an engaging user interface with smart personalized recommendations to drive truly productive events.

The intuitive networking system lets exhibitors and visitors make valuable connections without the drawbacks of wading through thousands of unwanted messages.

The virtual platform will be available to use on web and mobile devices.



CONTACT US TODAY!

TEXWORLD NYC

twsales@usa.messefrankfurt.com

www.texworldnyc.com

APPAREL SOURCING NYC

appsales@usa.messefrankfurt.com

www.apparelsourcingnyc.com