

# VIRTUAL PLATFORM OPTIONS

## WINTER 2023 EDITION

	BASIC	PREMIUM
Company profile with logo & description, social media links, website & searchable categories	✓	✓
Exhibitor lead dashboard to rank & monitor leads for online & scans from mobile app	✓	✓
Schedule 1-2-1 meetings & conduct video calls with customers	✓	✓
AI recommendations promoting your brand to relevant visitors	✓	✓
Publish products on your company profile	✓	✓
Exhibitor representatives (3) to manage profile & be accessible in chat/meetings/video calls	✓	✓
Premium Profile. Customize profile with an additional video, header image & custom background		✓
Pop up banner on your company profile to drive leads from visitors		✓
Promoted listing appear at the top of searchable exhibitors list		✓
Featured logo highlighted on floorplan		✓
Host downloadable assets such as brochures & look books		✓
2 additional exhibitor representatives for a max of 5		✓
Push Notification. Drive buyers to your booth with a dedicated notification		✓

# OTHER OPPORTUNITIES

## BRANDED SHOW BAGS

An attendee favorite. Featuring your company's logo and booth information.

\*Price reflects min of 2,000 bags.

\*Sponsor responsible for having bags manufactured.

## MANNEQUIN

Reach buyers in-person by showcasing up to 7 pieces of finished apparel on the show floor.

## LOUNGE SPACE

Includes a company branded lounge space on the show floor (9sqm) and (1) mannequin to showcase your product.

\*Additions available for an extra charge. (props, food, etc.)

## COCKTAIL HOUR

Hosted branded event on the show floor.  
Includes beer and wine.

## SOCIAL MEDIA BUNDLE PACKAGE

Dedicated branded posts on all social channels including Instagram, LinkedIn, and Facebook.

\*Sponsor responsible for providing content.

\*Covers one post per channel.

## DIGITAL BANNER

Dedicated banner ad on app and virtual platform.

\*Sponsor responsible for providing content.

\*Prices vary based on position.

## ZEITGEIST MAGAZINE AD

Dedicated ad in biannual pre-show publication.

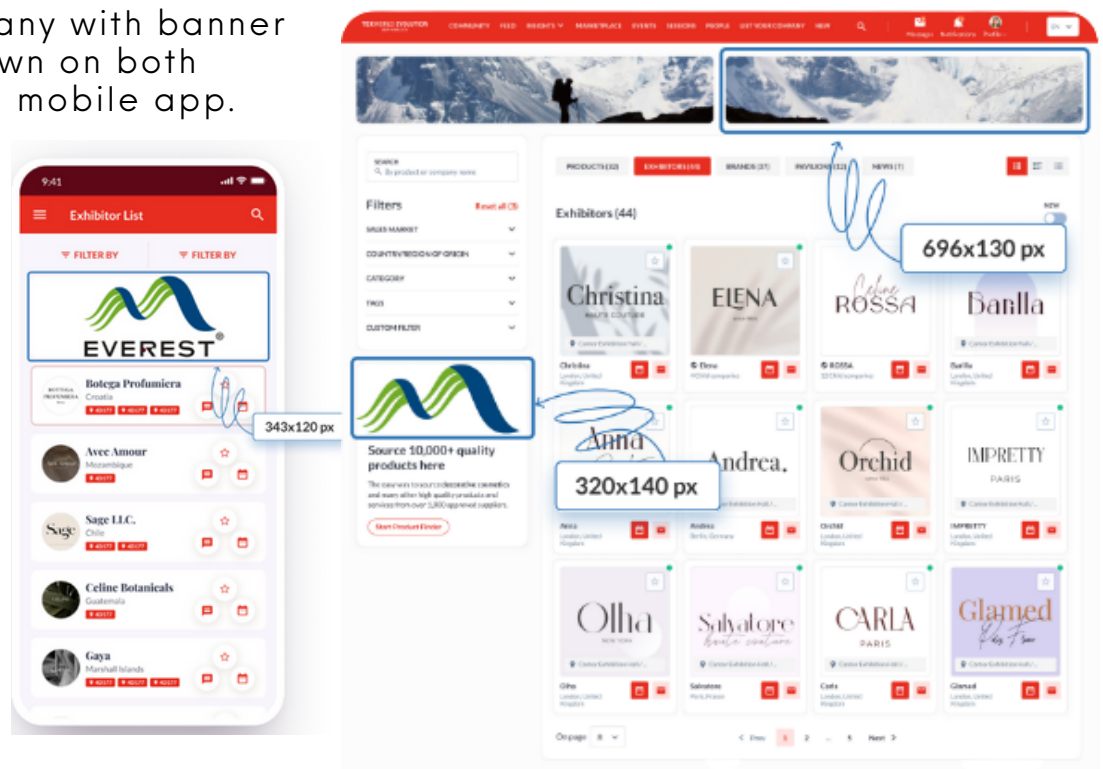
\*Options include 1/2 page, full page, or 2 page spread.

## CUSTOM PROMOTION

Have other ideas to promote your company?  
Contact sales to discuss your options.

# DIGITAL BANNER ADS

Promote your company with banner ads that will be shown on both virtual platform and mobile app.



# PREMIUM PACKAGE



# Zeitgeist Magazine: Sponsorship Opportunities

The Zeitgeist magazine is our biannual pre-show publication containing industry expert interviews, exhibitor highlights, seminar schedules, trend previews, show information, and more.

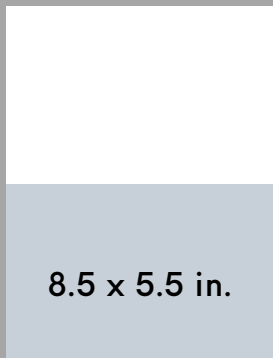
Printed copies are mailed to a targeted list of 1,000+ VIP attendees which includes major US fashion brands.

A digital version will also be made available to entire audiences via social media, eCard database, press lists, and each show's website.



Summer 2022 Virtual Edition

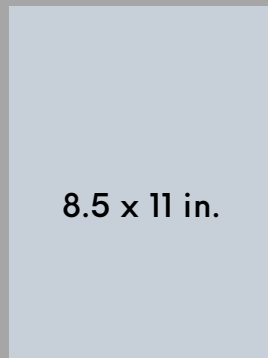
## 1/2 Page



8.5 x 5.5 in.

JPG, PNG, or PDF  
Minimum of 300 dpi  
Bleed of .125

## Full Page



8.5 x 11 in.

JPG, PNG, or PDF  
Minimum of 300 dpi  
Bleed of .125

## 2 Page Spread



17 x 11 in.

JPG, PNG, or PDF  
Minimum of 300 dpi  
Bleed of .125