

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

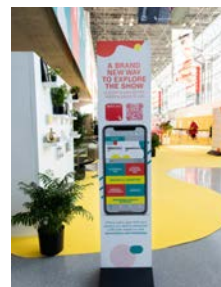
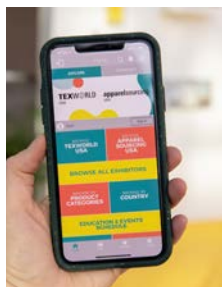
- Use the messaging system to relay news, product announcements, promote educational sessions or simply link to your website. Each attendee who downloads the app will receive your message (as long as bluetooth is enabled)

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

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



Sales Contact

Texworld USA

Email: twusasales@usa.messefrankfurt.com

Tel: +1.770.984.8016

TEXWORLD USA

July 21 - 23, 2020, Javits Center, New York City, New York

CONTACT US TODAY!

TWUSAsales@usa.messefrankfurt.com
abbe.alexander@usa.messefrankfurt.com

SPONSORSHIP AGREEMENT

Please return this signed agreement with 100% payment to reserve your online sponsorship:

Texworld USA: 3200 Windy Hill Rd., Suite 500 West, Atlanta, GA 30339 USA, Phone: +1.770.984.8016, Fax: +1.770.984.8023

Company: _____ Contact Name: _____

Phone: _____ Fax: _____ Email: _____

*By providing your fax number and/or e-mail address you are consenting to receive communications from Messe Frankfurt, Inc. and its affiliates via these medias

DIGITAL SPONSORSHIP PACKAGES

- Gold Sponsorship Package \$ 3,000
- Silver Sponsorship Package \$ 2,000
- Bronze Sponsorship Package \$ 1,000

PRINT SPONSORSHIPS

- Full Meter Board Ad \$ 1,000
- Half Meter Board Ad \$ 750

GENERAL DIGITAL SPONSORSHIPS

- Large Web Banner Ad \$ 1,500
- Medium Web Banner Ad \$ 1,000
- Small Web Banner Ad \$ 500
- Email Takeover \$ 1,000
- Social Media Promo Package \$ 1,000

BRANDED SPONSORSHIPS

- Lanyards \$ 5,000
- Show Badges \$ 5,000
- Charging Station \$ 5,000
- Mannequins \$ 1,500

MOBILE APP SPONSORSHIPS

- Mobile App Full Page Banner Ad \$ 1,500
- Mobile App Banner Ad \$ 1,000
- Push Messages \$ 750
- Promoted Post \$ 500
- Featured Listing \$ 250

SPECIALTY SPONSORSHIPS

- Lounge Area \$ 9,000
- Prosecco Happy Hour \$ 8,000

Catwalk Packages

- Premium Package \$ 6,000
- Standard Package \$ 2,750

*Prices in USD

Total Sponsorship Investment: \$ _____

Payment Information:

- Bank Wire** Contact us **Check Enclosed**, Make payable to: Messe Frankfurt Inc., 3200 Windy Hill Rd., Suite 500 West, Atlanta, GA 30339 USA
*Please write "2020 Sponsor" and name of show on the check *NOTE: Funds accepted in US dollars & by US bank only.*

Sponsoring Regulations: No refunds. Please note that your sponsorship will not be promoted until your sponsorship fee is paid in full. It is understood that exhibitors are responsible for providing Messe Frankfurt with all company logos and materials for use with any sponsorship, and that all company logos and material are subject to approval by Messe Frankfurt. We agree to abide by the conditions outlined above.

Signature: _____ Date: _____