

# texprocess

## AMERICAS

May 12 - 14, 2020

Equipment and Technology for the Development,  
Sourcing, and Production of Sewn Products



# Sponsorship Brochure

Georgia World Congress Center  
Atlanta, Georgia, USA

## ATLANTA

co-produced by



co-located with

techtex  
NORTH AMERICA



messe frankfurt



# PRINT OPPORTUNITIES

**Visitor Brochure** - informational brochure mailed prior to the show to give registered and potential visitors a look at what to expect from Texprocess Americas 2020

Visitor Brochure Inside Front Cover	\$1,300 exclusive
Visitor Brochure Center Spread	\$2,000 exclusive
Visitor Brochure Inside Back Cover	\$1,300 exclusive
Visitor Brochure Full Page Ad	\$1,000

**Show Directory** - exhibitors receive a standard listing in the Directory, which includes company name, booth number, country, website, application areas and product categories

Show Directory Featured Listing – <i>includes logo with highlighted listing</i>	\$500
Show Directory Premium Listing – <i>includes logo with highlighted listing, and brief company description</i>	\$800
Show Directory Inside Front Cover, Full Page Ad <b>SOLD</b>	<b>JUKI®</b> <del>\$1,600</del> exclusive
Show Directory Page One, Full Page Ad	\$1,600 exclusive
Show Directory Two-Page Spread	\$2,500
Show Directory Full Page Ad	\$1,300





# DIGITAL OPPORTUNITIES

<b>Mobile App</b>		
Mobile App Featured Listing	<ul style="list-style-type: none"> <li>Includes logo with company listing, and additional listing in featured section of the mobile app</li> </ul>	\$500
Promoted Posts	<ul style="list-style-type: none"> <li>Includes 140 character text</li> <li>Promoted posts will be the first thing visitors see on the Activity Feed, which is the most frequently accessed section of the app</li> <li>Scheduled to pin at top of feed for 30 minutes and will scroll thereafter</li> <li><b>Limited availability</b></li> </ul>	\$1,000 per post \$1,500 per video post
Push Messages	<ul style="list-style-type: none"> <li>Everyone who downloads the app will receive your message (<i>as long as bluetooth is enabled</i>)</li> <li>Use the messaging system to relay news, product announcements, promote educational sessions or simply link to your website</li> </ul>	\$1,000 per message
Scavenger Hunt	<ul style="list-style-type: none"> <li>Drive extra traffic to your booth by becoming a scavenger hunt participant. Scavenger hunters will be required to scan a code in your booth in order to qualify for a prize</li> </ul>	\$1,000
<b>Web</b>		
Online Floor Plan Banner	<ul style="list-style-type: none"> <li>Includes logo, 140 character fly-out, hyperlink, and zoom to booth</li> </ul>	\$1,200
Show Website Banner	<ul style="list-style-type: none"> <li>Feature your company ad and booth number directly on our website</li> <li>Ability to click through to your company website</li> <li>Optimized for mobile view</li> <li>A: 1,140 x 380 px</li> <li>B: 1,140 x 285 px</li> <li>C: 1,140 x 190 px</li> </ul>	A - \$1,700 B - \$1,500 C - \$1,300
eNewsletter Feature	<ul style="list-style-type: none"> <li>Feature your logo, a 150 word blurb about your company or product, and link to your website in our visitor newsletter emailed directly to registered visitors</li> </ul>	\$1,500
Show Day eNewsletter Feature	<ul style="list-style-type: none"> <li>Feature your logo, a 150 word blurb about your company or product, and link to your website in our visitor newsletter emailed directly to visitors in attendance</li> <li><b>Limited Availability</b></li> </ul>	\$2,500



# ON-SITE OPPORTUNITIES

Pens & Notepads Combo for Symposium	<ul style="list-style-type: none"> <li>Form a lasting impression with visitors as they take notes during symposium sessions</li> <li>Includes literature and logo on projector before the sessions start</li> <li>Minimum of 4,000+ registration and session pens (Exhibitor responsible for production of notepads and pens)</li> <li><b>Exclusive</b></li> </ul>	\$2,000
Symposium Sponsor	<ul style="list-style-type: none"> <li>Sponsor signage near the session and coffee break locations</li> <li>Water cooler decal</li> <li>Logo on the projector before the sessions start</li> <li>Distribution of company literature near coffee break location</li> <li><b>Exclusive</b></li> </ul>	\$3,500
Concessions Sponsor	<ul style="list-style-type: none"> <li>Includes 8.5"x11" signage on concession tables</li> <li>Logo on overhead signage</li> <li><b>Exclusive</b></li> </ul>	\$5,000
Charging Station	<ul style="list-style-type: none"> <li>Be the brand visitors see when they need to plug-in and recharge</li> <li><b>Limited Availability</b></li> </ul>	\$3,500
<b>Signage &amp; Clings</b>		
Meterboard Signage	<ul style="list-style-type: none"> <li>Your company advertisement brilliantly displayed on one double-sided panel</li> <li>Choose from a variety of key, high-visibility locations</li> </ul>	\$1,500 each
Aisle Sign Dangler	<ul style="list-style-type: none"> <li>See your company logo and booth number displayed at the bottom of an aisle sign in a prominent location on the show floor</li> <li>Specific aisle signs may be requested</li> <li><b>Limited Availability</b></li> </ul>	\$1,200 each
Hanging Banners, Wraps, & Escalator/Stair Clings	<ul style="list-style-type: none"> <li>Grab visitors' attention with your company name, logo and/or booth number displayed</li> <li>Choose from a variety of key, high-visibility locations</li> </ul>	Request Quote
Glass Clings	<ul style="list-style-type: none"> <li>Be the first thing visitors see on windows and doors as they enter the venue</li> </ul>	Request Quote
Floor Decals	<ul style="list-style-type: none"> <li>Place your logo or ad on the show floor or in the concourse</li> </ul>	Request Quote
Floor Plan Cling Ad Space	<ul style="list-style-type: none"> <li>Have your ad featured next to the high-traffic magnified floor plan</li> <li>Located on the main isle</li> <li><b>Limited Availability</b></li> </ul>	\$1,500 ea

# Texprocess Americas

## Sponsorship & Advertising Agreement

May 12 - 14, 2020  
 Georgia World Congress Center  
 Atlanta, Georgia USA

**Please submit 100% payment with your signed agreement to reserve your sponsorship opportunities:**

Messe Frankfurt Inc. • 3200 Windy Hill Road, Suite 500 W • Atlanta, Georgia 30339 • Phone: +1 770 984 8016, ext: 2414 • Fax: +1 770 984 8023

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Country/Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

<b>Print:</b> Deadline to secure Visitor Brochure ads is <b>December 20, 2019</b> Deadline to secure Show Guide ads is <b>March 10, 2020</b>	Price	Quantity	Cost
Visitor Brochure Inside Front Cover	\$1,300 exclusive		
Visitor Brochure Center Spread	\$2,000 exclusive		
Visitor Brochure Inside Back Cover	\$1,300 exclusive		
Visitor Brochure Full Page Ad	\$1,000		
Show Directory Featured Listing – includes logo with highlighted listing	\$500		
Show Directory Premium Listing – includes logo, highlighted listing, and brief company description	\$800		
Show Directory Inside Front Cover, Full Page Ad	\$1,600 exclusive	<b>SOLD</b>	<b>JUKI</b>
Show Directory Page One, Full Page Ad	\$1,600 exclusive		
Show Directory Two-Page Spread	\$2,500		
Show Directory Full Page Ad	\$1,300		

<b>Mobile App:</b>	Price	Quantity	Cost
Featured Listing – includes image with company listing, and additional listing in featured section of the mobile app	\$500		
Promoted Post – includes 140 character text, image, and hyperlink	\$1,000		
Video Promoted Post – includes 140 character text, video, and hyperlink	\$1,500		
Push Message – includes 140 character text	\$1,000		
Scavenger Hunt Participant	\$1,000		

<b>Online:</b>	Price	Quantity	Cost
Online Floor Plan Banner – includes logo, 140 character fly-out, hyperlink, and zoom to booth	\$1,200		
Website Banner A: 1140 x 380 px	\$1,700		
Website Banner B: 1140 x 285 px	\$1,500		
Website Banner C: 1140 x 190 px	\$1,300		
eNewsletter Feature – includes 150 words, image, and hyperlink	\$1,500		
eNewsletter Feature, Show Day – includes 150 words, image, and hyperlink	\$2,500		

<b>Onsite Signage:</b> Deadline to secure and submit design is <b>March 27, 2020</b>	Price	Quantity	Cost
Pens & Notepads Combo for Symposium	\$2,000 exclusive		
Symposium Sponsor	\$3,500 exclusive		
Concessions Sponsor	\$5,000 exclusive		
Charging Station	\$3,500		
Meterboard Signage	\$1,500		
Aisle Sign Dangler – 4' x 2', aisle of choice	\$1,200		
Hanging Banner / Column Wrap / Escalator and Stair Cling – request quote			
Glass Cling – various dimensions and locations available – request quote			
Floor Cling – various dimensions and locations available – request quote			
Floor Plan Cling Ad Space	\$1,500 ea		

**TOTAL COST:** \_\_\_\_\_

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Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Please submit this order form to [TPAsales@usa.messefrankfurt.com](mailto:TPAsales@usa.messefrankfurt.com) to secure your selected opportunities. Once submitted, a Texprocess Americas team member will provide an invoice for payment. Check, bank transfer, and credit card are accepted methods of payment. Further payment instructions will be provided in footer of invoice.

TOTAL SPONSORSHIP INVESTMENT \$ \_\_\_\_\_  
(Total cost from selections page)

Method of Payment (Check one):  Check  Bank Wire\*  Credit Card Online\*\*

Please note your full balance must be paid and design/content submitted by the specified deadlines to secure your sponsorship. Any cancellation of sponsorship items must be submitted to Show Management in writing. No refunds will be given. \*Exhibitor is responsible for any bank fees incurred with payment. \*\*Credit card transactions incur a 4% processing fee at time of online payment.

Your signature below indicates your agreement of these Terms & Conditions. Thank you for your sponsorship!

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## ARTWORK SPECIFICATIONS

### Bold Listing and Logo Specifications

Please send us your company logo with the following qualities: at least 300 dpi; CMYK color; file format PNG, AI or EPS; no smaller than 400 pixels wide.

### Ad Specifications

All ads larger than 10 MB can be sent for free via [www.wetransfer.com](http://www.wetransfer.com).

Photography must be converted to CMYK and provided as high-resolution TIFF or EPS files (no JPEGs). Image resolution should be at least 300 dpi at 100%.

Where possible, fonts should be converted to outlines or embedded in the file.

Preferred applications include Adobe InDesign, Photoshop or Illustrator. PDF files are accepted but are the responsibility of the advertiser, not Show Management.

Organizers will not be responsible for the final reproduction quality of any materials provided that do not meet the defined specifications.

All ad materials must be approved by the organizers.

### For more information, contact:

Sarah Hatcher, Sales Manager  
Amy Hord, Sales Coordinator

Phone: +1 (770) 984 8016, ext: 2403  
Phone: +1 (770) 984 8016, ext: 2414

Email: [sarah.hatcher@usa.messefrankfurt.com](mailto:sarah.hatcher@usa.messefrankfurt.com)  
Email: [amy.hord@usa.messefrankfurt.com](mailto:amy.hord@usa.messefrankfurt.com)