

Become an Official h+h americas Show Sponsor



June 21-23, 2023

Reaching the Craft Industry in North America
BRAND AWARENESS | CONNECT | GENERATE DEMAND



Show Bag



Happy-Hour
Sponsor



Eblast Ads
Product Highlight



Social Media
Takeover



Homepage Banner Ad



Show Bag Inserts



Fashion
Boulevard



Demo Zone



reLAX Lounge



reCHARGE
Lounge



Show Lanyard



Show Directory
Logo Package



Influencer VIP
Networking Event



The Sample Sale
on the Exhibit Floor



E-registration
Banner Ad

 Call now +1-773-326-9923

EXPLORE OPPORTUNITIES

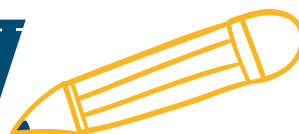


Exhibit Hall Sponsorships

Show Bag Price: \$2199.00 | Limit: 2, 1 Located in Hall A and 1 Located in Hall D

Your organization will receive maximum exposure on our popular attendee show bags. Attendees will carry these bags during the event and long afterwards, as many attendees take their bags home, to school, or the office.

- Sponsorship includes the right to produce the “official” Show Bag with the h+h americas logo and your logo.
- The sponsor fee does not include production and requires approval of artwork prior to production.

Lanyards Price: \$2500.00 | Limit: 2, 1 Located in Hall A and 1 Located in Hall D

As the “official” Lanyard Partner, attendees will exclusively wear your logo throughout the entirety of the h+h americas fair. Lanyards must always be worn, making this a high-profile branding opportunity.

- Opportunity to include your company logo with h+h americas logo.
- Choice of up to 2 colors on a lanyard.
- The sponsor fee does not include production and approval of artwork prior to production.

Show Bag Inserts Price: \$550.00 | Limit: 10

Stand out among your competition! Include your company literature in the official show bag and be one of the few companies the attendees will be aware of when they arrive at the show.

- Sponsorship includes/provides printed handouts that will be included in the show bag. Quantity to be provided by show management closer to the show dates.

Fashion Boulevard Price: \$199.00 per mannequin | Limit: 10

Showcase your style and become part of the Fashion Boulevard. Your garments will be displayed in a special exhibit area designed to capture the minds of attendees. Standing mannequins will be dressed in your products and on display for all to review.

- Permanent displays all 3 show days in all new featured location on Fashion Boulevard.
- Each mannequin will have a QR code link to more information about the garment.
- Signage with your company name, product name and booth #.

The Sample Sale on the Exhibit Floor Price: \$100.00 | Limit: Unlimited

Join the Sample Sale List! The sample sale will only be for participating exhibitors upon prior approval. Attendees will be able to purchase samples at a designated area of your booth.

- With the sponsorship you will be provided with a special icon showing that you are part of the Sample Sale to let attendees know of your participation.
- Participating exhibitors will be included in the directory + mobile app.

Show Directory- Logo Package Price: \$150.00 | Limit: Unlimited

Do you want to have your logo appear next to your exhibitor or brand listing in the printed exhibitor directory? Purchase a Logo Package (\$150) for your logo to appear with your exhibitor or brand listing in the **printed** exhibitor directory.

- Sponsor to provide logo artwork by the directory deadline.



New Product Showcase Price: \$199.00 | Limit: 10, Located in Hall D

Planning to launch a new product to be featured at this year's h+h americas show? This helps attendees find new products within h+h americas they may be unfamiliar with that is launching.

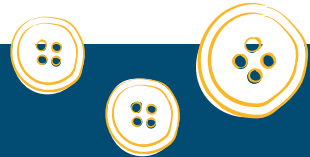
- Permanent displays all 3 show days in all new featured location.
- Each new product will have a QR code to link for more info signage with your company name, product name and booth #.

Demo Zone Price: \$199.00 | Limit: 10, Located Hall D

There is nothing better than seeing the latest products in action. That is why our demo zone is your best way to feature products.

- Specific times will be assigned for the demonstrations in 30-minute increments.
- All demonstrations will be shown at the dedicated demonstration stand in Hall D.
- Each product will have a QR code link for more info and signage with your company name, product name, and booth #.

NETWORKING OPPORTUNITIES



Happy Hour Sponsors Price: \$880.00 | Limit: 5 per day

Do not miss the opportunity to host a Happy Hour. This is a terrific opportunity to network on the show floor in a relaxed and social environment.

- Each sponsor will be provided with a beverage station and signage placed at their booth creating the opportunity to connect with show attendees.

ReCHARGE Lounge Price: \$1600.00 | Limit: 1, Located in Hall A

Everyone needs a place to sit down and 'recharge.'

The networking lounge gives attendees the ability to recharge, both mentally and digitally. The lounge is the "go-to" space and provides partners a unique backdrop for connecting with attendees.

- Opportunity to drop company literature and for people to enjoy while they relax and recharge in the lounge.

ReLAX Lounge Price: \$1600.00 | Limit: 1, Located in Hall D

Everyone needs a place to sit down and 'relax.'

The relax lounge gives attendees the ability to relax, both mentally and digitally. The lounge is the "go-to" space and provides partners with a unique backdrop for connecting with attendees.

- Opportunity to drop company literature for people to enjoy while they relax and recharge in the lounge.

Influencer VIP Networking Party Price: \$1800.00 | Limit: 12

Join h+h americas and Prime Publishing for an intimate networking session with the industry's top influencers. Your sponsorship includes:

- Opportunity to meet with the top influencers.
- 5-minute presentation in front of the influencers to share info about your company, products, and an opportunity to invite them to return to your booth during show hours.
- Sponsor to provide a special goody bag. Each sponsor will supply the items to be included.
- Sponsor receives the influencer's contact information.
- Use of your product in the "America's Best" project contest.
- Your company profile will include company bio, logo, brands, and links to your site & social media which will be permanently hosted on Prime's fiber or fabric website(s).
- Hosted in a private conference room.

DIGITAL MARKETING OPPORTUNITIES

E-Newsletter Ads - Product Highlights Price: \$550.00 | Limit: 2 Ads per month

Get exposure in advance of the show in front of 4,000 potential attendees. Incorporate your product highlight into the h+h americas monthly newsletter.

- Sponsor to supply banner ad by the deadline and the ad insert will link to your website.
- Banner Ad Specs: 800x300 pixels (high resolution - jpg or png files).

Homepage Banner Ad Price: \$600.00 | Limit: 1 per month

Reserve the prime spot on the h+h americas website. Post your ad on the show's homepage and be one of the first exhibiting companies seen by each site visitor.

Sponsorship includes a banner ad that will link to your website. The banner ad goes live as soon as you book the sponsorship and runs during months/weeks leading up to the show. The sooner you post your ad the more impressions you will receive.

- Banner Ad Specs: 750x100 pixels (high resolution - jpg or png files)

Push Notifications Price: \$399.00 | Limit: 2

Your organization will receive 3 push notification slots that will be sent through the mobile app to all attendees during the event hours 1 per day from June 21 -June 23 (during show hours).

- Limited to 150 characters.

Social Media Takeover prior to the show Price: \$100.00 per post | Limit: 1 per day

Takeover h+h americas social media outlets. Sponsor receives 1 additional customized post or video post on all h+h americas social media outlets.

- Post must be approved by h+h americas.
- Limited to 150 characters.

E-Registration Banner Ad Price: \$800.00 | Limit: 1

Your company will be included in all registration confirmation emails that are sent out to h+h americas attendees. Sponsor to supply banner ad that will link to your website. Banner ad will be located at the end of the confirmation letter.

- Banner Ad specs: 200x150 pixels banner and or 300x60 pixels banner. (a high resolution-jpg or png file)



CUSTOM ACTIVATIONS

Have another way to display your brand? We are listening. Let us work together to develop a customized sponsorship plan that is right for you and your business.

Contact Jessica Boweak, Sales, and Sponsorship Manager @ j.boweak@koelnmessenaftha.com to discuss options.



Call now +1-773-326-9923

BENEFITS

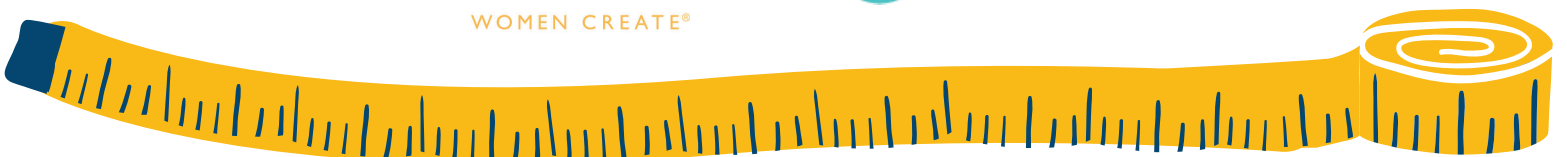
INCREASE BRAND AWARENESS - Introduce your brand and values to a new target audience within the industry or keep your brand top-of-mind for existing customers.

CONNECT - Network with an elite audience at the largest gathering of retail buyers, brands, influencers, designers, manufacturers, suppliers, and press.

GENERATE GREATER DEMAND + REVENUE - Increase sales by driving traffic to your brand through digital marketing and on-site promotional opportunities.



Previous Sponsors



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