

# techtex

## NORTH AMERICA

International Trade Fair for  
Technical Textiles and Nonwovens

August 23-25, 2021

# RALEIGH, NC

# Sponsorship Opportunities

# PRINT OPPORTUNITIES

## Visitor Brochure

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

## Show Guide

Show Guide Featured Listing: includes logo with highlighted listing		\$500
Show Directory Half Page Ad	SOLD	\$1,000
Show Guide Inside Front Cover, Full Page Ad	SOLD	\$1,600 exclusive



# DIGITAL OPPORTUNITIES

## Mobile App

<b>Mobile App Featured Listing</b> <ul style="list-style-type: none"><li>Includes logo with company listing, and additional listing in featured section of the mobile app</li></ul>	<b>\$500</b>
<b>Push Messages</b> <ul style="list-style-type: none"><li>Everyone who downloads the app will receive your message (as long as bluetooth is enabled)</li><li>Use the messaging system to relay news, product announcements, promote educational sessions or simply link to your website</li></ul>	<b>\$1,000 per message</b>
<b>Scavenger Hunt</b> <ul style="list-style-type: none"><li>Drive extra traffic to your booth by becoming a scavenger hunt participant</li><li>Scavenger hunters will be required to scan a code in your booth in order to qualify for a prize</li></ul>	<b>\$1,000</b>

## Web

<b>Online Floor Plan Banner</b> <ul style="list-style-type: none"><li>Includes logo, 140 character fly-out, hyperlink, and zoom to booth</li></ul>	<b>\$1,200</b>
<b>Show Website Banner</b> <ul style="list-style-type: none"><li>Feature your logo and booth number directly on our website</li><li>Ability to click through to your company website</li><li>Optimized for mobile viewing<ul style="list-style-type: none"><li>A: 1,140 x 190 px</li><li>B: 1,140 x 285 px</li><li>C: 1,140 x 380 px</li></ul></li></ul>	<b>A: \$1,300</b> <b>B: \$1,500</b> <b>C: \$1,700</b>
<b>eNewsletter Feature</b> <ul style="list-style-type: none"><li>Feature your logo, a 150 word blurb about your company or product, and a link to your website in our visitor newsletter emailed directly to registered visitors</li></ul>	<b>\$1,500</b>
<b>Registration Confirmation Banner</b> <ul style="list-style-type: none"><li>Feature your company banner ad on ALL registration confirmation emails to ensure exposure to every visitor at the show</li><li><b>Exclusive</b></li></ul>	<b>\$6,500</b>
<b>On-Site Registration Screen Saver</b> <ul style="list-style-type: none"><li>Feature your company logo at on-site registration for exposure when visitors pick-up their badges</li><li>Logo to be displayed as screen saver on registration monitors</li><li><b>Exclusive</b></li></ul>	<b>\$6,500</b>

# ON-SITE OPPORTUNITIES

<p><b>Pens &amp; Notepads Combo for Symposium</b></p> <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>	<b>\$2,000 + production</b>
<p><b>Face Mask Sponsor</b></p> <ul style="list-style-type: none"> <li>• Must be a disposable mask</li> <li>• Your company logo can be printed on mask</li> <li>• Distribution of masks daily at registration</li> </ul>	<b>\$3,000 + production</b>
<p><b>Sanitation Station</b></p> <ul style="list-style-type: none"> <li>• Visitors will be urged to sanitize frequently while at the show. Be the brand visitors see when they stop to refresh!</li> <li>• <b>Limited availability</b></li> </ul>	<b>\$3,500</b>
<p><b>Symposium Sponsor</b></p> <ul style="list-style-type: none"> <li>• Sponsor signage near the session and coffee break locations</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>	<b>\$3,500</b>
<p><b>Concessions Sponsor</b></p> <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>	<b>\$5,000</b>

## Signage & Clings

<p><b>Hanging Banners &amp; Wraps</b></p> <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>	<b>Request Quote</b>
<p><b>Glass Clings</b></p> <ul style="list-style-type: none"> <li>• Be the first thing visitors see on windows and doors as they enter the venue</li> </ul>	<b>Request Quote</b>
<p><b>Floor Decals</b></p> <ul style="list-style-type: none"> <li>• Place your logo or ad on the show floor or in the concourse</li> </ul>	<b>Request Quote</b>
<p><b>Aisle Sign Dangler</b></p> <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>	<b>\$1,200 each</b>
<p><b>Meterboard Signage</b></p> <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>	<b>\$1,500 each</b>
<p><b>Floor Plan Cling Ad Space</b></p> <ul style="list-style-type: none"> <li>• Have your ad featured next to the high-traffic magnified floor plan</li> <li>• <b>Limited availability</b></li> </ul>	<b>\$1,500 each</b>

Have another idea? Contact us at [TTNASales@usa.messefrankfurt.com](mailto:TTNASales@usa.messefrankfurt.com) to discuss!

# Techtextil North America Sponsorship Agreement

August 23-25, 2021  
Raleigh Convention Center  
Raleigh, North Carolina USA

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

<b>Print: Deadline to secure Visitor Brochure ads is March 15, 2021. Deadline to secure Show Guide ads is June 4, 2021.</b>	<b>Price</b>	<b>Quantity</b>	<b>Cost</b>
Show Guide Featured Listing: includes logo with highlighted listing	\$500		
Show Directory Half Page Ad	\$1,000	<b>SOLD</b>	<b>SOLD</b>
Visitor Full Page Ad	\$1,000		
Visitor Brochure Inside Front Cover	\$1,300 exclusive	<b>SOLD</b>	<b>SOLD</b>
Visitor Brochure Inside Back Cover	\$1,300 exclusive		
Show Guide Inside Front Cover, Full Page Ad	\$1,600 exclusive	<b>SOLD</b>	<b>SOLD</b>
Visitor Brochure Center Spread	\$2,000 exclusive		
<b>Mobile App:</b>	<b>Price</b>	<b>Quantity</b>	<b>Cost</b>
Featured Listing: includes logo w/company listing, & additional listing in featured sect. of mobile app	\$500		
Promoted Posts: includes 140 character text	\$1,000 per post		
Push Message: everyone who downloads the app will receive your messages (as long as enabled)	\$1,000 per message		
Scavenger Hunt Participant: drive extra traffic to your booth	\$1,000		
<b>Web:</b>	<b>Price</b>	<b>Quantity</b>	<b>Cost</b>
Online Floor Plan Banner: includes logo, 140 character fly-out, hyperlink, & zoom to booth	\$1,200		
Website Banner: optimized for web & mobile view, exhibitor provides graphic & hyperlink (1,140 x 190 px)	\$1,300		
Website Banner: optimized for web & mobile view, exhibitor provides graphic & hyperlink (1,140 x 285 px)	\$1,500		
eNewsletter Feature: includes 150 words, image, and hyperlink	\$1,500		
Website Banner: optimized for web & mobile view, exhibitor provides graphic & hyperlink (1,140 x 380 px)	\$1,700		
Registration Confirmation Banner	\$6,500		
On-Site Registration Screen Saver	\$6,500		
<b>Onsite Signage: Deadline to secure and submit design is June 30, 2021.</b>	<b>Price</b>	<b>Quantity</b>	<b>Cost</b>
Pens & Notepad Combo for Symposium: exhibitor responsible for production	\$2,000		
Face Mask Sponsor: must be disposable, exhibitor responsible for production	\$3,000		
Sanitation Station	\$3,500		
Symposium Sponsor	\$3,500 exclusive		
Concessions Sponsor: includes 8.5" x 11" sign on concession tables	\$5,000 exclusive		
<b>Signage &amp; Clings: Deadline to secure is June 30, 2021.</b>	<b>Price</b>	<b>Quantity</b>	<b>Cost</b>
Hanging Banners & Wraps	request quote		
Glass Clings	request quote		
Floor Decals	request quote		
Aisle Sign Dangler (4' x 2') aisle of choice	\$1,200 ea		
Meterboard Signage (38" x 87")	\$1,500 ea		
Floor Plan Cling Ad Space (Ask for Dimensions)	\$1,500 ea		

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

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

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

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

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

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

Please submit this order form to [TTNAsales@usa.messefrankfurt.com](mailto:TTNAsales@usa.messefrankfurt.com) to secure your selected opportunities. Once submitted, a Techtextil North America 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:** Phone: +1 (770) 984 8016  
Email: [TTNAsales@usa.messefrankfurt.com](mailto:TTNAsales@usa.messefrankfurt.com)