

techtextil
NORTH AMERICA

MAY 6 – 8, 2025
ATLANTA, GEORGIA

Advertising & Sponsorship Opportunities

Digital Sponsorship Opportunities

Digital sponsorships at the Techtextil North America trade show provide exhibitors and brands with high-visibility opportunities to engage with a targeted audience of industry professionals. These sponsorships may include digital advertising placements on the event's website, app, and email campaigns, offering year-round exposure. They are designed to increase brand awareness and drive traffic to exhibitors' booths, enhancing networking opportunities and maximizing ROI for sponsors. With tailored packages, digital sponsorships help companies strengthen their presence and reach beyond the physical event.

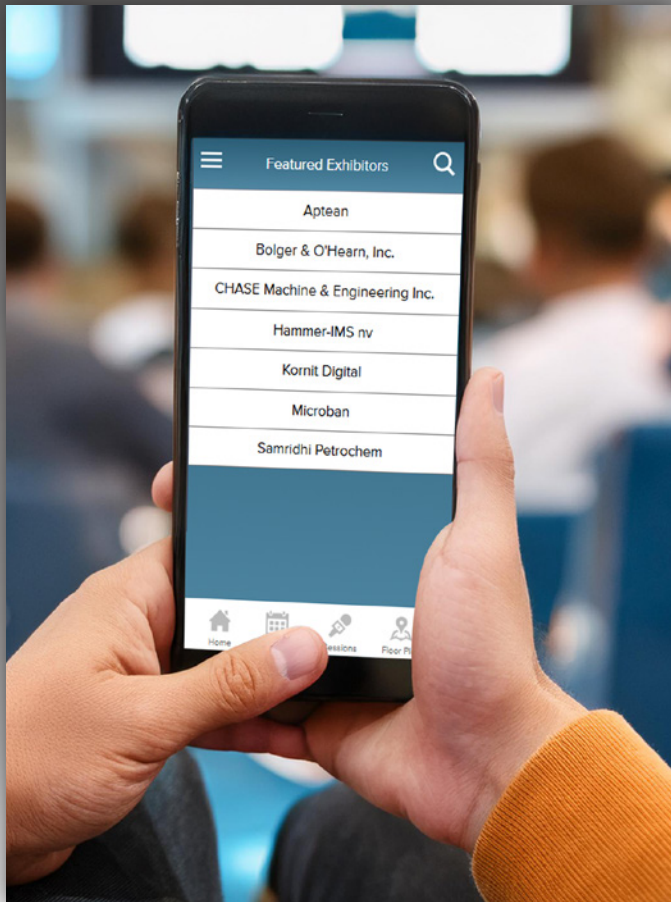
DIGITAL SPONSORSHIPS | MOBILE APP

DEADLINE TO SECURE AND SUBMIT DESIGN IS MARCH 14, 2025

MOBILE APP FEATURED LISTING

- ▶ Includes logo with company listing, and additional listing in featured section of the mobile app

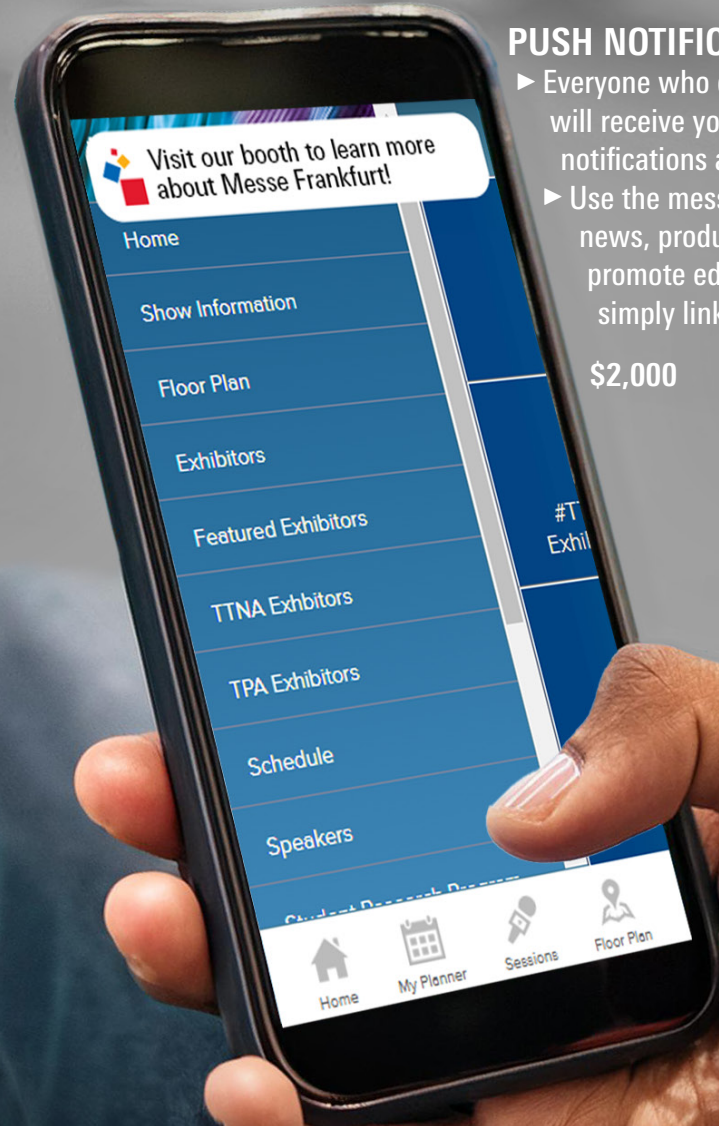
\$1,800



PUSH NOTIFICATIONS

- ▶ Everyone who downloads the app will receive your message (as long as notifications are enabled)
- ▶ Use the messaging system to relay news, product announcements, promote educational sessions or simply link to your website

\$2,000



ONLINE FLOOR PLAN BANNER

- ▶ Includes logo, 140 character fly-out, hyperlink, and zoom to booth

\$2,200

ENEWSLETTER FEATURE

- ▶ 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

\$2,000

REGISTRATION CONFIRMATION BANNER

- ▶ Feature your company banner ad on ALL registration confirmation emails to ensure exposure to every visitor at the show
- ▶ **Exclusive**

\$5,500

Onsite Sponsorship Opportunities

Onsite sponsorships at Techtextil North America, such as directional signs, banners, and clings, provide exhibitors with prominent visibility throughout the event venue. These high-traffic placements ensure attendees encounter sponsor branding as they navigate the show floor, attend sessions, or visit exhibits. Strategically placed at key locations like entrances, escalators, and walkways, these sponsorships help guide attendees and draw attention to sponsor exhibits. By increasing exposure and engagement, these opportunities enhance brand presence during the live event.

Deadline to secure and submit designs is March 14, 2025.





FLAGPOLE BANNER SPONSORSHIP

- ▶ Request quote



COLUMN WRAPS

- ▶ Request quote



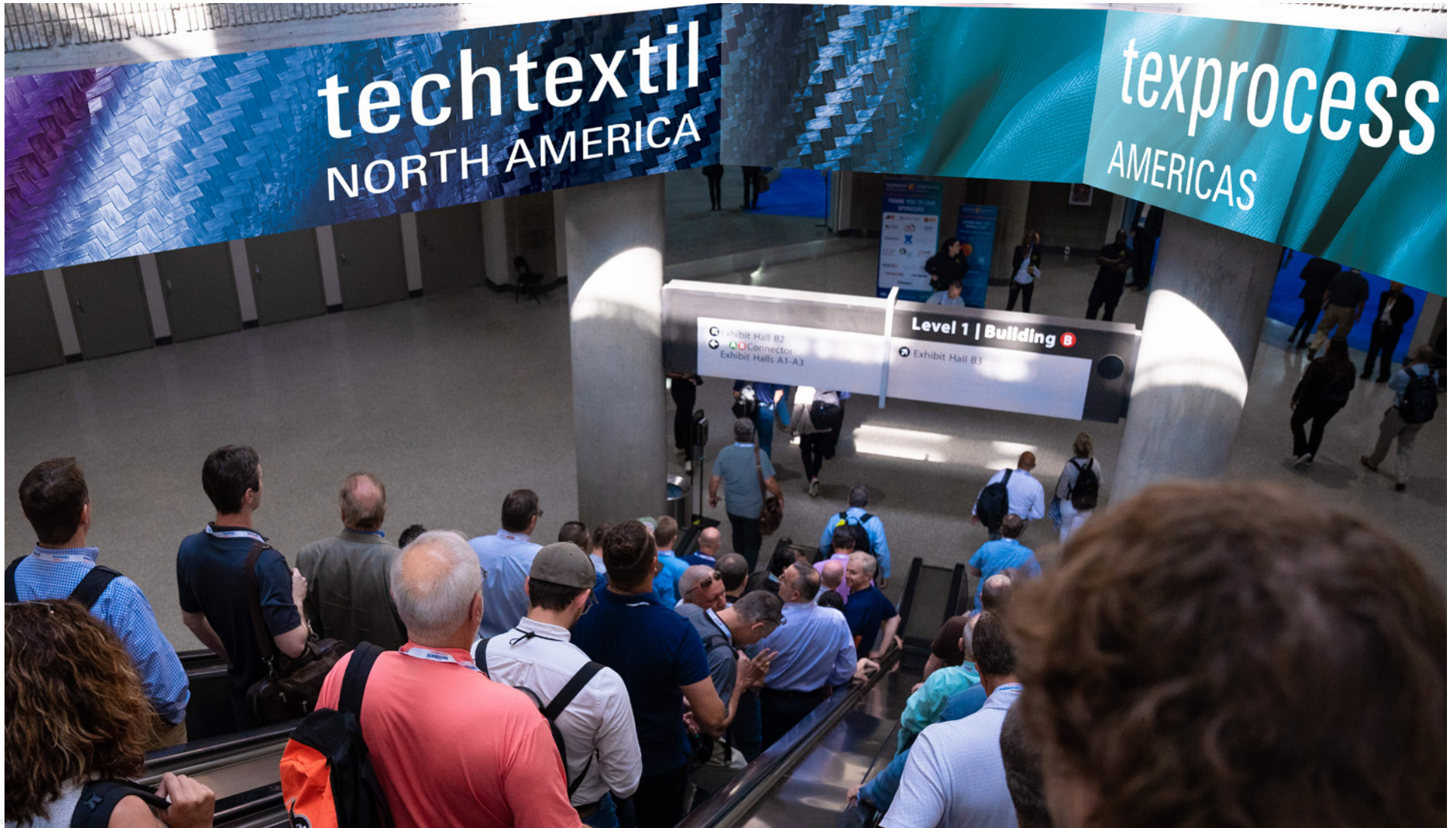
AISLE SIGN DANGLER

- ▶ See your company logo and booth number displayed at the bottom of an aisle sign in
- ▶ Specific aisle signs may be requested
- ▶ 48" x 24"
- ▶ Limited availability

\$1,800 each

ONSITE SPONSORSHIPS | SIGNAGE

DEADLINE TO SECURE AND SUBMIT DESIGN IS MARCH 14, 2025



HANGING BANNERS

CONCOURSE/SHOWFLOOR

► Request quote

💡 HAVE ANOTHER IDEA? CONTACT US AT TTNASALES@USA.MESSEFRANKFURT.COM



55" MOBILE MONITORS

- ▶ Plug and play
- ▶ 20 monitors available

\$2,250 each



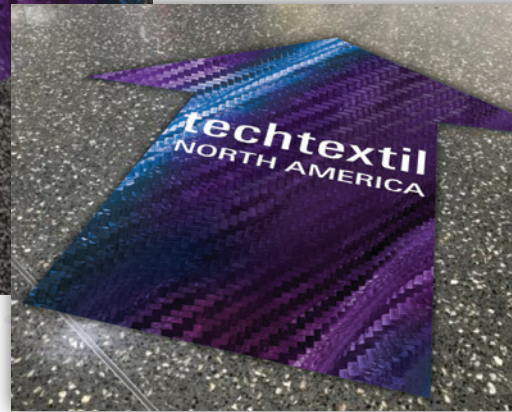
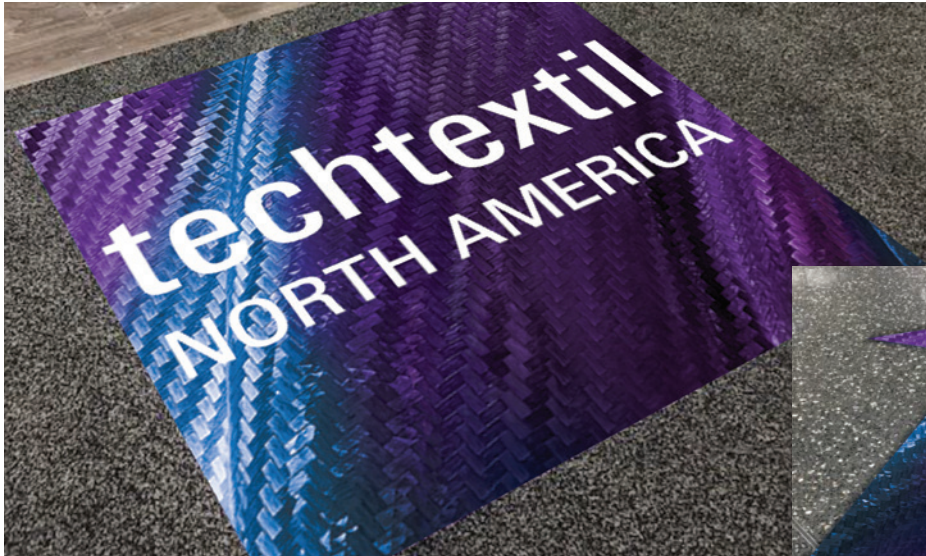
METERBOARD SIGNAGE

- ▶ Your company advertisement brilliantly displayed on one double-sided panel
- ▶ Choose from a variety of key, high-visibility locations

\$2,250 each

ONSITE SPONSORSHIPS | DOOR & FLOOR CLINGS

DEADLINE TO SECURE AND SUBMIT DESIGN IS MARCH 14, 2025



CARPET FLOOR CLINGS

CONCOURSE/SHOWFLOOR

- ▶ Request quote



DOOR CLINGS

- ▶ 48" x 24"
- ▶ Front entrance doors
- ▶ Rotunda doors
- ▶ Locations based on availability, first come, first served

\$2,500 each

ONSITE SPONSORSHIPS | ESCALATORS

DEADLINE TO SECURE AND SUBMIT DESIGN IS MARCH 14, 2025

ESCALATOR STEPPACKAGE

- ▶ Production, installation, and removal
- ▶ 2 sets of steps
- ▶ 4 escalator runners
- ▶ 6 middle faces

Request quote

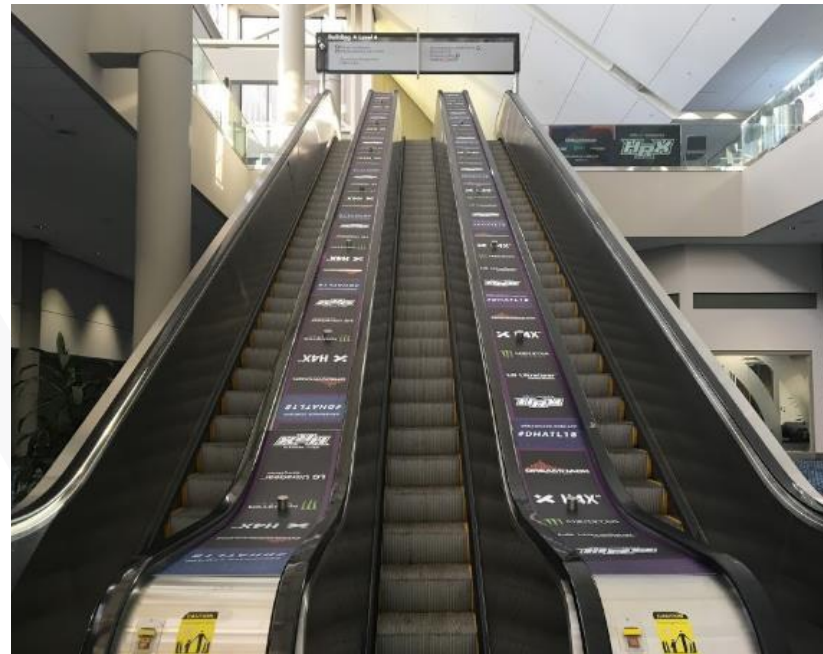


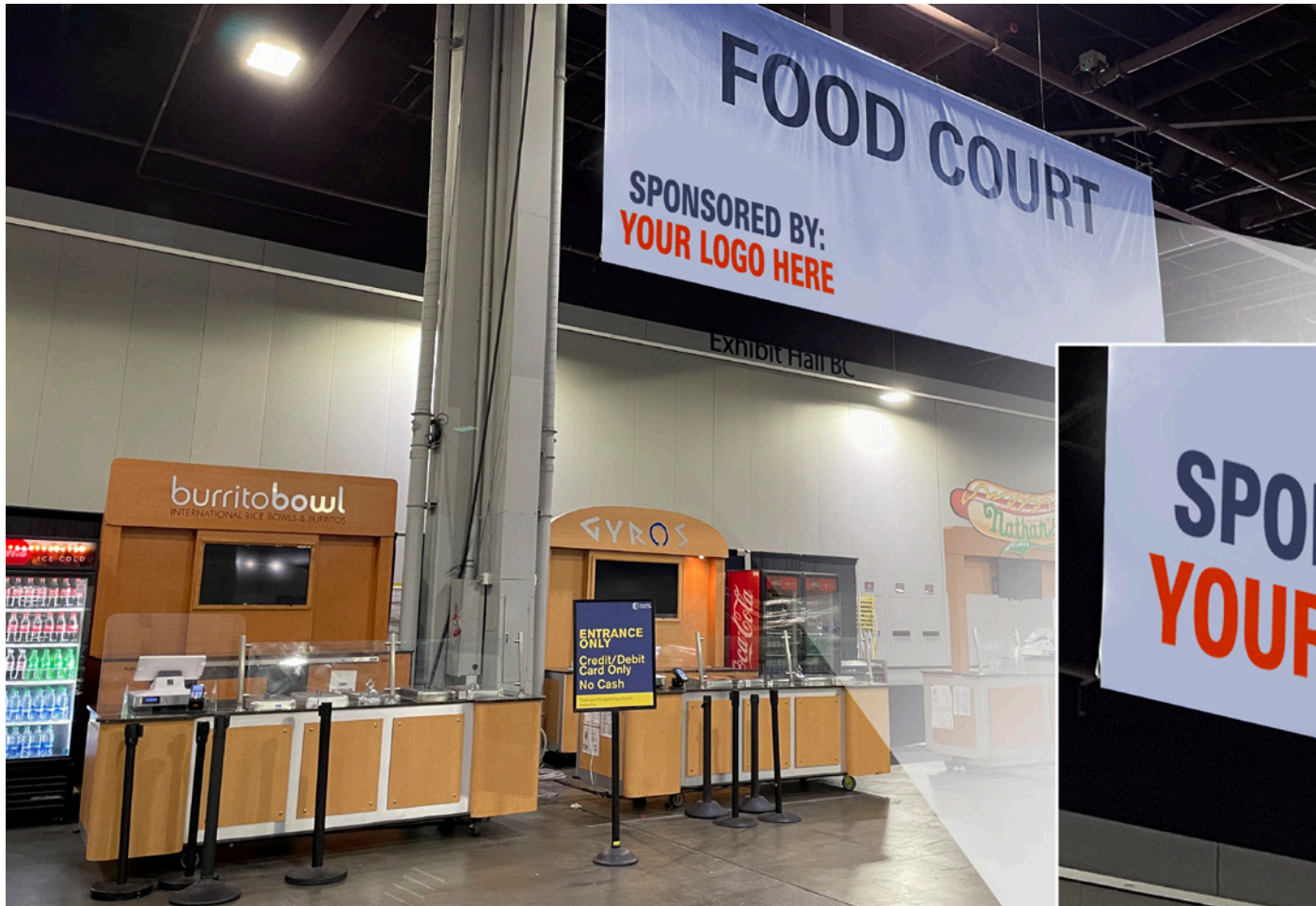
ESCALATOR RUNNERS

AVAILABLE FOR BUILDINGS A OR B

- ▶ Production, installation, and removal
- ▶ 8 available

Request quote





CONCESSIONS SPONSOR

- ▶ Includes 8.5" x 11" signage on concession tables
- ▶ Logo on overhead signage
- ▶ Exclusive

\$5000 PER CONCESSION AREA DESK

ONSITE SPONSORSHIPS | EXPERIENCES

DEADLINE TO SECURE AND SUBMIT DESIGN IS MARCH 14, 2025



SYMPOSIUM SPONSOR

- ▶ Sponsor signage near the session and coffee break locations
- ▶ Logo on the projector before the sessions start
- ▶ Distribution of company literature near coffee break location
- ▶ **Exclusive**

\$3,500 PER SESSION



WATER COOLER

► Description

\$1,000 EACH

BAG SPONSORSHIP

► Description

\$12,000 ORGANIZER PRODUCED

\$6,000 SPONSOR PRODUCED



Experience Sponsorship Opportunities

Experience sponsorships at Techtextil North America create immersive brand interactions, allowing exhibitors to engage attendees through sponsored lounges, networking events, and interactive displays. These hands-on experiences are strategically designed to foster deeper connections with industry professionals, drawing attention to sponsor brands in memorable and meaningful ways. Whether through hosting exclusive events or curating a branded environment, these sponsorships amplify exposure while providing attendees with unique opportunities to experience your brand firsthand.

EVENT SPONSORSHIP | RECEPTION AT DER BIERGARTEN

DEADLINE TO SECURE AND SUBMIT DESIGN IS MARCH 14, 2025

The Official Techtextil North America & Texprocess Americas Reception will be held on Tuesday, May 6 from 6:00 - 10:00 PM.

ELITE SPONSOR

- ▶ Recognition on event promotions and website(s) SPESA and Texprocess Americas and/or Techtextil North America
- ▶ Social Media shout outs on both the SPESA, Texprocess Americas and/or Techtextil North America
- ▶ 3 months of advertisements in Behind the Seams
- ▶ Logo on relevant event signage with QR code directing people to your website and booth #
- ▶ VIP area for up to 12 guests
- ▶ Recognition in welcome speech delivered by the event hosts
- ▶ 2 sponsorship packages available

\$7,500 PER CONCESSION AREA DESK

HOST SPONSOR

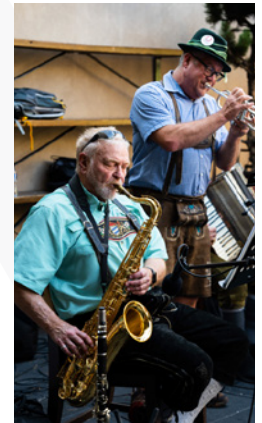
- ▶ Recognition on event promotions and website(s) SPESA and Texprocess Americas and/or Techtextil North America
- ▶ Social Media shout outs on both the SPESA, Texprocess Americas and/or Techtextil North America
- ▶ 2 months of advertisements in Behind the Seams
- ▶ Logo on relevant event signage with QR code directing people to your website and booth #
- ▶ VIP area for up to 6 guests
- ▶ Recognition in welcome speech delivered by the event hosts
- ▶ 2 sponsorship packages available

\$5,500 PER CONCESSION AREA DESK

SUPPORTER SPONSOR

- ▶ Recognition on event promotions and website(s) SPESA and Texprocess Americas and/or Techtextil North America
- ▶ Social Media shout outs on both the SPESA, Texprocess Americas and/or Techtextil North America
- ▶ 2 months of advertisements in Behind the Seams
- ▶ Logo on relevant event signage with QR code directing people to your website and booth #
- ▶ VIP area for up to 6 guests
- ▶ Recognition in welcome speech delivered by the event hosts
- ▶ 2 sponsorship packages available

\$4,000 PER CONCESSION AREA DESK



COMMEMORATIVE BEER STEIN

- ▶ Exclusive opportunity
- ▶ Promotion (photos) in the onsite newsletter that is sent to all visitors
- ▶ Social media promotion on SPESA, #TPA and #TTNA channels
- ▶ Logo on stein (sponsor to provide high resolution logo for imprint on cup – show logo will be on the opposite side)
- ▶ Listed as a sponsor on the SPESA and the Texprocess Americas website(s)

Request quote



TECHTEXTIL NORTH AMERICA | SPONSORSHIP AGREEMENT

MAY 6-8, 2025 • GEORGIA WORLD CONGRESS CENTER • ATLANTA, GEORGIA USA

Mobile App	Price	Quantity	Cost
Featured Listing	\$1,800		
Push Message (Everyone who downloads the app will receive your messages, while enabled.)	\$2,000 per message		
Web	Price	Quantity	Cost
Online Floor Plan Banner	\$2,200		
eNewsletter Feature (Exhibitor provides copy, image and hyperlink.)	\$2,000		
eNewsletter Feature - 3 feature bundle	\$5,500		
Registration Confirmation Banner	\$5,500		
Onsite Signage (Deadline to secure and submit design is March 14, 2025.)	Price	Quantity	Cost
Flagpole Banner Sponsorship	Request quote		
Door Clings	\$2500 each		
Rotunda Column Wraps	Request quote		
Mobile Monitors (20 monitors available)	\$2,250 each		
Carpet Floor Clings (Concourse/Show floor)	Request quote		
Door Clings	\$2000 each		
Water Cooler	\$1000 each		
Hanging Banners and Rigged Signs	Request quote		
Bag Sponsorship (If produced by organizer)	\$12,000		
Bag Sponsorship (If produced by sponsor)	\$6,000		
Symposium Sponsor	\$3,500 per session		
Concessions Sponsor	\$5,000 per area		
Aisle Sign Dangler	\$1,800 each		
Meterboard Signage	\$2,250 each		
Escalator Runners (Available for Buildings A or B)	Request quote		
Escalator Step Package	Request quote		
Reception At Der Biergarten Sponsorship	Price		
Elite Sponsor (2 available)	\$7,500		
Host Sponsor (2 available)	\$5,500		
Supporter Sponsor	\$4,000		
Commemorative Beer Stein (Exclusive opportunity)	Request quote		

Messe Frankfurt Inc. • 3200 Windy Hill Road, Suite 500 W • Atlanta, Georgia 30339 • Phone: +1 678-737-8029

TECHTEXTIL NORTH AMERICA | SPONSORSHIP AGREEMENT

MAY 6-8, 2025 • GEORGIA WORLD CONGRESS CENTER • ATLANTA, GEORGIA USA

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 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.

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.

Please submit a high-res logo file with your sponsorship application form.

Deadline to secure and submit design is March 16, 2024.

techtex

NORTH AMERICA

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