

# 2012 Advertising and Sponsorship Brochure

April 24 - 26, 2012  
Georgia World Congress Center  
Atlanta, Georgia USA

**techtex**til  
NORTH AMERICA

International Trade Fair for  
Technical Textiles and Nonwovens

April 24 - 26, 2012  
Georgia World Congress Center  
Atlanta, Georgia USA



[www.techtexilNA.com](http://www.techtexilNA.com)

Now incorporating:



**texprocess**  
AMERICAS

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

April 24 - 26, 2012  
Georgia World Congress Center  
Atlanta, Georgia USA



[www.TexprocessAmericas.com](http://www.TexprocessAmericas.com)

Co-produced by:



# Show Directory

Advertise in the official Techtextil North America and Texprocess Americas Show Directory



## Drive Show Attendees To Your Booth

Make certain show attendees know you are exhibiting and where they can find you by advertising in the official Techtextil North America and Texprocess Americas show directory.

This digest-sized exhibitor directory - which will be distributed to all show attendees - includes full contact information for all exhibitors, a hall map, and other important show information.

## Show Director Ad Rates and Specs\*

|   |         |
|---|---------|
| Inside Front Cover (Techtextil North America Section) | \$1,300 |
| Inside Front Cover (Texprocess Americas Section)      | \$1,300 |
| Page One (Techtextil North America Section)           | \$1,300 |
| Page One (Texprocess Americas Section)                | \$1,300 |
| Full page, 4 color                                    | \$1,000 |
| Full page, black & white                              | \$850   |
| Half page, 4 color                                    | \$850   |
| Half page, black & white                              | \$700   |
| *(all rates are net prices)                           |         |

|   |                        |
|---|------------------------|
| <i>Full Page, Bleed</i>                       | <i>5.0625 x 7.5</i>    |
| <i>Full Page</i>                              | <i>4.625 x 7.5</i>     |
| <i>Half Page, Bleed</i>                       | <i>5.0625 x 4.1875</i> |
| <i>Half Page</i>                              | <i>4.625 x 3.625</i>   |
| <i>Live area - keep 1/4" inside trim size</i> |                        |

**techtextil**  
NORTH AMERICA

**texprocess**  
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# More Traffic



## Billboard Ad Panels

### Multiple Locations

Your company name, logo, booth number and advertisement brilliantly displayed on one single-sided, 37" W x 87" H panel.

A variety of high-visibility locations are available.

- Sponsor provides artwork
- Production costs are included

### Investment:

- US \$1,000 per single sided panel



## Aisle Sign Sponsor

### Multiple Locations

See your company logo and booth number displayed at the bottom of an aisle sign in a prominent position on the show floor.

Specific aisles may be requested.

- Sponsor is responsible for providing artwork
- Production costs are included for the 2'H x 4'W signs

### Investment:

- US \$1,000 per double sided sign

# More Exposure

## Lanyard Sponsorship



Ensure high impact show exposure with your company name and logo printed on the badge lanyard worn by every show participant.

The lanyards will be distributed to all attendees at the registration and badge holder pick-up counters

Show Management must approve design prior to production.

### Exclusive Opportunity Investment:

- Sponsor is responsible for production and shipping of dual-clip, double sided lanyards to the show
- US \$10,000 (Rights Only) for 10,000 lanyards

### Dual Opportunity Investment:

- Sponsor is responsible for production and shipping of dual-clip, double sided lanyards to the show
- US \$6,000 (Rights Only) for 5,000 lanyards

## Official Show Bags

### Exclusive Opportunity

Convenient and collectible, our complimentary Techtex North America and Texprocess Americas show bags will be an attendee favorite.

One side of the bag features the Techtex North America logo and Texprocess Americas logo. The other side features your branding. Drive buyers to your booth and enhance your image with the bag that they receive upon arrival and take back to their office after the show.

Show Management must approve design prior to production

### Investment:

- Sponsor is responsible for production and shipping of a minimum of 5,000 bags.
- US \$5,000 (Rights Only)



# More Impact



## Registration Counter Pens

### Exclusive Opportunity

Form a lasting impression with attendees as they complete their registration forms and take notes in seminars and on the show floor. This sponsorship spans beyond the show when attendees carry your marketing message back to their office.

Show Management must approve design prior to production.

### Investment:

- Sponsor is responsible for production and shipping of a minimum of 3,000 pens to the show
- US \$2,500 (Rights Only)

## Attendee Badge Insert

### Exclusive Opportunity

Take advantage of this exclusive opportunity to reach every attendee as they step onto the show floor.

All attendees will receive your company's insert in their badge holder and no buyers are admitted to the show without one.

### Investment:

- Sponsor to provide a minimum of 8,000 printed inserts to size specifications provided by Show Management
- US \$5,000 (Rights Only)



# More Awareness



## Banners

### Multiple Opportunities

Grab their attention with your company name, logo, and/or booth number displayed at the show.

A variety of high-visibility locations are available.

- Sponsor is responsible for providing artwork
- Production and rigging costs are included for the single sided banner

### Investment:

- \$25 per square foot

## Carpet Stickers

### Multiple Opportunities

What better way to showcase your company name than right at the attendees feet? Advertise your company name, logo and booth number on high traffic aisles directly on the trade show floor.

A variety of high-visibility locations are available.

- Sponsor is responsible for providing artwork
- Production costs are included for the carpet sticker

### Investment:

- US \$1,000 per 4'x4' sign



# More Contacts



## Symposium Session Sponsor

### Multiple Opportunities

Showcase your company alongside one of the Techtextil North America or Texprocess Americas Symposium sessions.

Choose from several sessions and target the attendees most interested in your products and services.

As a Session Sponsor, your company will receive:

- Logo in the Show Directory next to the corresponding session
- Rights to distribute company literature prior to the start of the sponsored session
- The honor of introducing the speakers during that session

### Investment:

- Starting at US \$3,000

## Customized Sponsorships

### Have another idea?

Sponsorship opportunities can be tailored to your goals, needs and your budget.

Ask about special rates for combined sponsorship opportunities!

Please contact your Sales Manager:  
Whitney West  
Phone: 1.678.732.2418  
Email:  
whitney.west@usa.messfrankfurt.com

### Reserve your sponsorship now!

Opportunities are available on a first-come, first-served basis and deadlines are fast approaching.



# Sponsorship Agreement

**techtex**til  
NORTH AMERICA

April 24 - 26, 2012  
Georgia World Congress Center • Atlanta, Georgia USA

**texprocess**  
AMERICAS

## Please select your sponsorship opportunity:

**Deadline: March 2, 2012**

|  |                            |                         |
|--|----------------------------|-------------------------|
| <input type="checkbox"/> Billboard Ad Panel                                    | \$1,000                    | Quantity: _____ = _____ |
| <input type="checkbox"/> Aisle Sign Sponsor                                    | \$1,000                    | Quantity: _____ = _____ |
| <input type="checkbox"/> Lanyard Sponsorship                                   | \$10,000 <i>or</i> \$6,000 | _____                   |
| <input type="checkbox"/> Official Show Bags                                    | \$5,000                    | _____                   |
| <input type="checkbox"/> Registration Counter Pens                             | \$2,500                    | _____                   |
| <input type="checkbox"/> Attendee Badge Insert                                 | \$5,000                    | _____                   |
| <input type="checkbox"/> Single Sided Banner                                   | \$25 per sqf               | Quantity: _____ = _____ |
| <input type="checkbox"/> Carpet Stickers                                       | \$1,000                    | Quantity: _____ = _____ |
| <input type="checkbox"/> Symposium Session Sponsor                             | \$3,000                    | Quantity: _____ = _____ |
| Show Directory   |                            |                         |
| <input type="checkbox"/> Inside Front Cover (Techtextil North America Section) | \$1,300                    | _____                   |
| <input type="checkbox"/> Inside Front Cover (Texprocess Americas Section)      | \$1,300                    | _____                   |
| <input type="checkbox"/> Page One (Techtextil North America Section)           | \$1,300                    | _____                   |
| <input type="checkbox"/> Page One (Texprocess Americas Section)                | \$1,300                    | _____                   |
| <input type="checkbox"/> Full Page, 4 color                                    | \$1,000                    | _____                   |
| <input type="checkbox"/> Full Page, black & white                              | \$850                      | _____                   |
| <input type="checkbox"/> Half Page, 4 color                                    | \$850                      | _____                   |
| <input type="checkbox"/> Half Page, black & white                              | \$700                      | _____                   |

Total Sponsorship= \_\_\_\_\_

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

Messe Frankfurt, Inc., 1600 Parkwood Circle, Suite 615, Atlanta, GA 30339, Phone: 1.770.984.8016 x411, Fax: 1.770.984.8023

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

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

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

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

\*By providing your fax number, and/or email address you are consenting to receive communications from Messe Frankfurt, Inc. and it's affiliates via these media.

## Payment Information:

### Check Inclosed

Make checks payable to:  
Messe Frankfurt, Inc./1600 Parkwood Circle,  
Suite 615/Atlanta, GA, USA 30339  
\*Please write: TTNA/TPA12 Sponsor on check  
Note: Funds accepted in US dollars only.

### Wire Transfer:

Please call 1.770.984.8016 x411 for details.

## Sponsorship 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, Inc. with all company logos and materials for use with any sponsorship, and that all company logos and materials are subject to approval by Messe Frankfurt, Inc.

Please note that cancellation of exhibit space automatically cancels any sponsorship agreement as well.

**We agree to abide by the conditions outlined above.**

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