

Marketing, Branding & Sponsorship Opportunities

June 22-24, 2022
Rosemont, IL



Show Bag



Opening Night Reception



Eblast Ads
Product Highlight



Eblast Logo With Link



Show Bag Inserts



Fashion
Boulevard



Influencer VIP
Networking Event



Homepage Banner



Show
Breakfast



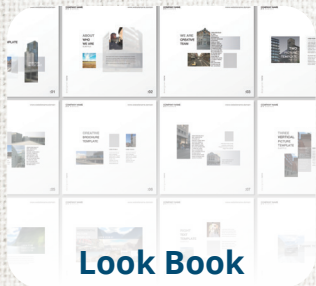
VIP Lounge



reCHARGE
Lounge



Show Lanyard



Look Book



Educational Programs



Coffee Break Conference



hh-americas.com

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Marketing, Branding & Sponsorship Opportunities

Your name and logo side by side with the h+h americas brand – a powerful way to build influence and get your message in front of key stakeholders and decision makers. h+h americas offers a variety of opportunities to help extend your brand's presence from beyond just having a booth. From preshow messaging to traditional on-site branding and attendee amenities, there are multiple opportunities for exposure and engagement to drive attendees to your exhibit.

Opportunities can be customized – **Contact us for advice today!**

SHOW Bag - \$2,500

Sponsor the official Show Bag making each attendee your personal walking advertising model.

- Sponsorship includes the right to produce the “official” Show Bag with h+h americas and your logo.
- Fee does not include production.

SHOW Bag Inserts - \$500 (per insert)

Stand out among your competition! Include your company literature in the official show bag and gain attention by attendees when they arrive at the show.

SHOW Lanyard – \$2,500

Create thousands of walking ads by putting your company name around the neck of every h+h americas attendee! Lanyards will be distributed with badges to every attendee at the official show registration area.

- Opportunity to include company logo and booth number.
- Choice of up to 2 colors on a lanyard.
- Production cost not included.

FASHION Boulevard - \$2,100

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 with your products and on display for all to review.

- 1 hour fashion displays (2 participating sponsors at a time).
- 10 Mannequins wearing your products. Placement in the Fashion Boulevard.
- Each mannequin will have QR code link to additional information about the garment.

PREVIEW Night Party – \$1,100 (4 opportunities)

Join us in welcoming the industry to the official PREVIEW Night Party. As an official sponsor you will gain recognition among your industry peers for bringing our community together.

- Each sponsor provided with a beverage station placed at their booth creating the opportunity to connect with show attendees and invite them to their booth when the show officially opens.

LOOK Book - starting at \$1,750

In partnership with Prime Publishing, h+h americas will publish a direct-to-consumer post-show Look Book.

The Look Book is designed to inspire and encourage consumers to order your products at their local retailers and online. The publication will be available in early fall to energize holiday season sales. Every exhibitor will receive 1 full-page ad and a page for a project/pattern which will face their ad for FREE. This special sponsorship is for premium placement and additional pages for your brands. Prime Publishing is expecting over 1 million views with more than 50,000 downloads.

Sponsorship Options:

Option I: (Premier Position): Want to stand out? Place your free ad at a premium position - Front inside cover or Back cover with an active link for \$2,500. Only two opportunities available.

Option II: (Regular Position): More than one brand to promote? Order a second ad to showcase additional project patterns for \$1,750. The Look Book editorial team will set up your Brand Profile (Logo, Bio, Product Info and Links) to your website & social media and table of content listing with company name.

SHOW Breakfast - \$1,100 (4 opportunities per day)

Sponsor the most important meal of the day...attendee breakfast.

- Each sponsor receives a beverage station placed at their booth providing the opportunity to connect with show attendees and invite them to their booth when the show officially opens.



INFLUENCER VIP Networking Party - \$1,995

(limited to 10 companies)

Join h+h americas and Prime Publishing for an intimate networking session with the industries top influencers. Your sponsorship covers:

- 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.
- Your logo included on a special goody bag. Each sponsor will provide 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 appropriate fiber or fabric site(s).

VIP Lounge - \$1,350

See and be seen by h+h americas key buyers, sponsor the VIP lounge:

- Distribute your company literature within the lounge.
- Option to offer company branded giveaways.
- The lounge will be branded with the sponsor's logo.

RECHARGE Lounge - \$1,600

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

- The reCHARGE lounge will give the show guests an opportunity to rest their feet, meet with one another and charge their phones. The area will be branded with the sponsor's logo.
- Sponsor will be allowed to place company literature in the lounge.

COFFEE Break Conference - \$550 *(per break)*

Sponsor a coffee station. Stand out by providing a coffee break to conference attendees! 5 opportunities available.

- This special area will be branded with the sponsor's logo.
- Opportunity to additionally sponsor coffee sleeves or napkins at an extra cost.



EDUCATIONAL Programs - \$800 *(per session)*

Support an educational program:

- Opportunity to introduce the speaker(s).
- On-site signage provided, including your logo on the podium.
- The opportunity to distribute your company literature on the chairs of the meeting room.
- Sponsor promoted on the official show web site and onsite directory.

KEYNOTE Speaker - \$1,750 *(exclusive opportunity)*

Sponsor the opening day keynote speaker:

- Sponsor's logo will be included with the event communication and on all show related signage.
- Opportunity to introduce the speaker.
- On-site signage provided, including your logo on the podium.
- Opportunity to place your own signs at the entrance of the conference room.
- The opportunity to distribute your company literature on the chairs of the meeting room.
- Sponsorship promoted on the official show website, onsite directory, social media and via dedicated eblast.

Homepage Banner - \$900 *(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 visitor.

- Sponsorship includes a banner with a link to your website.
- Your ad will go live at the time of sponsorship booking and will be prominently placed on the h+h americas site during all months leading up to our event. Early booking guarantees highest number of impressions.

EBLAST Ads - Product Highlight - \$500 *(per email)*

Incorporate your product highlight into the h+h americas monthly newsletter. Gain exposure in advance of the show and get in front of all potential attendees.

- Sponsorship includes a banner + product highlight description.
- This sponsorship is per email newsletter. One newsletter per month.

EBLAST Logo with Link - \$250 *(per email)*

Incorporate your ad into the h+h americas monthly newsletter and gain exposure in front of all potential attendees.

- Sponsorship includes company logo placement with a hyperlink to your website.
- This sponsorship is per email newsletter. One newsletter per month.