Elevate Your Brand

Become an Official Sponsor and Marketing Partner

May 6–8, 2026 Conference begins May 5

Call today; take your brand to the next level.

CREATE BRAND AWARENESS | CONNECT | GENERATE DEMAND

h+h americas

Maximize Your Brand Impact:

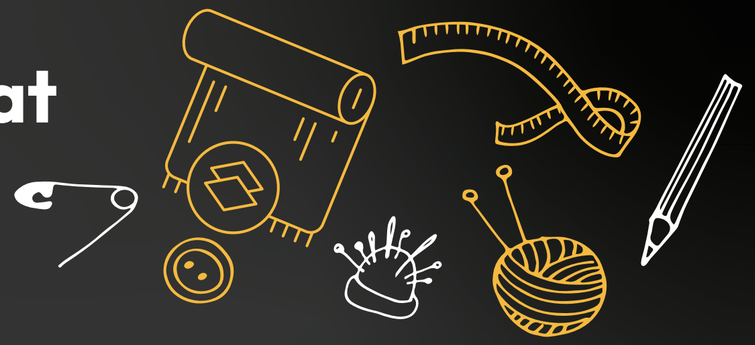
Official Sponsorship and Marketing Upgrades at h+h americas

1. **Amplify Your Reach:** Gain unparalleled exposure to industry leaders and key decision-makers.
2. **Exclusive Opportunities:** Access premium sponsorship packages tailored to enhance your brand visibility.
3. **Engage Directly with Your Audience:** Create meaningful connections through targeted marketing strategies.
4. **Boost Your ROI:** Leverage our comprehensive marketing upgrades to drive traffic to your booth and increase lead generation.
5. **Elevate Your Brand Presence:** Stand out from the competition with customized promotional activities and branding options.

Day 1-Video Highlight

Opportunities start at $150.00

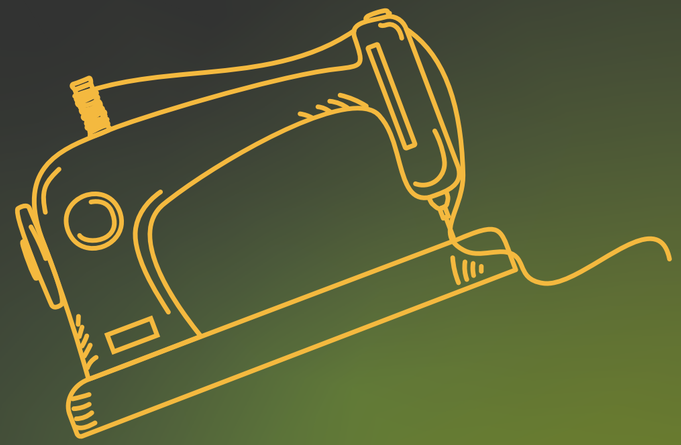
3 reasons to boost your brand at h+h americas 2026



The place where creativity meets business. Showcase your brand and products to hundreds of attendees, including potential customers and industry leaders. This is an excellent opportunity to increase your visibility and credibility in the market.

Reach your target audience and network with key decision-makers from over 41 countries! h+h americas attracts a dedicated and diverse audience of craft wholesale buyers, suppliers, and experts from across the country and worldwide. They are looking for the latest trends and innovative products in the industry, and you can be the one to provide them.

Boost sales and ROI – generate leads and launch new products. Demonstrate your products and services directly to motivated buyers ready to make purchasing decisions. You can generate leads, close deals, and increase revenue at this event.



2025 BY THE NUMBERS!

A TRUE SUCCESS | BRINGING THE COMMUNITY TOGETHER

Key Event Highlights

- **5,180** Attendees from **48** different nations
- Registrations from all **50** states plus **2** US territories
- **2,266** – Final decision makers or significant decision maker authority
- Content who attended this year's event reached over **19,751,216** customers with their posts and received **51,525,502** interactions. Source: Gosadi
- **558** Exhibitors from **27** nation's (**34%** increase in exhibitors)

The TOP Product Categories Attendees are looking for at h+h americas

- **Knitting**
- **Quilting**
- **Crocheting**
- **Weaving**
- **Sewing**
- **Embroidery**
- **Jewelry**
- **Beading**

The TOP 4 out of 15 Primary Business Categories for Self-Designation

- **Retailer/Brick and mortar**
- **e-Commerce**
- **Designer**
- **Distributor/Supplier**

*2025 Koelnmesse Inc. Survey Information

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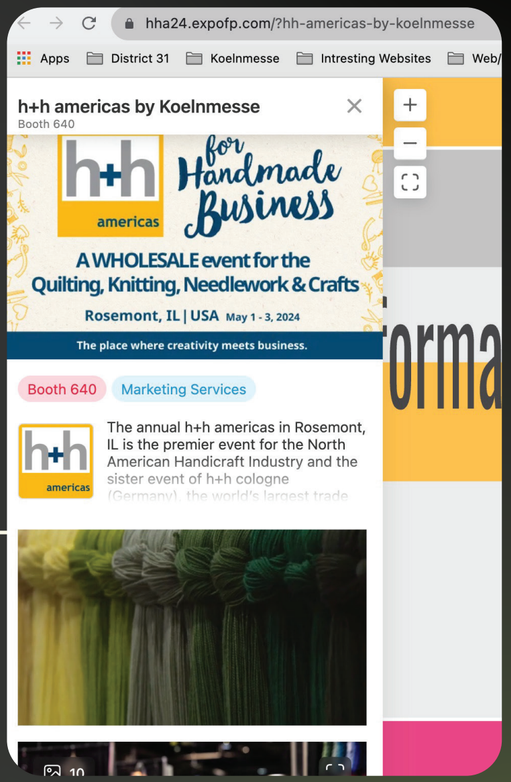
FREE Marketing For All Exhibitors:

- **FREE Lead Scanning (download the visitors your team scans)**
- **Welcome Wednesday Social Media Posts**
- **Basic Print Directory Listing**
- **Basic Mobile App Listing**
  - Logo
  - Description
  - Videos
  - Documents
  - Products
  - Links
- **Basic h+h connect Profile Listing**
  - Logo
  - Description
  - Videos
  - Documents
  - Products
  - Links
  - Company News
  - Goodie Bag Items
  - Job Postings
- **Floor Plan Profile Listing**
  - Logo
  - Description
  - Videos
  - Links
- **Unlimited FREE Visitor Tickets For Your Clients**
- **Custom Branded Graphics For Your Marketing**

DID YOU KNOW?

Your investment in h+h americas is put to work for your success. We market the event through numerous publication partners, extensive online digital ads, geofencing advertising, direct mail, and personal phone calls.



h+h americas

Welcome to our presentation highlighting the exciting marketing opportunities available at h+h americas 2026. We're thrilled to showcase how h+h americas is the premier trade show for the creative handicraft and hobby suppliers sector in North America. As an exhibitor or sponsor, we have outlined three ways you can maximize your marketing efforts.

Marketing Opportunities: These are the standard ways to promote your brand and products at the trade show, such as booth design, signage, flyers, and online presence.

Sponsorship Opportunities: These are the premium ways to increase your visibility and exposure at the trade show, such as sponsoring, a workshop, a networking event, or a special feature.

Unique Opportunities: These are the exclusive ways to stand out from the crowd and create a memorable impression on your potential customers, such as hosting a product launch, a demonstration, a contest, or a giveaway.

Review the following pages to find out more details about each opportunity and which is the right one to help you achieve your marketing goals!

$17,000 in cash and prize awarded at h+h americas 2025

h+h americas®

Marketing Opportunities

These are the standard ways to promote your brand and products at the trade show, such as booth design, signage, flyers and online presence.

SPECIAL PACKAGES

Package 1 — $320.00

- 1 Sample It • Company logo in the printed show directory

Package 2 — $470.00

- 1 Learning Lab • Company logo in the printed show directory

Package 3 — $495.00

- Product Showcase • Company logo in the printed show directory

Package 4 — $570.00

- 1/4 page directory ad • Company logo in the printed show directory

Package 5 — $870.00

- Show Bag Inserts • Company logo in the printed show directory

Exhibit Aisle Floor Stickers:

$200.00 per location

Make a Lasting Impression with Our Floor Decals at the Trade Show!

Transform the trade show experience with custom-branded 46" x 46" floor decals strategically placed throughout the aisles. These eye-catching decals are the perfect way to capture attention, guide visitors to your booth, and reinforce your brand message in a unique and memorable way.

Why Choose Our Floor Decals?

- **Prime Visibility:** Placed in high-traffic areas, your brand will be seen by thousands of attendees, ensuring maximum exposure.
- **Customizable Design:** Provide your own artwork to create a truly personalized and impactful design that resonates with your target audience.
- **Seamless Installation:** Our team takes care of the production and installation, allowing you to focus on engaging with potential customers.
- **Durable Quality:** Made with high-quality materials, our decals are built to withstand the bustling trade show environment while maintaining their vibrant appearance.

Pricing Details:

- **Inclusive Package:** Price includes both production and installation.
- **Flexible Placement:** Choose your preferred locations for optimal brand visibility.
- **Per Location Pricing:** Tailored pricing based on the number of locations you select.

Don't miss this opportunity to enhance your trade show presence. Stand out from the competition and leave a lasting impression with our customizable floor decals. Secure your spots today and make your brand the center of attention!

Contact us now to reserve your locations and elevate your trade show experience!

Show Directory Logo:

$170.00

Purchase a Logo Package and make sure your company stands out in the printed exhibitor directory and digital hall plan. Do you want to have your logo appear next to your exhibitor or brand listing in the printed exhibitor directory? Purchase a Logo Package to have your brand appear with your exhibitor listing in the printed exhibitor directory and on the digital hall plan.

- **Sponsor to provide logo artwork by the directory deadline.**

h+h americas

Sample It: $150.00 per table

Join Sample It! Sample It is a wholesale event and program for companies looking to get products into the community's hands. You can offer your products in a limited manner to support your wholesale growth. Attendees will be encouraged to also purchase samples at a designated event and from your booth.

- 1 table & 2 chairs will be provided for the preview night wholesale event on **Tuesday, May 5th at 7:00 pm.**
  Limit 3 additional tables to purchase.
- Your company will be listed in special pre-event communications, and on the website, to let attendees know of your participation.
- Participating exhibitors will be included in the directory + mobile app.

Sample It Bag Supplier:

$675.00 | Limit: 1

Seize this chance to connect with the industry at the h+h americas Sample It event! By becoming the exclusive sponsor of the h+h americas Sample It Bag, your brand will shine in front of the most influential and creative professionals in the industry.

Why Sponsor the h+h americas Sample It Bag?

- **Exclusive Exposure:** Be the sole brand featured on our coveted Sample It Bag, ensuring your logo and products are the first to be seen by attendees.
- **Premium Gift Inclusion:** Impress attendees with a special bag and gift provided by you, making a lasting impact.
- **Wide Reach:** With over 1,000+ bags distributed, your brand will be in the hands of key decision-makers and trendsetters.
- **Collaborative Opportunity:** h+h americas reserves the right to include additional items from other sponsors, enhancing the overall appeal and value of the bag.

Don't Miss Out! This is your chance to make a memorable impression and showcase your brand to the industry's top influencers.

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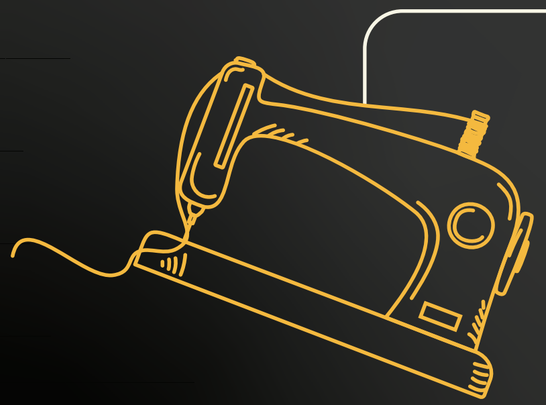
Show Bag Inserts:

$700.00 | Limit: 12

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.**
- **Provide inserts no later than 3 weeks before show start.**



Fashion Boulevard:

$245.00| Limit: 16

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 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 #.**

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Product Showcase:

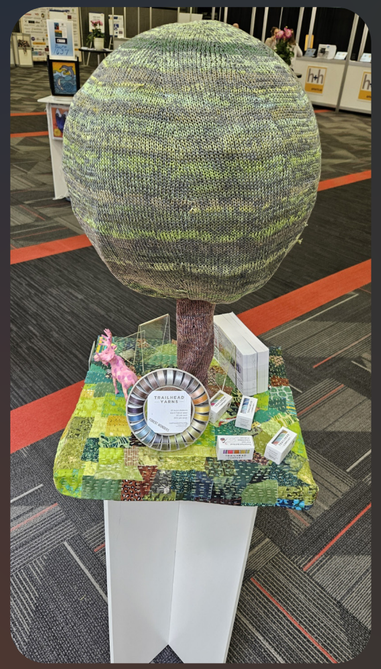
$325.00

Located in the convention center lobby & in the Center of Exhibit Hall D.

Do you have a new or existing product that you want to feature at h+h americas this year? Do you want to boost your visibility and sales? The Product Showcase is the ideal solution for you! It will help attendees find and appreciate your wonderful products and direct them to your booth. Don't let this opportunity to stand out at h+h americas pass you by!

- **Permanent displays for the 3 event days in featured locations.**
- **Each showcase will have a QR code to link for more info, signage with your company name, and booth #.**
- **Purchase an additional option to add plexiglass protection to your product for $135.**

15.5" x 15.5" / 35” high



Learning Lab (handwork demos):

$300.00 | Limit: 10

Located in Hall A

Our Learning Lab is a great way to have customers experience and test your products. You can try out the latest features and see how they work for you. It's not just a showcase; it's a learning opportunity.

- **Show days, during show hours on the exhibit floor.**
- **45 minute session times will be assigned.**
- **All demonstrations will be shown at the dedicated demonstration room in Hall A.**
- **The session will be limited to 25 seats.**
- **We encourage demonstrations to provide students with a make-and-take kit. We can charge a fee for your kit if requested.**
- **Registration will be required to attend the session. The registration list will be provided to the sponsor.**
- **Deadline: apply before January 31, 2026.**

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Product Academy (Conference Day, May 5, 2026)
(product introductions & product sales training):

$275.00 – 30 minutes

Conference Rooms

Are you looking for a way to reach hundreds of passionate and dedicated store owners who want to grow their businesses and offer the best products to their customers? Then you should sponsor **h+h americas' Product Academy**, the ultimate educational event for the creative industry.

With **Product Academy** you will have the opportunity to showcase your products, services and expertise to a highly engaged audience who are eager to learn from you. You will also benefit from our well-rounded offerings that cover product premiers, sales demonstrations, sales training, and product merchandising. Don't miss this chance to connect with your ideal customers and boost your brand awareness. Sponsor **h+h americas Product Academy** today, and **let's make this event a success together!**

Hosted on Tuesday, May 5, 2026, from 11:00 am, – 6:00 pm

- **Sessions should be about products, product sales, product uses, etc. The focus should be educational in nature - and not strictly a product sales push.**
- **We encourage demonstrations to provide students with a make-and-take kit.**
- **Specific times will be assigned for the demonstrations.**
- **The session will have 50+ seats.**
- **Registration will be required to attend the session. The registration list will be provided to the sponsor.**
- **A microphone & lectern are included in the session cost.**
- **LCD Projector Rental: (Available upon request. Projector and Screen included in the session cost)**
- **New! Badge scanning and room attendant**
- **Companies can sign up for as many sessions a they desire.**
- **Deadline: Apply before January 31, 2026.**
- **Only 35 limited slots are available.**

h+h americas

Show Directory Advertisement

¼ page - $400.00 | ½ page - $700.00 | full page - $1, 225.00

Are you looking for the best way to showcase your products and services at the h+h americas show? Do you want to reach thousands of potential customers and partners in the creative industry? If so, you need to advertise in the official show directory!

The show directory is the ultimate guide for attendees and exhibitors at the h+h americas show. It contains all the information they need to navigate the event, find new opportunities, and connect with others. By advertising in the show directory, you can:

- **Increase your brand awareness and visibility among a highly targeted audience**
- **Drive more traffic to your booth and website**
- **Generate more leads and sales**
- **Stand out from your competitors**
- **Enhance your reputation and credibility**

Don't miss this chance to make a lasting impression on the h+h americas show community. Contact us today to book your ad space in the show directory. Hurry, space is limited and filling up fast!

Deadline: 30 days before the show.

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Building Entrance Door Signs:

$2,665.00 | Limit: 1

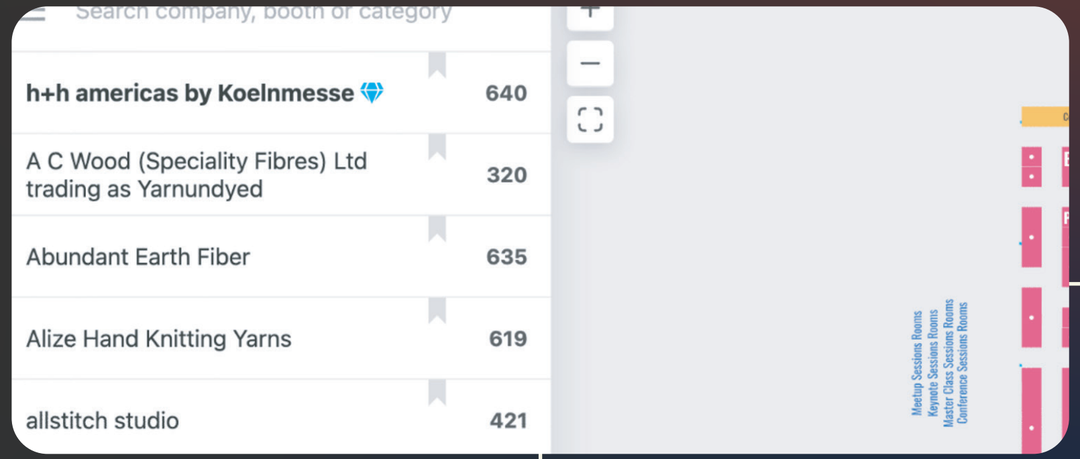
Are you looking for a way to boost your brand awareness and reach thousands of potential customers? Do you want to stand out from the crowd and make a lasting impression?

If so, consider becoming the sponsor of the convention center door entrance signs. This is a unique opportunity to showcase your brand on 24 doors at the main entrance and 18 conference entrance doors to the venue. You will be the first thing that attendees see as they enter. And the best part is the cost of sign production and installation is included in the sponsorship package. That means you don't have to worry about extra expenses or hassle. Just sit back and enjoy the exposure and recognition that your brand will receive.

Featured Floor Plan Listing (top of list):

$300.00 | Limit: 5

Are you looking for a way to boost your sales and stand out from the competition? Do you want to showcase your floor plan listing to thousands of potential buyers who are searching for their dream home? If so, you need to become a Featured Floor Plan Listing on the h+h americas website and mobile application!



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Content Production Premium:

Video Coverage of Your Trade Fair Presence

$1490.00

Nothing captures attention on social media like a great video — and that's exactly what you'll get with our Premium Package. It's ideal for anyone looking to maximize their impact across digital channels.

In addition to all services included in the Content Production Plus package — such as professional photos and pre-written mailings — our content creators will visit your booth during the trade fair to produce high-quality video content tailored to your brand.

You'll receive a fully edited vertical video (9:16 format) along with ready-to-use text content during the event. Plus, you'll get a professionally produced general trade fair video that also highlights your booth.

And of course: you'll also receive access to all raw video footage, so you can create additional content before, during, or after the trade fair.

What our sample offer includes:

- **A 45-minute kick-off meeting.**
- **One customized pre-fair video in 9:16 format, including your logo.**
- **One pre-event image post for social media.**
- **Three pre-fair newsletters for your own mailing list.**
- **A 30- to 45-minute photo shoot at your booth.**
- **Professional photography (at least 5 pieces) of your booth, products, and team at the trade fair.**
- **Three Social media posts in German and English; AI-powered translations into other languages available at no extra charge.**
- **A personalized booth video and short clips in 9:16 format (ideal for LinkedIn, Instagram, Facebook, TikTok), including captions.**
- **A customized general trade fair video featuring your brand.**
- **A video with additional general footage with highlights from the event.**
- **A Post-event "thank you" newsletter with a CTA for visitors and new contacts.**
- **Unlimited usage rights: you receive full image rights with no additional licensing fees.**

Content Production:

Plus Photos and Videos for Your Social Media Channels

$990.00

This is the package for forward-thinkers. It includes everything from our photo package — and much more. In a 45-minute kick-off meeting with our service partner, we'll develop a tailored content plan just for you. The package includes a branded pre-fair video (9:16 format), ready-to-send newsletters, customized social media posts, and a follow-up mailing for after the trade fair.

What our sample offer includes:

- **A 45-minute kick-off meeting.**
- **One customized pre-fair video in 9:16 format, including your logo.**
- **One pre-event image post for social media.**
- **Three pre-fair newsletters for your own mailing list.**
- **A 30- to 45-minute photo shoot at your booth.**
- **Professional photography (at least 5 pieces) of your booth, products, and team at the trade fair.**
- **Three Social media posts in German and English; AI-powered translations into other languages available at no extra charge.**
- **One Post-event "thank you" newsletter with a CTA for visitors and new contacts.**
- **Unlimited usage rights: you receive full image rights with no additional licensing fees.**

Content Production:

The Photo Package for Beginners

$450.00

The perfect starter package for professional photos. In a 30 to 45-minute photo shoot at your booth, we capture what matters most to you — your products, your team, your offers. You'll receive the fully edited images during the trade fair, ready to use across your digital channels in all standard formats. And there's more: we'll also provide target-group-specific social media posts to match your images.

What our sample offer includes:

- **A 15-minute pre-call with appointment booking.**
- **A 30 to 45-minute photo shoot at your booth.**
- **Fully edited images (at least 5 pieces) in all common social media formats (1:1, 9:16, 16:9, 4:5), delivered during the trade fair.**
- **Unlimited usage rights: you receive full image rights with no additional licensing fees.**
- **Three Ready-to-use social media captions tailored to your images — with optional AI-powered translations upon request.**

E-Newsletter Ads:

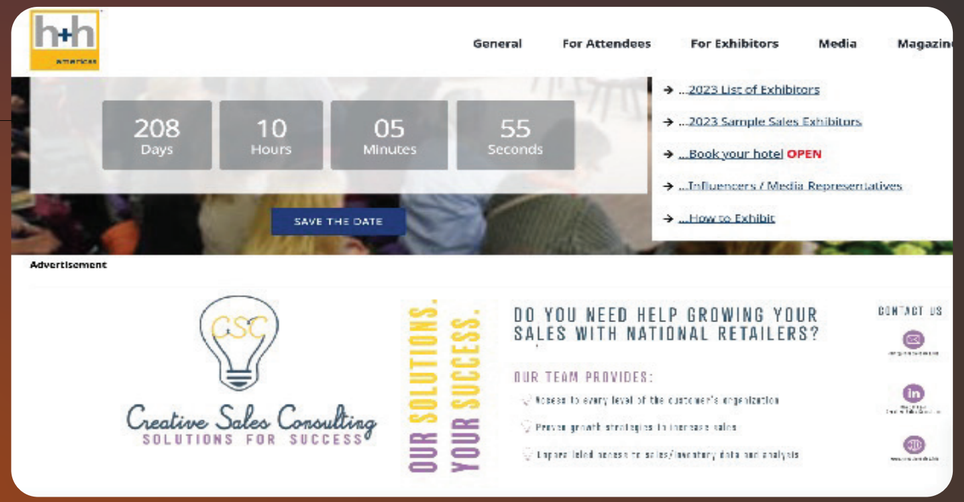
$685.00.00 | Limit: 2 Ads per month

Dedicated Email Newsletter (only 1 a month)
$1,500.00 per month Specs: html file

January thru May 2026

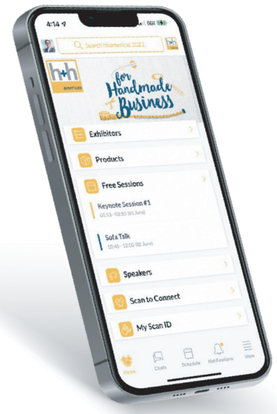
Get exposure in advance of the show in front of 5,000 potential attendees. Incorporate your product highlight into the h+h americas monthly newsletter. Exhibitor to supply banner ad by the deadline and the ad insert will link to your website.

Banner Ad Specs:
800 × 300 pixels (high resolution – jpg or png files).



Event App Phone Push Notifications:

$500.00 | Limit: 3 companies



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 May 6 – May 8 (during show hours).
Limited to 200 characters.

Registration Confirmation Letter Banner:

$1,000.00 | Limit: 1

Your company will be included in all registration confirmation emails sent to h+h americas attendees. The exhibitor will supply a banner ad linking to your website. The banner ad will be located at the end of the confirmation letter. Banner Ad specs: 200×150 pixels banner or 300×60 pixels banner.
(a high-resolution jpg or png file)

Deadline:
Apply before January 15, 2026.

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Golden Ticket (virtual item hunt)

Unleash the Fun Hunt for the Golden Ticket at h+h americas!
The h+h america's Golden Ticket Hunt is a fantastic way to showcase your company and achieve your event goals. This program can benefit you by:

- **Boosting Engagement:** Enthusiastic attendees will flock to your booth, eager to learn about your products and services.
- **Increased Booth Traffic:** The h+h america's Golden Ticket Hunt will increase opportunities to capture leads by encouraging people to visit your booth for the special program.
- **Brand Awareness:** Promote your brand as participants access company information before, during and after the trade show on their mobile devices.
- **Interactive Experience:** Mobile scavenger hunts are designed for attendees to seek out exhibitors and actively visit displays for more information.

How It Works:

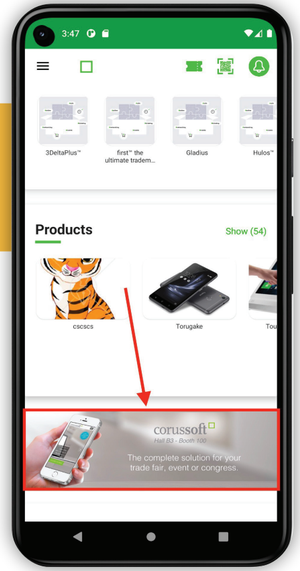
$899.00 | Limit: 4

- **Preshow promotions:** Leading up to the show, we will publish special emails and social media posts to highlight the virtual Golden Ticket program and its sponsors.
- **Geofence reminders:** During the show, we will use the mobile app feature to push an advertisement to encourage attendees to visit your booth and find a golden ticket. Upon arrival, they will receive a special notification (promotions can be targeted by user profiles).
- **Prize give-a-way:** you are asked to give a special gift to people who visit your booth (we can limit the amount offered).

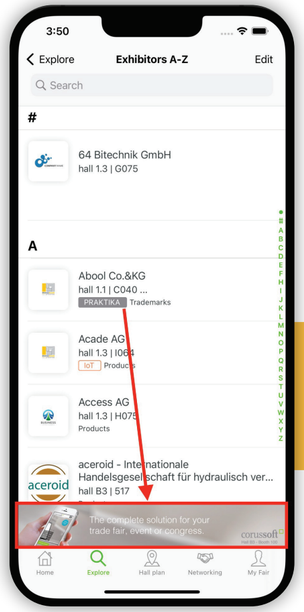
Contact us today to start planning your Golden Ticket at h+h americas!

Mobile App Home Sponsor Banner

$750.00 | Limit: 3



1440 x 450 pixels, PNG or JPEG format



Navigation pages and list views

$750.00 | Limit: 4

1440 x 225 pixels, PNG or JPEG format

Video Screens

12 screens at 10-minute intervals, your video can be 45 seconds, or your image will stay on the screen. Your file is due later than April 1st.

The file can be in .png, .gif, or .mp4 format.

1080 px wide by 415 px high

$499.00

1080 px wide by 1300 px high

$899.00

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h+h connect Event:

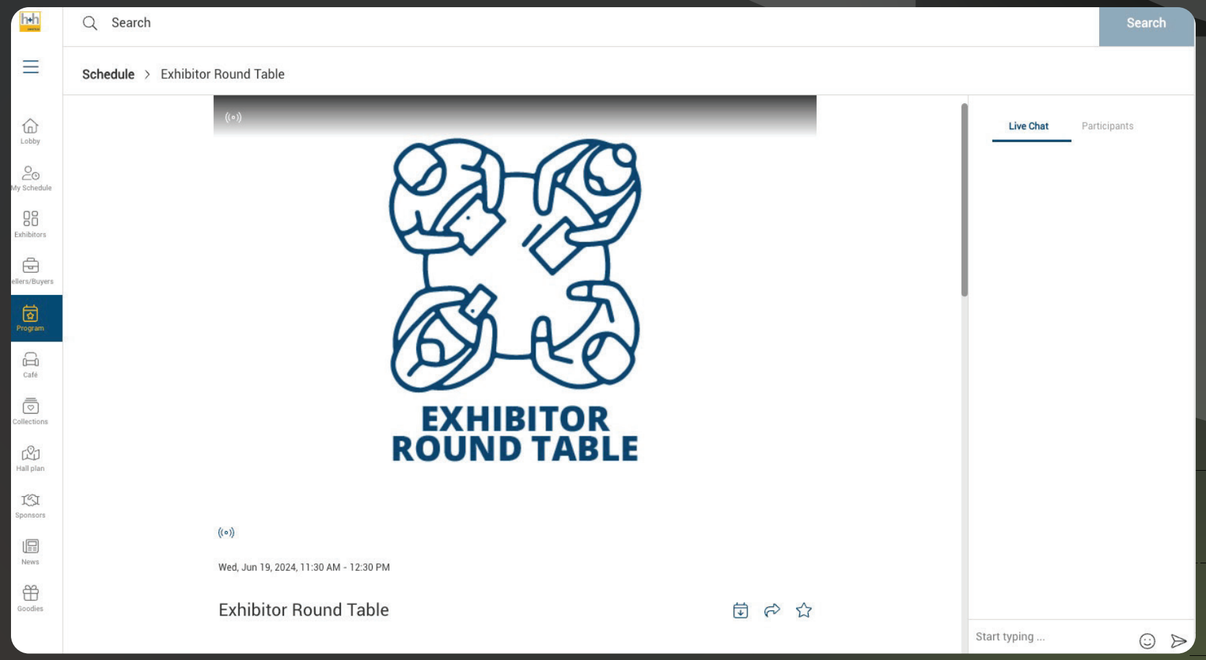
$950.00 per event day | 1 per month

Are you looking for a way to showcase your company and reach thousands of potential customers in the creative industry? If so, consider sponsoring a program on the h+h connect platform, the leading online destination for handmade and hobby enthusiasts.

By sponsoring a program, you will get the opportunity to co-create up to three 1-hour segments of engaging and informative content that will be streamed live on h+h connect. You will also benefit from having your video hosted on the platform for on-demand viewing, increasing your exposure and brand awareness.

But that's not all. **Your event will also be advertised to our database of over 24,000+ industry professionals** who are eager to learn about your products and services. You will be able to connect with them directly through the platform's chat and Q&A features, as well as through social media and email campaigns.

Take this chance to sponsor a program on h+h connect and grow your business in the handmade and hobby market. Contact us today and let's make it happen!



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Fashion Show:

It is **$275 per model-runway-walk.** You can dress your model with as many items as you wish for this walk. **No accessories will be provided.**

A minimum purchase of two models is required. Limited space available.

We're thrilled to present a fashion show at h+h americas 2026. See your garments walk down the runway during the premier trade show for the crafts industry!

This is your opportunity to bring your products to life. Showcase quilted, sewn, knitted, and crocheted garments (and objects) in a professionally produced, dynamic setting.

The theme for this year's show is **"Celebrate Your Style."** Focus your designs on personal connection, emotional response, inclusivity, and representation.

The fashion show will take place on a featured stage on Wednesday, May 6 at 5:30 pm. **Seating will be limited to 700 people.**

All show attendees will be welcome to attend.
Each participating company will receive a unique marketing package that includes:

- **Inclusion in a dedicated promotion page on the h+h americas website.**
- **Inclusion listing in the program.**
- **A special social media campaign for each participating company.**
- **A featured listing in the h+h americas mobile app.**
- **A dedicated section in the printed show directory.**
- **You're included in onsite signage.**
- **Professionally produced fashion show video which will premiere on YouTube in the Fall of 2026.**
- **Digital Lookbook in the Fall of 2026.**
- **An exclusive video edit for just your company that will be yours to keep and shared on the h+h americas social channels.**

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Fashion Show Seat Drop:

$275.00| Limit: 4

Make a Lasting Impression at the Fashion Show!

Including your promotional materials on each seat will ensure your company stands out from the competition. This opportunity guarantees attendees will notice your brand as soon as they arrive.

Sponsorship Details:

- **We will place your handout on each seat.**
- **The quantity needed will be provided by show management closer to the event dates.**

Don't miss this chance to be one of the select few companies highlighted to all attendees!

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Sponsorship Opportunities

These are the premium ways to increase your visibility and exposure at the trade show, such as sponsoring a keynote speaker, a workshop, a networking event, or a special feature.

All sponsors will have their logos displayed on the show website, mobile app, and onsite signage.

After Dark Party Sponsorship

Presenting Event Sponsor | $6,615.00

h+h americas After Dark – an industry evening to remember! On the second day of the show, we invite you to immerse yourself in an unforgettable night filled with fun, exhilarating music, food, refreshing drinks, and an opportunity to engage in meaningful exchanges with the most influential faces of the industry. This evening is designed to not only entertain but also to inspire and foster connections that will help propel your business forward. With the support of top-tier companies and organizations, we promise a vibrant and dynamic atmosphere where you can relax, network, and enjoy the best the industry has to offer. Join us for an evening that celebrates our collective achievements and paves the way for future innovations and collaborations. Don't miss out on this exciting event that is sure to be the highlight of the trade show.

Benefits:

- **Table of 10**
- **Be known as the event title sponsor**
- **Table logo, and QR code linking to the company provided on the table**
- **Branding on all monitors**
- **Logo on photo wall upon entry**
- **Social media mentions**
- **Participation in product giveaways conducted by the DJ and dancers**

Additional Marketing Opportunities

- **Custom Napkin $500.00**
- **Photobooth $1,500.00**
- **Red Solo Cups $2,699.00**
- **Named Cocktail $450.00**
- **End-of-Night Gift $600.00**

Private VIP Suite:

- **10 guests $1,650.00**
- **20 guests $3,300.00**
- **40 guests $6,600.00**
- **Table of 10 $1,000.00**

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VIP Attendee Lounge:

Sponsoring the VIP Attendee Lounge at h+h americas 2026 offers your company visibility and connection with industry leaders. This exclusive space provides a relaxing environment for VIPs to unwind, gather ideas, and enjoy premium hospitality. Enhance your brand's reputation and forge valuable connections by supporting this essential retreat. This opportunity will include:

1. **Pre-show branding and recognition.**
2. **On-site branding and recognition.**
3. **The ability to nominate 10 attendees to enjoy the lounge.**
4. **In-lounge branding and recognition.**
5. **The ability to provide company or product information in the lounge.**

Hospitality sponsor (coffee, tea, water, soda, snacks, gifts)

$425 per day / $1,065 3-day discount
Limit – 4 companies per day

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Attendee Show Bag:

SOLD

$2,600 | 1 Fiber and 1 Sewing/Fabric

In the central lobby

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.**

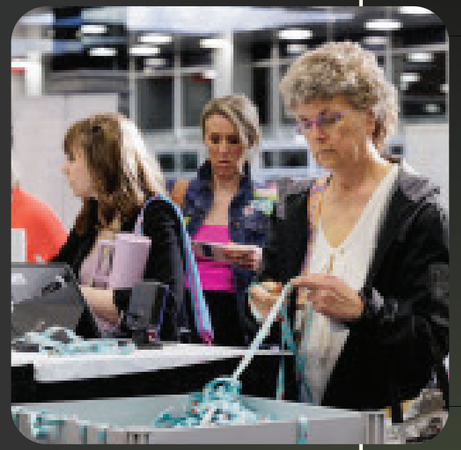
Event Lanyards:

SOLD

$2,875.00 | 1 Fiber and 1 Sewing/Fabric

In the central lobby

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



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

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reCHARGE Lounge:

$1,000 | Limit: 1

Located in Hall A

Everyone needs a place to sit down and ‘relax.’ The reCHARGE 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.

Happy Hour Sponsors:

$1,100 | Limit: 5 per day

Don't let this chance slip away! Hosting a Happy Hour is the best way to make new connections and have fun at the same time. You'll get a drink station and a sign at your booth to attract the attendees who are looking for a good time. Show them your personality and charm them with your products or services. This is your moment to shine and stand out from the crowd!

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Creator Summit:

The Creator Summit is co-produced with GoSadi

Are you looking for a way to reach millions of potential customers who are interested in crafts and hobbies? Do you want to showcase your products and services to a group of influential and engaged creators? If so, you should consider sponsoring a program at the h+h americas Creator Summit co-produced with gosadi!

The h+h americas Creator Summit is a unique opportunity to connect with over 194 creators who attended the Summit and 140 attended the Networking Party at h+h americas 2025. These creators have a combined audience of **19,751,216 total engagements, 2,617,500 monthly page views, and 1,700.000 average unique visitors.** They are experts in various fields of crafts and hobbies, such as knitting, crocheting, sewing, quilting, embroidery, paper crafts, and more.

The Summit will be hosted on **Tuesday, May 5th**. It will be an afternoon education program that will include classroom training, networking, and end-of-the-day happy hour. You will have the chance to participate in the session, and you will have the opportunity to distribute material and products to the attendees, along with onsite summit branding, and be part of the structured networking events. **Don't miss this chance to boost your brand awareness, generate leads, and build relationships with some of the most influential content creators in the industry. Contact us today to secure your spot as a sponsor for the h+h americas Creator Summit!**

h+h University Sponsorship

Education Sponsorship

$900.00

Fuel the industry's movers and shakers as the exclusive sponsor of Tuesday's breakfast, lunch, & happy hour for the University and Sewing Dealer Exchange. Your brand will greet—and feed—attendees from the Sewing Dealer Exchange, the Creator Summit (co-produced with GoSadi), and h+h University, earning prime signage, menu shout-outs, and on-stage mentions as a partner powering their day of learning and networking.

Creator Summit Sponsorships:

The Creator Summit is co-produced with GoSadi

Unlock unparalleled exposure and engagement opportunities for your brand by opting for Full Sponsorship. As a Full Sponsor, your brand will be featured prominently throughout the summit. Benefit from extensive visibility, exclusive networking opportunities, and direct access to enthusiastic content creators and industry experts. Elevate your brand partnerships, refine your digital presence, and spark collaborations that transcend the event.

- **2 summit tickets.**
- **1 speaking opportunity (on a panel - space is limited, and this is not guaranteed.)**
- **2 staff members can participate in the afternoon make and take session.**
- **1 table to distribute information and products at the afternoon mixer event.**
- **2 staff members can participate in the evening cocktail party.**
- **1 table to distribute information and products at the party.**
- **1 summit bag insert.**
- **Sponsorship signage at the event.**

Cocktail Party Sponsorship

$475.00

Join us as a cocktail party sponsor and showcase your brand to a vibrant community of creators at h+h americas 2026. Engage in meaningful conversations and enjoy a relaxed atmosphere, positioning your brand at the heart of creative collaborations. Don't miss out!

- **2 staff members to participate in the evening cocktail party.**
- **1 table to distribute information and products at the party.**
- **Sponsorship signage at the event.**

Content Creators/Makers in attendance

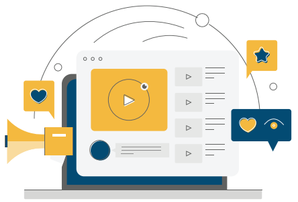
Over **196 creators** were **in attendance.** They reach **19,751,216 total engagements** with their audiences.

The creators have **51,525,505 monthly page views** with **51.505.750 average unique visitors.**

h+h americas 2024

had a social engagement reach of over

19.7 million views



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Creator Gift Bag Insert: $400.00

Stand out among your competition! Include your company literature in the official creator gift bag and be one of the few companies the creators and influencers will get a preview to the night before the show opens.

Quantity to be provided by show management closer to the show dates.

- **Provide items no later than 3 weeks out.**

Main Focus of Interest

37%

of our audience is interested in
Knitting, Crochet, Weaving, Cross Stitch & Needlepoint

55%

of our audience is interested in
Quilting, Sewing, Textiles & Embroidery

The Creator Summit is co-produced with GoSadi

h+h americas

Cosplay Couture Competition, Fashion Show & Exhibition!

Why Sponsor h+h americas Cosplay Event?

- **Direct Representation to Cosplay Artists:** Connect with the very heart of the cosplay community. Interact directly with artists, creators, and enthusiasts who are eager to explore and use your products. Meet the Cosplay Makers during the Cosplay Meetup on Thursday at 4 PM during the cocktail hour following the Cosplay Fashion Show in Hall D.
- **Dedicated Cosplay Page in the Event Directory:** Get noticed on our dedicated Cosplay page in our event directory. We will highlight your company name and logo, ensuring attendees can easily find you and learn about your company at h+h americas.
- **Dedicated Cosplay Page on Event Website:** Secure your virtual space on our event website with company name and logo where thousands of visitors will discover your brand.
- **Main Stage Signage:** Your brand will be front and center on the main stage signage, captivating the attention of all attendees and participants.
- **Sponsorship Signage at Cosplay Display:** Prominent signage at the permanent Cosplay display will ensure your brand stands out and is associated with the exciting world of cosplay. We will list your company name and logo.
- **Special Social Media Mentions:** Enjoy dedicated mentions and shoutouts on our event's social media channels, reaching a broad and engaged audience.
- **Nationwide Marketing:** We will market this exciting Cosplay Competition, Fashion Show & Exhibition nationwide through creators, exhibitors, and industry groups.

- **Contestants grew 63% - last year 14 contestants participated, with 13 designers walking the runway. This year, we had 22 contestants and 21 are walking the runway.**
- **Our sponsors grew 25% from 8 to 10 with over $16,000 in cash and prizes.**

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Secure Your Sponsorship Today! Spaces are limited!

SPONSORSHIP LEVELS

PLATINUM SPONSOR

SOLD

Top-Level Sponsor of h+h americas Cosplay Competition, Fashion Show & Exhibition.

(1 sponsorship available) | Cost: $3,720 ($1,860 cash and $1,500 minimum product or product credit across multiple prize categories)

Company Name presents h+h americas Cosplay Competition, Fashion Show & Exhibition! Company name as Premier Sponsor on top tier signage of event Main Stage, at the Cosplay Exhibition mannequin display, and on all sponsor signage throughout the event; listing on h+h americas website and in event directory with your company name and logo; 1/2 page ad in event directory; one dedicated social media post.

GOLD SPONSOR

(6 sponsorships available) | Cost: $2,200 ($1,100 cash and $1,100 minimum product or product credit across multiple prize categories)

Company name as Gold Sponsor on signage of event Main Stage, at the Cosplay Exhibition mannequin display, and on all sponsor signage throughout the event; listing on h+h americas website and in event directory with your company name and logo; ¼ page ad in event directory.

Additional opportunity for Gold Sponsor to name a prize linked directly to your company's product (ie: The **Perfectly Pressed Award** from an iron company or the **Stitched with Perfection Award** from a sewing machine or thread company, **Top Notch Knitting** from a yarn company). This prize will be named and presented on behalf of your company as the sponsor.

SILVER SPONSOR

(8 sponsorships available) | Cost: $1,650 ($650 cash and $1,000 minimum product or product credit across multiple prize categories)

Company name as Silver Sponsor on signage of event Main Stage, at the Cosplay Exhibition mannequin display, and on all sponsor signage throughout the event; listing on h+h americas website and in the event directory with your company name and logo.

Your Contacts

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