

Maximize exposure for your brands by taking advantage of these high-profile advertising and sponsorship opportunities available for TRANSIT during LA Fashion Market.

>> PROMOTIONAL OPPORTUNITIES



▪ **opening night party***

Be the exclusive sponsor for Market's opening night party for maximum promotion of your company. Guests are treated to cocktails, hors d'oeuvres and live music. Benefits to this sponsorship include: your company name and logo on the party invitation, press releases, Directory Book, and on all signage. CMC staff to handle set-up.

cost: \$7000 | rate includes free full-page Directory Book ad

▪ **official show bag**

Feature your company's logo on the official show bag. Show bags are distributed to buyers and press at registration and are an ideal opportunity to have your logo transported everywhere. Bags must feature both sponsor and official show logos.

cost: \$4000 | rate includes 15"x16" flat cotton tote bags

▪ **attendee continental breakfast**

Capture the attention of buyers by sponsoring the Market's official buyer breakfast located in the Buyers Lounge. Includes: signage with company logo and sponsorship credit, company logo on cups and other paper products, opportunity for distribution of promotional and give-away materials, and credit in the Directory Book.

cost: \$2000 duration of market or \$500 per day

▪ **lanyards***

Lanyards are the neck cords used by all attendees for their badges - be the exclusive sponsor for this great marketing tool. Imprinted with your logo, show lanyards will be distributed to every attendee. Sponsor to provide lanyards which must feature both sponsor and CMC logos.

cost: \$2000 | minimum 10,000 lanyards

▪ **bottled water**

Take advantage of this highly visible branding opportunity and have your company's logo featured on water bottles given out to buyers and carried around throughout the Market. Sponsor to provide bottles featuring sponsor logo.

cost: \$1500

▪ **coffee bar**

Coffee bars are a premium traffic driver. Buyers are always enthusiastic about a complimentary cup of gourmet coffee. Benefits of this sponsorship include your company name and logo surrounding the station. Sponsor to choose main lobby, exhibit area, or showroom floor location. Coffee vendor to handle set-up.

cost: \$1500 per day

▪ **promotional show bag inserts**

Ensure your company's marketing messages are received by buyers by having your promotional materials inserted into complimentary show bags handed to every registered buyer.

cost: \$1500

>> SIGNAGE OPPORTUNITIES

- **floor decals***

Lead buyers directly to your showroom or event space with a trail of floor decals that start from either the A, B, or C elevator bank and end in front of your door during Market.

cost: \$6500 | rate includes printing & installation, plus free full-page Directory Book ad

- **double-sided lobby banner***



Make your company the main attraction in the lobby by hanging your double-sided banner prominently in the center of it during Market.

cost: \$6000 | rate includes printing, installation, and full-page Directory Book ad

- **large column wrap in main lobby***



Increase your exposure in our high-traffic lobby by wrapping a column with your company's image for Market.

cost: \$5000 | rate includes printing, installation, and full-page Directory Book ad

- **elevator wrap***



Wrap your company's image on an A, B, or C-wing elevator door and leave a lasting impression with every buyer that heads upstairs during Market.

cost: \$7000 for A-wing or B-wing elevator bank (4 doors total) or \$9000 for C-wing elevator bank (6 doors total) | rate includes printing, installation, and full-page Directory Book ad

- **door decals | main entrance**



Feature your company's image at CMC's main entrance with eye-level window decals and see your brand hit every buyer that opens those 9th Street doors for Market.

cost: \$6000 | 9 interior/exterior doors total | rate includes printing, installation, and full-page Directory Book ad

- **overhead signage | main entrance**



CMC's main entrance is the optimal location for exposing your brand to the bustle of daily activity in CMC's Front Patio and through the building's front doors during Market.

cost: \$5000 | 5 overhead panels total | rate includes printing, installation, and full-page Directory Book ad

>> LA FASHION MARKET FEATURING TRANSIT | ADVERTISING OPPORTUNITIES

▪ la fashion market directory book advertising



Spotlight your brands with the visual impact of a full-page, color advertisement in the resource book handed to every buyer shopping LA Fashion Market featuring TRANSIT.

page options	rate
Full page	\$500
Full page (page 1)	\$1,200
Back cover	\$2,500
Inside Front cover	\$1,200

▪ media wall advertising



Take advantage of our introductory price for advertising on our brand new media wall seen prominently as every visitor walks through our main lobby during LA Fashion Market featuring TRANSIT.

media options	rate
Fashion Show Reel	\$2500 (5 minutes maximum)
5 second Logo/Ad	\$500
10 second Logo/Ad	\$800

▪ transit sample showcase | main lobby



Displaying your samples in the TRANSIT sample showcase during LA Fashion Market is the only 3-D opportunity to promote your product in the main lobby. It's a great way to drive retailers and press directly to your TRANSIT exhibit space.

cost: \$100 per 2 samples

*Denotes sponsor exclusivity

Fees do not include production and installation costs unless noted.

All items are subject to final creative approval by CMC.

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