

Maximize exposure for your company by taking advantage of these high-profile advertising & sponsorship opportunities available for the LA Int'l Textile Show.

### >> PROMOTIONAL OPPORTUNITIES

#### ▪ **opening night party\***

Be the exclusive sponsor for the LA Int'l Textile Show's opening night party for maximum promotion of your brand. 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 | 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 attendees by sponsoring the LA Int'l Textile Show's official attendee breakfast. 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 LA Int'l Textile Show 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 attendees and carried around throughout the LA Int'l Textile Show. Sponsor to provide bottles featuring sponsor logo.

**cost:** \$1500

#### ▪ **coffee bar**

LA Int'l Textile Show coffee bars are a premium traffic driver. Attendees 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 or LA Int'l Textile Show exhibit floor. Coffee vendor to handle set-up.

**cost:** \$1500 per day

#### ▪ **promotional show bag inserts**

Ensure your company's marketing messages are received by attendees when you have your promotional materials inserted into complimentary LA Int'l Textile Show bags handed to every registered attendee.

**cost:** \$1500

>> LA INT'L TEXTILE SHOW | SIGNAGE OPPORTUNITIES

▪ **floor decals\***

Lead attendees directly to your LA Int'l Textile Show exhibit space with a trail of floor decals that start from either the A, B, or C elevator bank and ends in front of your door.

**cost:** \$6500 | 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 for the LA Int'l Textile Show.

**cost:** \$6000 | 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 the LA Int'l Textile Show.

**cost:** \$5000 | 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 attendee that heads upstairs for the LA Int'l Textile Show.

**cost:** \$7000 for A-wing or B-wing elevator bank (4 doors total) or \$9000 for C-wing elevator bank (6 doors total) | 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 visitor that opens those 9th Street doors for the LA Int'l Textile Show.

**cost:** \$6000 | 9 interior/exterior doors total | 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 the LA Int'l Textile Show.

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

>> LA INT'L TEXTILE SHOW | ADVERTISING OPPORTUNITIES

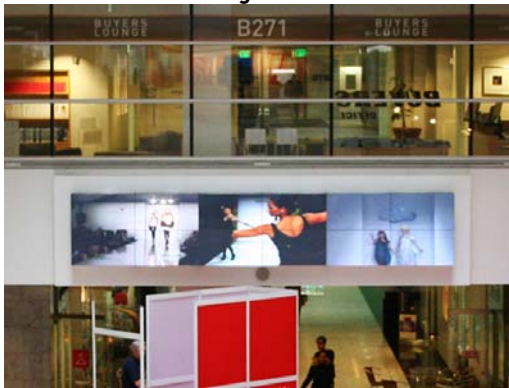
▪ **la int'l textile show directory book advertising**



Spotlight your brands with the visual impact of a full-page, color advertisement in the resource book handed to every buyer shopping the LA Int'l Textile Show.

<b>page options</b>	<b>rate</b>
Full page	\$ 800
Full page (page 1)	\$ 1,200
Back cover	\$ 2,000
Inside Front cover	\$ 1,200
Inside Back cover	\$ 1 000

▪ **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 the LA Int'l Textile Show.

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

\*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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