



/ 2024 SPONSORSHIP + MEDIA KIT



TUESDAY FEB 13 – THURSDAY FEB 15, 2024  
THE EXPO AT WORLD MARKET CENTER  
LAS VEGAS, NEVADA



# WEBSITE

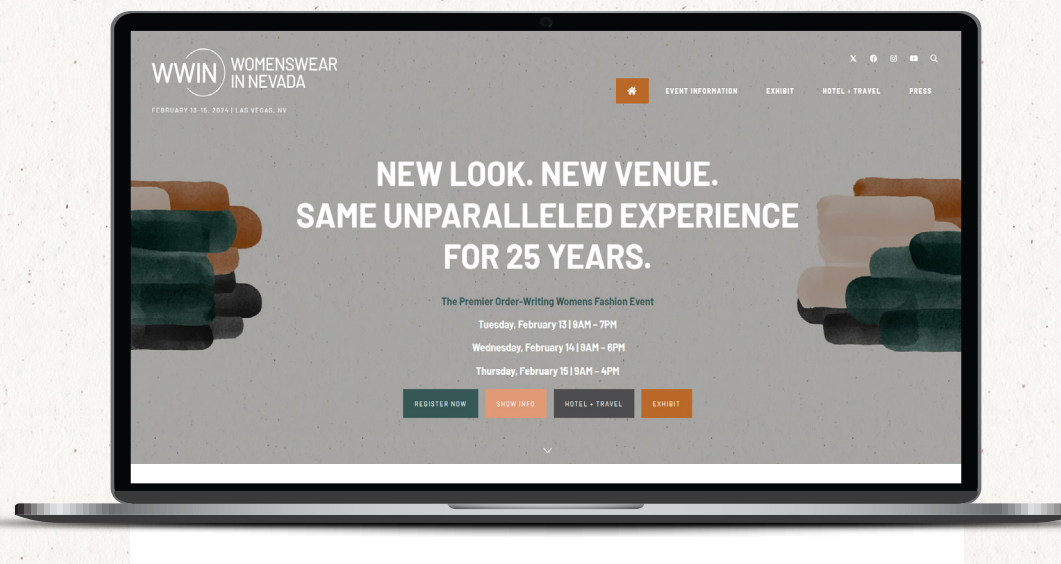
## EXCLUSIVE WELCOME AD

\$3000

Gain the attention of each person who comes to the website with a presidential ad. This large, dramatic, high impact banner allows your message to be seen by each unique visitor to the site. Exclusive to one advertiser. Runs for up to 3 months.

### AD SIZE:

600 x 500 (w x h) (.gif or .jpg)





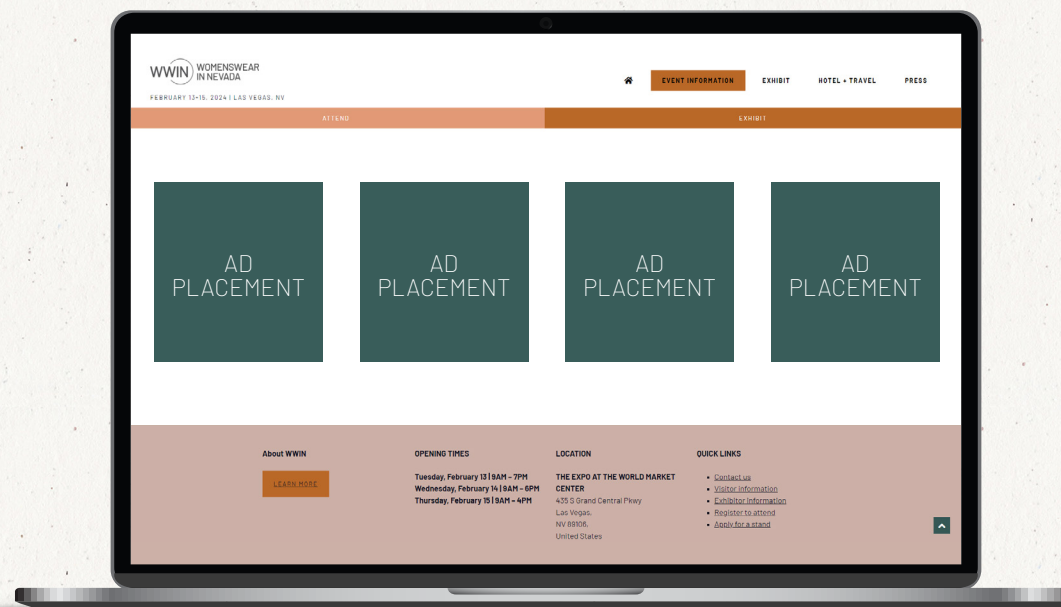
# WEBSITE

## WEBSITE BANNER ADS

\$775/MONTH OR  
\$1000/3 MONTHS

Introduce your brand to thousands of potential customers before the show! Reach qualified buyers by promoting your brand on the WWIN website. The website is where buyers are going to plan their trip, find new products, view the exhibitor list and more. Website banners are extended site-wide, meaning your brand message will appear on each page of the site!

**BANNER SIZE:** 300 x 250 (w x h) - Image only (.gif or .jpg)  
**RUN OF SITE ROTATION** (limit to 8 companies)





# DIGITAL

## PRODUCT SPOTLIGHT | SHOW DAILY EBLAST

\$200

Feature your product shot in one of our daily eblasts and reach our targeted buyer database. Sent out each morning of the show, these email messages go out to all pre-registered and prospective attendees providing details of the show's daily events and news.

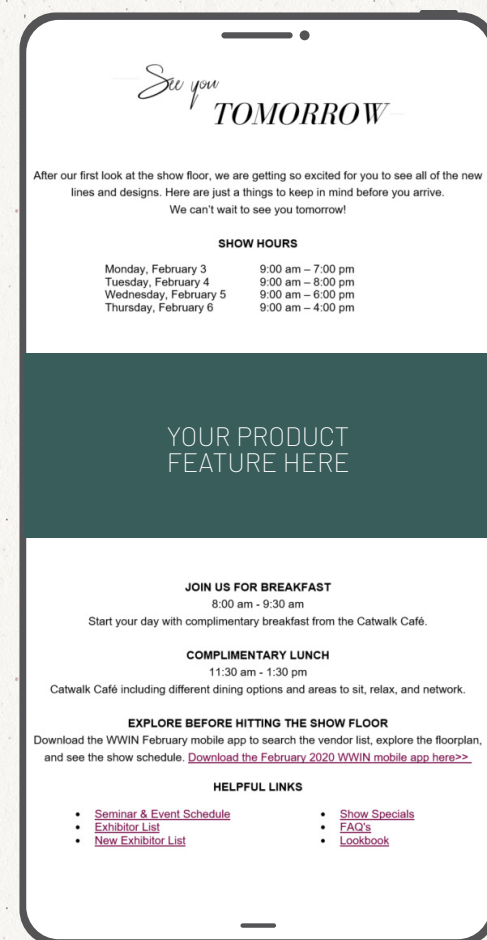
Sample Show Daily Email ►

## COMPANY SPOTLIGHT EBLAST

\$500

If you're looking for a little more exposure than the product spotlight, choose our company spotlight. In addition to a product shot, we will also include your logo and booth number (with the product shot) in one of our scheduled emails sent to pre-registered and prospective attendees.

Sample Show Daily Email ►





# WEBSITE/DIGITAL

## ONSITE WELCOME EMAIL \$3500

This onsite Welcome Email opportunity will increase brand awareness and distinguish your company from your competitors. Sent to attendees as they check in at registration, this exclusive email sponsorship is the perfect way to maximize your exposure and leave a lasting impression at WWIN!

Sample Welcome Email ►

PUT YOUR COMPANY IN FRONT OF  
BUYERS AS THEY ARRIVE ONSITE!

600 x 100 BANNER AD

### WELCOME TO WWIN FEBRUARY!

Now that you've checked in, here are a few reminders for the show:

#### Have you downloaded the official WWIN Show Mobile App?

Download the FREE mobile app in Google Play or the App Store for access to show info, full education and special event schedules, new products, show specials and much more!

#### Join the conversation on social media

Check out our social media platforms before you come onsite! Our social media channels are a great place to connect with everything #WWINShow. Make sure to follow us on Facebook, Twitter and Instagram to learn about what's happening, specials, giveaways and other excitement that will happen each and every day of the show!

We hope you enjoy the WWIN Show. If you have any questions or need assistance, ask any member of our team.

Desiree Hanson  
Vice President | Fashion Events  
WWIN Show





# PROMOTIONAL PACKAGE

## NEW EXHIBITOR PACKAGE

\$300

### PACKAGE INCLUDES:

- Inclusion in New Exhibitor Listing on show website
- New Exhibitor call-out in official Show Directory
- Listed on at least two promotional emails to pre-registered attendees prior to show (contingent on date signed)
- Listing on New Exhibitor sign at show entrance
- New Exhibitor floor sticker at booth

CUSTOM-TAILORED TO FIRST-TIME EXHIBITORS, THIS PACKAGE MAKES THE MOST OF YOUR NEW SHOW EXPERIENCE.

NEW EXHIBITORS ONLY!



WOMENSWEAR  
IN NEVADA

TUESDAY FEB 13 – THURSDAY FEB 15, 2024  
THE EXPO AT WORLD MARKET CENTER, LAS VEGAS, NEVADA



# PROMOTIONAL PACKAGE

We've created an all-inclusive social media marketing package to help you engage with our audience prior to the show and live at the show to drive traffic to your booth and increase your sales. These bundled package opportunities are guaranteed to get you exposure both before the show and onsite. Take the stress out of planning by letting us help promote your company's participation in the show through our social media channels.

## **SOCIAL MEDIA PACKAGE**

*\$750 (Limited to 5 Exhibitors)*

- 2 Posts on Facebook Pre-Show
- 2 Posts on Instagram Pre-Show
- 2 Posts on Twitter Pre-Show
- 1 Paid Boosted post on Facebook or Instagram (platform of your choice)

## **ONSITE POST**

*\$300 PER SLOT*

*(Limited to 1 exhibitor per day)*

- 1 Post on Facebook, Instagram and Twitter during show days



# MOBILE APP

Get your brand in the palm of WWIN buyers hands with the new mobile app advertising opportunities! Buyers download the mobile app two weeks leading up to the show and use it as an efficient planning tool to find companies by name or product category as well as locating you on the floorplan. With these exciting and fresh opportunities, you will be sure to drive buyers to your booth!

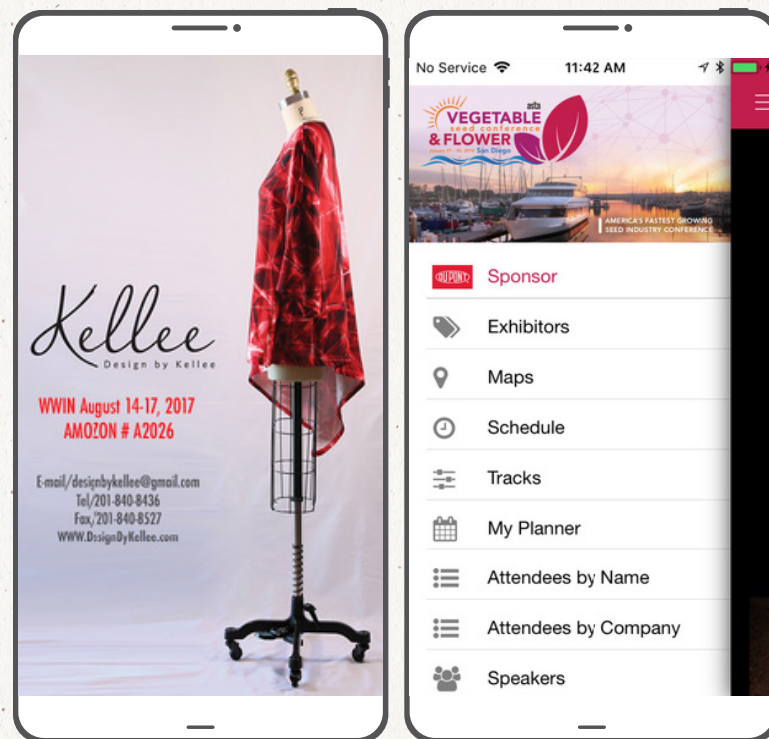
## SPLASH SCREEN \$1500

Add your sponsor logo and booth number to the mobile app splash screen, which appears for 3 seconds every time the app is launched/opened. The size and location of this logo is fully customizable.

## SPONSOR AD \$1500

Showcase your brand with a banner ad or logo at the top of the main mobile app screen.

HOT ITEM! BUYERS GO-TO  
SOURCE FOR SHOW INFO





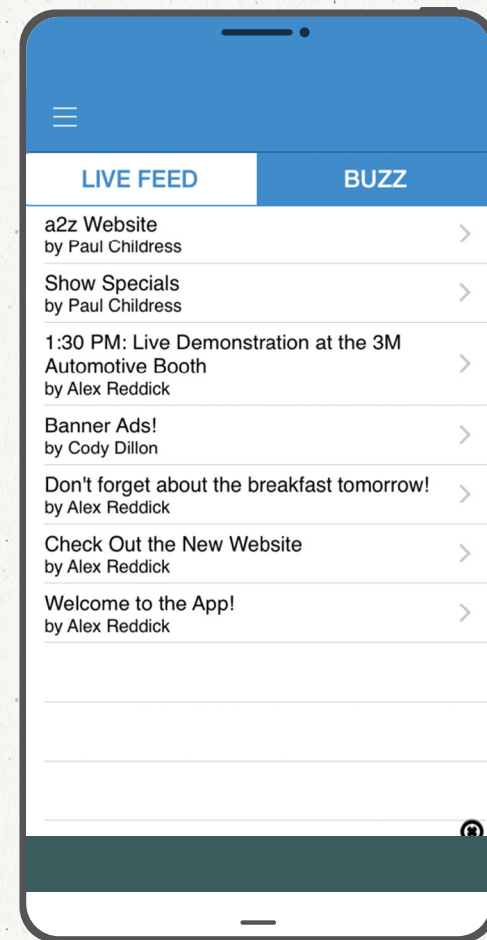
# MOBILE APP

## MOBILE DEVICE PUSH NOTIFICATIONS

\$500 EACH

A push notification with your company information and offer will be sent out to every buyer that downloaded the app. This sponsorship is limited to four (4) notifications per company. The app launches two notifications per day (morning and afternoon) each day of the show.

SELECT THE DAY AND TIME SLOT OF YOUR  
CHOICE. **FIRST COME, FIRST CHOICE!**





# PRINT / SHOW MAP

## SHOW MAP ADVERTISEMENT LIMITED AVAILABILITY

Claim your spot on our only printed material that will be provided to buyers onsite at the show. Get maximum exposure with your own custom, full color advertisement in our show map & brand directory. Include your booth number to drive traffic right to you!

### BACK COVER \$2000

3.75 in x 10.125 in

### FULL PAGE AD \$1100

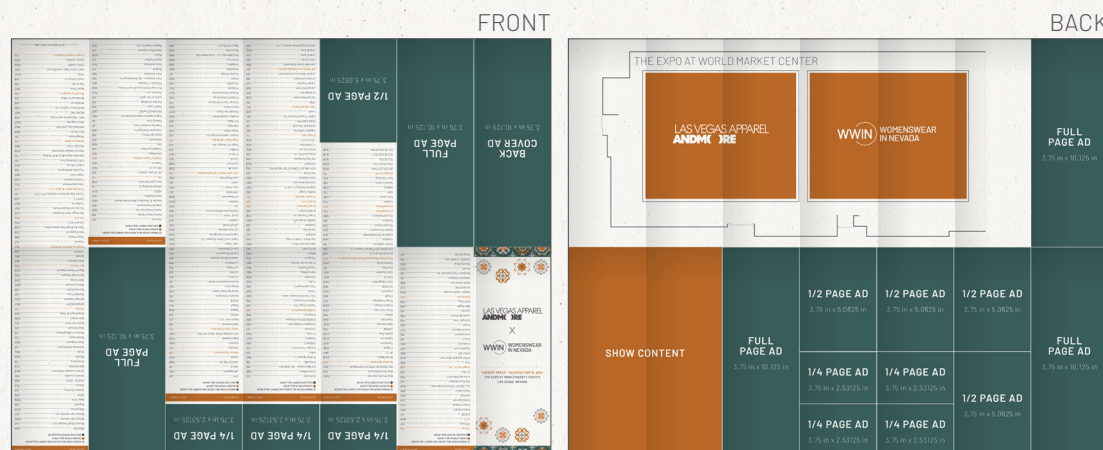
3.75 in x 10.125 in

### 1/2 PAGE AD \$850

3.75 in x 5.0625 in

### 1/4 PAGE AD \$600

3.75 in x 2.53125 in



## SPECIFICATIONS:

- Live matter should be kept at least 3/8" inside trim on ads.
- Digital files only are accepted in the format listed below. PDF: Acrobat PDF files are accepted at high resolution (300 dpi)
- Fully composed Photoshop or Illustrator files: Provide in native files (as, psd or.ai file) with all supporting fonts and images.
- Must include all components of the ad (fonts, images, etc.)

Ad Materials Due: Jan 5, 2024 (email to: [katy.welch@clarionevents.com](mailto:katy.welch@clarionevents.com))



# PRINT / SIGNAGE + GRAPHICS

## EXTERIOR BANNERS

\$15000 EACH

- Material: 9 oz. mesh
- Dimensions: 538in w x 318in h
- Qty: 3
- Sides: 1



## TENT BANNERS

\$1000

- Material: 9 oz. Mesh
- Dimensions: 108in w x 36in h
- Qty: 1
- Sides: 1



## SIDEWALK FLOOR DECALS

\$750

- Material: MacTac
- Dimensions: 48in w x 96in h
- Qty: 1
- Sides: 1



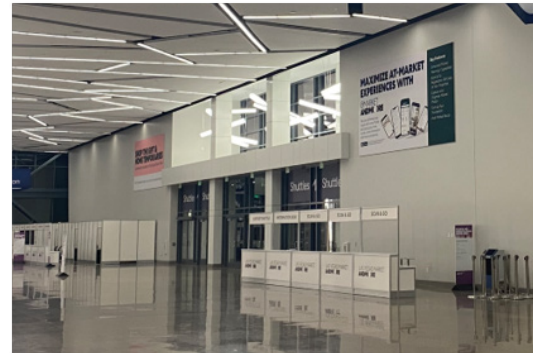


# ONSITE / SIGNAGE + GRAPHICS

## FABRIC BANNERS BEHIND REGISTRATION

\$4000 EACH

- Material: Fabric with Silicone Edge
- Dimensions: 240x120
- Qty: 3
- Sides: 1



## INTERIOR DOOR GRAPHICS

\$1500 PER SET OF 2

- Material: Window Perf
- Dimension: 37.5w x 79.5 h
- Qty: Set of 2
- Sides: 1





# ONSITE / SIGNAGE + GRAPHICS

## NORTH ENTRANCE EXTERIOR WINDOWS

SET OF 16: \$8000

SET OF 12: \$7000

SET OF 8: \$5000

- 16 set or broken into set of 12 or 8
- Dimension: 54.96w x 89.4h
- Qty: 16 (Full set), 12, 8 (If broken down)
- Sides: 1



## NORTH ENTRANCE DIGITAL MONITOR

\$2500

Submit a 7 second spot.

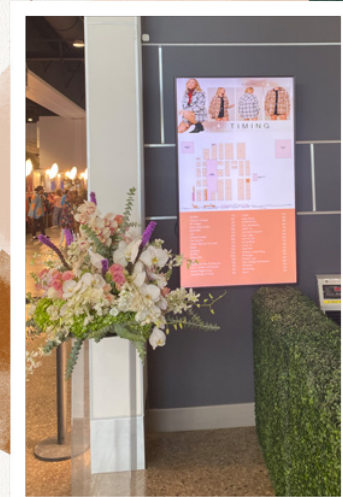
### THE FOLLOWING PREFERRED FILE TYPES ARE RECOMMENDED:

- File Type: WMV Version 9, 10
- File Size: 1080 x 608
- Bit-Rate: 3500-4000
- Edge Safe Area: 10 pixels on all sides

### FOR STATIC IMAGES:

- Format/File Type: JPG
- Image Details: 72 dpi & RGB Color Profile, 1080x608 preferred size

**Please Note:** If the file provided is anything other than the above listed formats, conversion costs may apply. For example, Flash Media and PowerPoint files may be accepted but MUST be converted. In addition, any converting and/or encoding may affect playback quality. Screen Resolution: The message portion is in a landscape orientation with the aspect ratio being 16:9. All Video will be required to fit this aspect ratio to fill the format. Preferred plasma resolution is 1080 x 608.





# ONSITE / SIGNAGE + GRAPHICS

## NORTH LOBBY WINDOWS (INTERIOR)

### OPTION 1: FULL TOP ROW \$3500

- Material: Wall Sticker
- Dimensions: 54.96 w x 89.4 h
- Qty: Set of 9
- Sides: 1

### OPTION 2: FULL BOTTOM ROW \$3500

- Material: Wall Sticker
- Dimensions: 54.96 w x 91.92 h
- Qty: Set of 9
- Sides: 1

### OPTION 3: SMALL WINDOW DECAL \$3200

- Material: Wall Sticker
- Dimensions: 50 x 50
- Qty: Set of 18 or 2 sets of 9
- Sides: 1

### OPTION 4: SMALLER WINDOW DECAL \$2000

- Material: Wall Sticker
- Dimensions: 36 x 36
- Qty: Set of 18 or 2 sets of 9
- Sides: 1





# MADE IN USA / SUSTAINABLE FASHION DISPLAYS

## MADE IN USA

\$850

For the manufacturers that have lines "Made in the USA," and want to display products on dress forms, which will include your line name and booth number.

## SUSTAINABLE FASHION DISPLAYS

\$850

Select "Sustainable" if your apparel line is eco-friendly or made with recycled goods. The dress forms will include your line name and booth number.

### PACKAGE INCLUDES:

- (1) dress form display with company logo and booth number in either the made in USA or sustainable fashion display area

### DISPLAY GUIDELINES AND INSTRUCTIONS:

- You must drop off your samples as soon as possible starting Sunday morning at 8am. Samples must be dropped off in the specified meeting room.
- All samples must remain in/on the display until 4:00pm on the last day of the show. At that time, you may take your samples from the display(s). Any samples remaining after 6:00pm will be considered abandoned.
- Show Management does not accept responsibility for any items placed on the display(s).
- The MADE IN USA/ SUSUSTAINABLE FASHION dress forms are placed in the display based on aesthetic. Show management reserves the right to place exhibitor's items as it best fits the needs of the show.
- If anyone is found to have moved their display(s) after your goods are placed and displayed or move someone else's goods, they will forfeit their display and money. Any inconsiderate or hostile behavior will also result in forfeiting your Showcase for the current show and any shows in the future.





# ONSITE / MANNEQUIN

## MANNEQUIN PEDESTAL \$950

## MANNEQUIN PACKAGE \$1000

Gain brand recognition pre-show with this offer. Includes mannequin and ID sign, as well as exposure to our qualified buyer audience with the digital options listed below.

### PACKAGE INCLUDES:

- (1) Mannequin (\$950 value)
- (1) Social post on Instagram to 2k+ followers (\$300 value)
- (1) Social post on Facebook 48k+ annual impressions (\$300 value)
- (1) Inclusion in WWIN Weekly Newsletter sent to 17k+ buyers (\$200 value)

**DEADLINE TO RESERVE: JANUARY 12**





# ONSITE / FASHION SHOWCASE

## FASHION SHOWCASE

\$450

If you have purchased a Fashion Showcase (or plan to) for the WWIN show, it is very important to be aware of our guidelines. These special display areas have become increasingly in demand.

- You must drop off your samples as soon as possible starting Monday morning at 8am. Samples must be dropped off in the specified meeting room.
- All samples must remain in/on the Showcase until 4:00 pm on the last day of the show. At that time, you may take your samples from the showcase/s. Any samples remaining after 6:00pm will be considered abandoned.
- Show Management does not accept responsibility for any items placed in the Showcases.
- The showcases are placed along all the walkways, at random and are put out by first-come basis. Show management reserves the right to place exhibitor's items as best fits the needs of the show.
- If anyone is found to have moved their showcase display(s) after your goods are placed and displayed or move someone else's goods, they will forfeit their Showcase and money. Any inconsiderate or hostile behavior will also result in forfeiting your Showcase for the current show and any shows in the future.



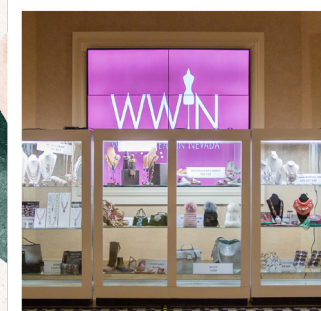
## FASHION DISPLAY PACKAGE

\$850

Gain more impressions pre-show with these digital add-ons. Includes a showcase display for apparel or accessories and a sign which includes your line name and booth number as well as digital marketing opportunities.

### PACKAGE INCLUDES:

- (1) Fashion showcase display (\$450 value)
- (1) Social post on Instagram to 2k+ followers (\$300 value)
- (1) Social post on Facebook 48k+ annual impressions (\$300 value)
- (1) Inclusion in WWIN Weekly Newsletter sent to 17k+ buyers (\$200 value)





# ONSITE / HOSPITALITY

## CAFE/LOUNGE SPONSOR

\$5000

As buyers convene for lunch, capture their attention with this daily exclusive sponsorship.

### PACKAGE INCLUDES:

- 3 live models roaming the dining salon and handing out marketing materials
- Branded table tent signage on all dining tables
- Custom branded stickers with company name and booth number on all boxed lunches provided to buyers
- 'Sponsored by logo' next to luncheon listing on daily event schedule and app push

## BREAKFAST SPONSOR

\$2000

### PACKAGE INCLUDES:

- 8.5" x 11" table tent signage on all dining tables
- Logo on breakfast signs at buffet tables
- Company logo listed as sponsor next to daily breakfast listing in event schedule
- Handouts on tables during breakfast

## POP, FIZZ, CLINK SPONSORSHIP

\$6500

### PACKAGE INCLUDES:

- Exclusive wine stand at your booth
- Logo and booth number on signs around event
- Logo and booth number printed on custom branded napkins
- Custom branded cups for wine
- Logo on all pre-show promotional emails and website next to event schedule listing
- Logo on mobile app next to event schedule listing
- Logo in printed show directory next to event schedule listing



# ONSITE / HOSPITALITY

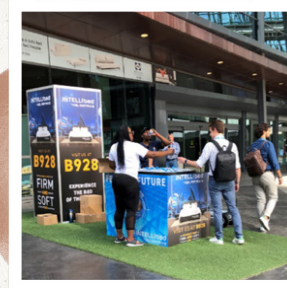
## WATER BOTTLE SPONSORSHIP

\$7000

Branded water bottles including signage on and beside the bin

### INCLUDES

- Four-sided Tower and Bin
- 10 oz. Branded water bottles with your company logo
- Qty: 3000 bottles



## JUICE BAR

\$4500 (Juice Only) OR  
\$5500 (Branded napkins  
and cups included)

- Serves 200 ppl
- Assortment of four different juice flavors to choose from
- Runs for 2 hrs. or until juice runs out
- Optional branded napkins and cups
- Promotion on all marketing collateral (printed signage, boards, emails, social media, web. etc.)





# SPONSORSHIP INSERTION ORDER

## WEBSITE/DIGITAL

- ☐ Exclusive Welcome Ad- \$3000
- ☐ Website Banner Ads: \$775/month
- ☐ Website Banner Ads: \$1000/3months
- ☐ Product Spotlight | Show Daily Eblast: \$200
- ☐ Company Spotlight Eblast: \$500
- ☐ Onsite Welcome Email: \$3500

## PROMOTIONAL PACKAGE

- ☐ New Exhibitor Package: \$300
- ☐ Social Media Package: \$750
- ☐ Social Media Onsite Post: \$300

## MOBILE APP

- ☐ Splash Screen: \$1500
- ☐ Sponsor Ad: \$1500
- ☐ Mobile Device Push Notifications: \$500

## PRINT / SHOW MAP

- ☐ Back Cover: \$2000
- ☐ Full Page Ad: \$1100
- ☐ 1/2 Page Ad: \$850
- ☐ 1/4 page Ad: \$600

## PRINT / SIGNAGE + GRAPHICS

- ☐ Exterior Banners: \$15000
- ☐ Tent Banners: \$1000

- ☐ Sidewalk Floor Decals: \$750
- ☐ Fabric Banners Behind Registration: \$4000
- ☐ Interior Door Graphics: \$1500
- ☐ North Entrance Exterior Windows
  - ☐ Set Of 16: \$8000
  - ☐ Set Of 12: \$7000
  - ☐ Set Of 8: \$5000
- ☐ North Entrance Digital Monitor: \$2500
- ☐ North Lobby Windows (Interior):
  - ☐ Full Top Row: \$3500
  - ☐ Full Bottom Row: \$3500
  - ☐ Small Window Decal: \$3200
  - ☐ Smaller Window Decal: \$2000

## ONSITE / PRODUCT DISPLAYS

- ☐ Made in the USA: \$850
- ☐ Sustainable Fashion Displays: \$850
- ☐ Mannequin Pedestal: \$950
- ☐ Mannequin Package: \$1000
- ☐ Fashion Display: \$450
- ☐ Fashion Display Package: \$850

## ONSITE / HOSPITALITY

- ☐ Cafe/Lounge Sponsor: \$5000
- ☐ Breakfast Sponsor: \$2000
- ☐ Pop, Fizz, Clink Sponsor: \$6500
- ☐ Water Bottle Sponsorship: \$7000
- ☐ Juice Bar: \$4500
- ☐ Juice Bar: \$5500

RETURN THIS FORM WITH PAYMENT INFORMATION TO JIM WALKER AT [JIM.WALKER@CLARIONEVENTS.COM](mailto:JIM.WALKER@CLARIONEVENTS.COM)

GRAND TOTAL: \$\_\_\_\_\_ ☐ VISA ☐ MASTERCARD ☐ DISCOVER ☐ AMERICAN EXPRESS SECURITY CODE: \_\_\_\_\_

NAME OF CARD HOLDER: \_\_\_\_\_ CARD NUMBER: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

BILLING ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

EXHIBITING COMPANY: \_\_\_\_\_ PHONE: ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_ EMAIL: \_\_\_\_\_

MAIN CONTACT: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

**\*\*SPONSORSHIPS MUST BE PAID IN FULL BEFORE PUBLISHING \*\*ALL ARTWORK MUST BE APPROVED BY SHOW MANAGEMENT**