



/ 2024 SPONSORSHIP + MEDIA KIT



SUNDAY AUGUST 18 - WEDNESDAY AUGUST 21, 2024
THE EXPO AT WORLD MARKET CENTER
LAS VEGAS, NEVADA

SPONSORSHIP INSERTION ORDER



WEBSITE/DIGITAL

- Exclusive Welcome Ad: \$3,000
- Website Banner Ads: \$775/month
- Website Banner Ads: \$1,000/3months
- Digital Registration Sponsorship: \$2,500
- Product Spotlight | Show Daily Eblast: \$200
- Company Spotlight Eblast: \$500
- Onsite Welcome Email: \$3,500

PROMOTIONAL PACKAGE

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

MOBILE APP

- Splash Screen: \$1,500
- Sponsor Ad: \$1,500
- Mobile Device Push Notifications: \$500

PRINT / SHOW MAP

- Registration Hand Out: \$3,500
- Back Cover: \$2,500
- Full Page Ad: \$1,200
- 1/2 Page Ad: \$850
- 1/4 page Ad: \$600

PRINT / SIGNAGE + GRAPHICS

- Exterior Banners: \$15,000
- Tent Banners: \$1,000
- Hostess Handout: \$4,000

- Sidewalk Floor Decals: \$750
- Fabric Banners Behind Registration: \$4,000
- Interior Door Graphics: \$1,500
- North Entrance Exterior Windows
 - Set Of 16: \$8,000
 - Set Of 12: \$7,000
 - Set Of 8: \$5,000
- North Entrance Digital Monitor: \$2,500
- North Lobby Windows (Interior):
 - Full Top Row: \$3,500
 - Full Bottom Row: \$3,500
 - Small Window Decal: \$3,200
 - Smaller Window Decal: \$2,000

ONSITE / PRODUCT DISPLAYS

- Made in the USA: \$850
- Sustainable Fashion Displays: \$850
- Mannequin Pedestal: \$950
- Mannequin Package: \$1,200
- Fashion Showcase: \$450
- Fashion Display Package: \$850

ONSITE / HOSPITALITY

- VIB Lounge Sponsor: \$8,500
- Tour Sponsor: \$1,000
- Cafe/Lounge Sponsor: \$5,000
- Breakfast Sponsor: \$2,000
- Pop, Fizz, Clink Sponsor: \$8,000
- Water Bottle Sponsorship: \$3,500
- Juice Bar: \$4,500
- Juice Bar: \$5,500

RETURN THIS FORM WITH PAYMENT INFORMATION TO **KIM SYNNOTT AT KIM.SYNNOTT@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**



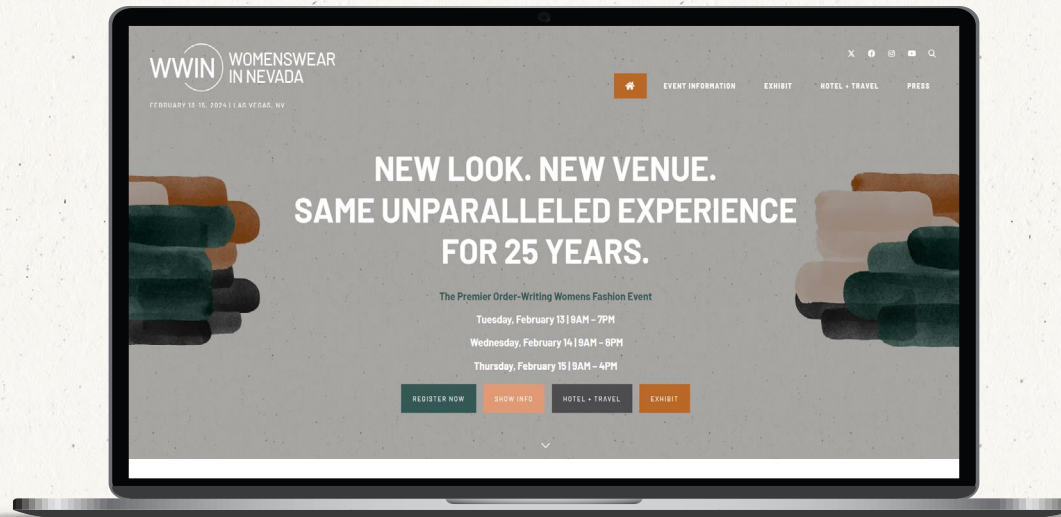
SUNDAY AUGUST 18 - WEDNESDAY AUGUST 21, 2024
THE EXPO AT WORLD MARKET CENTER, LAS VEGAS, NEVADA

WEBSITE

**EXCLUSIVE
WELCOME AD**
\$3,000

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)



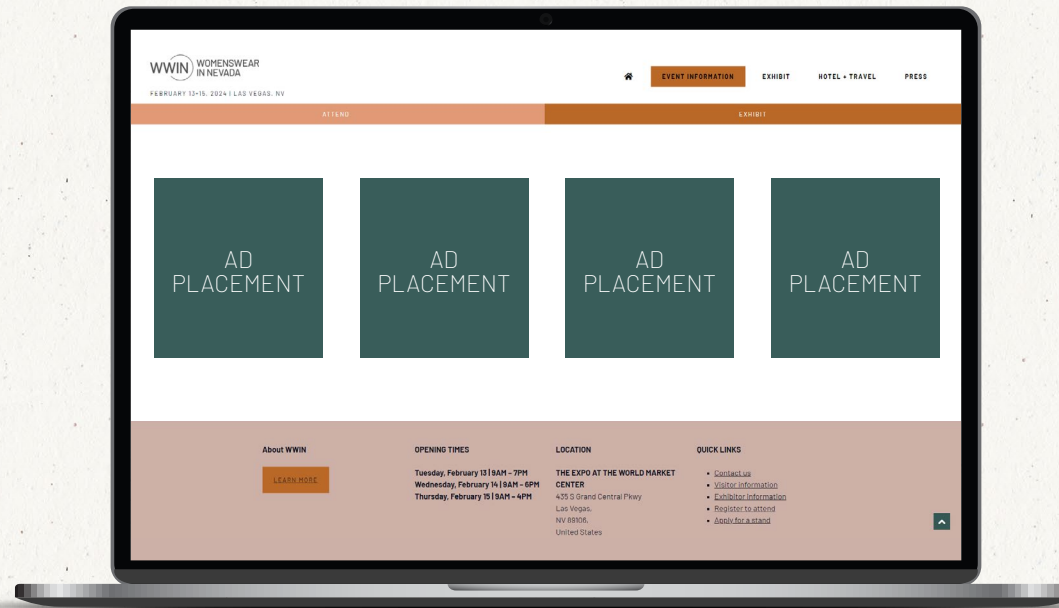
WEBSITE

WEBSITE BANNER ADS

\$775/MONTH OR
\$1,000/3 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

DIGITAL REGISTRATION SPONSORSHIP \$2,500

This sponsorship offers unparalleled brand awareness from the moment buyers register for the event. This exclusive opportunity places your company logo on the registration page and within every registration confirmation email sent to attendees.

PRODUCT SPOTLIGHT | SHOW DAILY EBLAST \$200

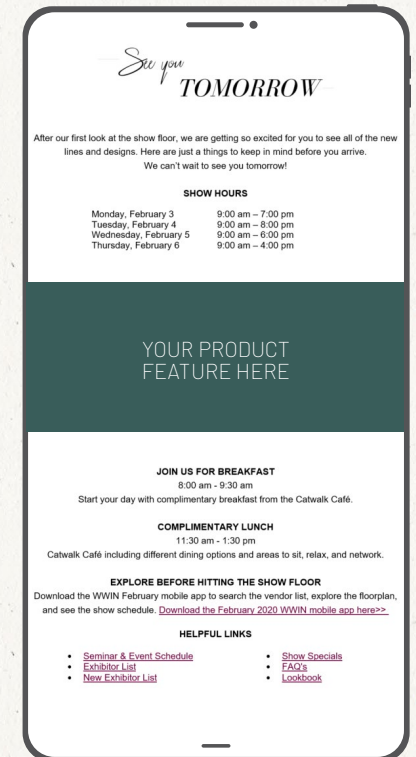
Feature your product shot in one of our daily eblasts and reach our targeted buyer database. Sent out each morning of the show, these email messages go out to all pre-registered and prospective attendees providing details of the show's daily events and news.

[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 ▶](#)



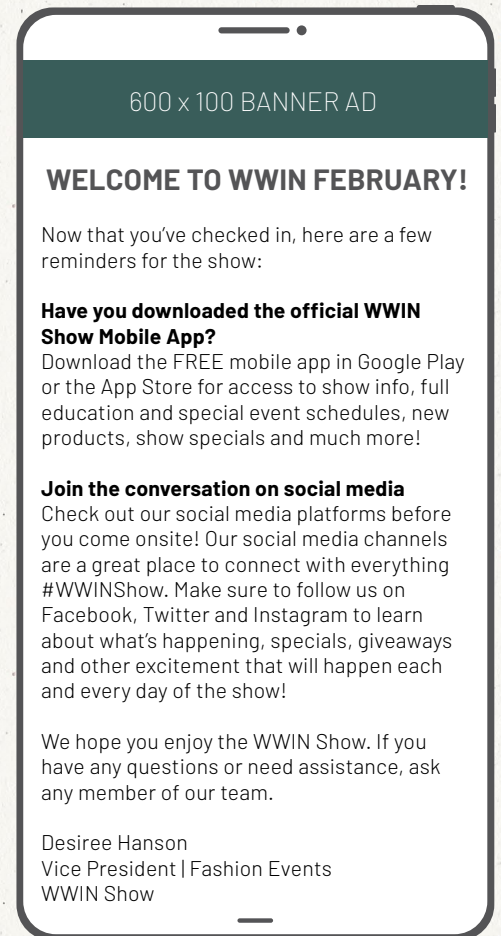
WEBSITE/DIGITAL

ONSITE WELCOME EMAIL \$3,500

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!



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!

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!

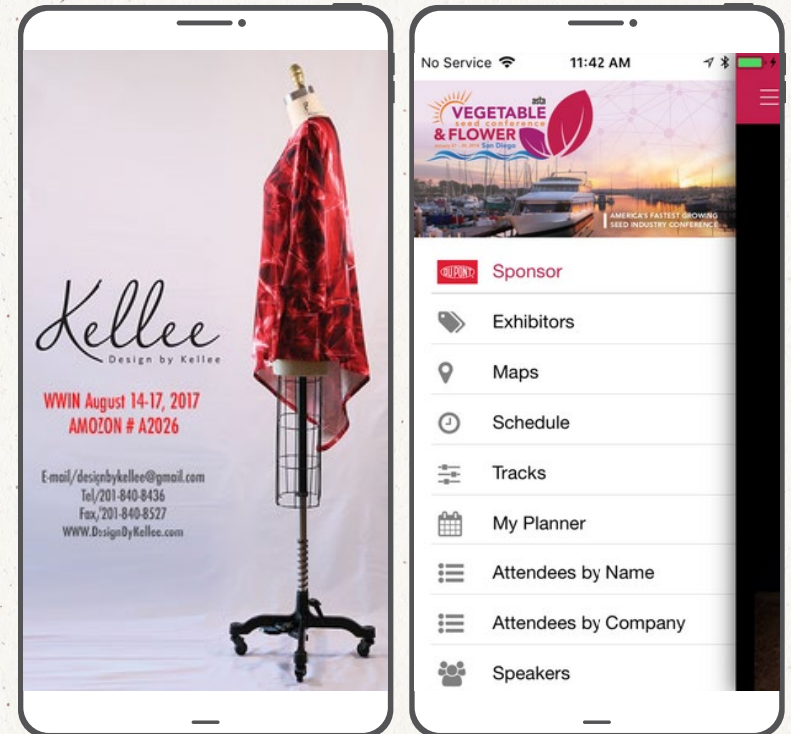
SPLASH SCREEN \$1,500

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 \$1,500

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

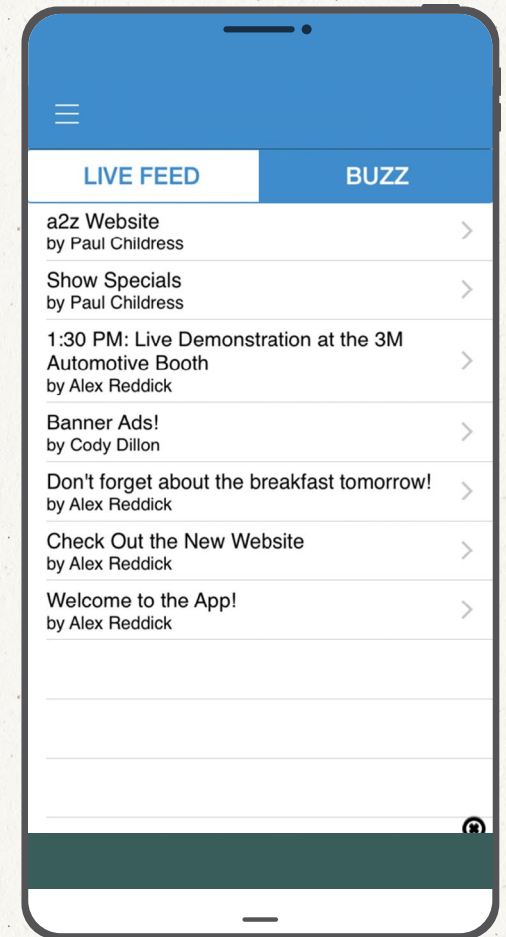


MOBILE APP

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

**REGISTRATION
HAND OUT**
\$3,500

Own the First Impression. Secure this high-impact registration handout sponsorship. This exclusive opportunity places your company's branded, double-sided postcard directly in the hands of every attendee as they collect their badges.

**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
\$2,500

3.75 in x 10.125 in

FULL PAGE AD
\$1,200

3.75 in x 10.125 in

1/2 PAGE AD
\$850

3.75 in x 5.0625 in

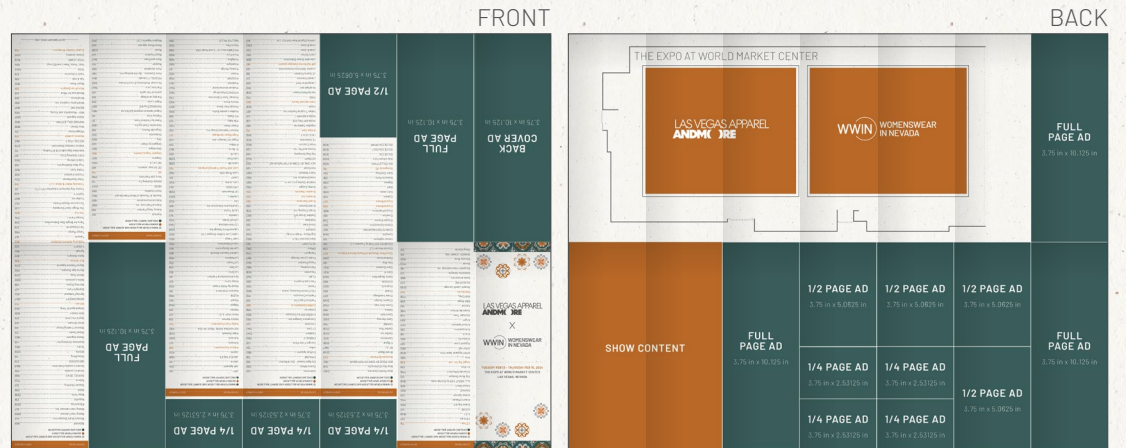
1/4 PAGE AD
\$600

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: July 11, 2024 for Buyers Guide & July 22, 2024 for Ads (email to: katy.welch@clarionevents.com)



PRINT / SIGNAGE + GRAPHICS

Deadline: July 3 for Sales, July 11 for Artwork

EXTERIOR BANNERS

\$15,000 EACH

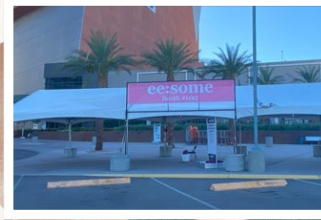
- Material: 9 oz. mesh
- Dimensions: 538in w x 318in h ▶
- Qty: 3
- Sides: 1



TENT BANNERS

\$1,000

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



HOSTESS HANDOUT

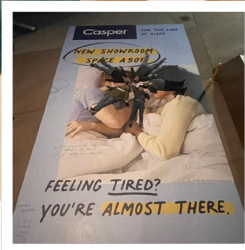
\$4,000

Personal experience for an in person, hostess handing out print materials at registration.

SIDEWALK FLOOR DECALS

\$750

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



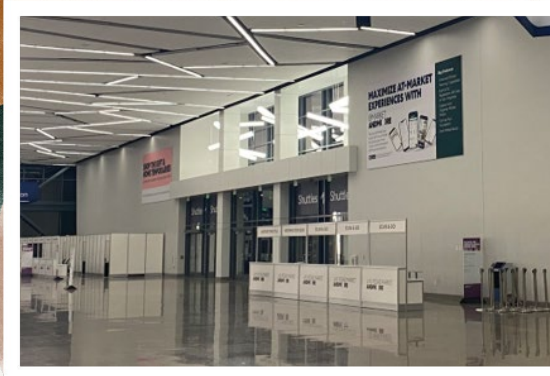
ONSITE / SIGNAGE + GRAPHICS

FABRIC BANNERS BEHIND REGISTRATION

\$4,000 EACH

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

Deadline: July 3 for Sales, July 11 for Artwork

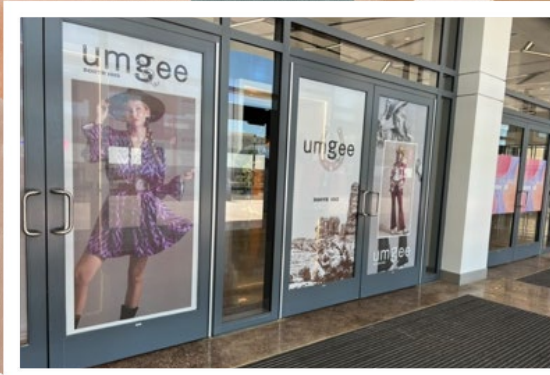


INTERIOR DOOR GRAPHICS

\$1,500 PER SET OF 2

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

Deadline: July 19 for Artwork



ONSITE / SIGNAGE + GRAPHICS

NORTH ENTRANCE EXTERIOR WINDOWS

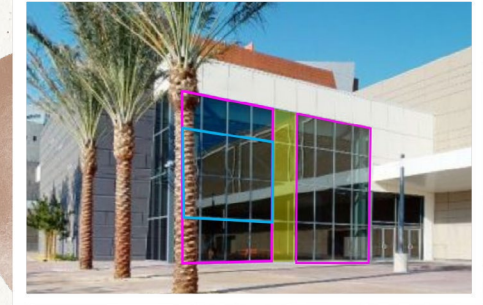
SET OF 16: \$8,000

SET OF 12: \$7,000

SET OF 8: \$5,000

- 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

Deadline: July 19



NORTH ENTRANCE DIGITAL MONITOR

\$2,500

Submit a 7 second spot.

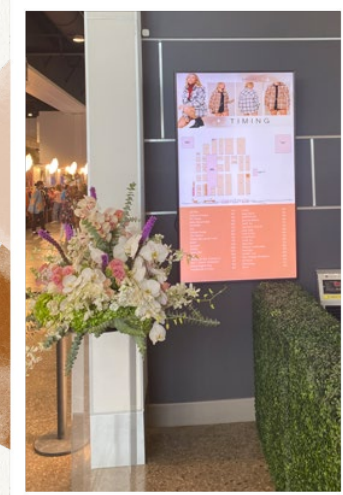
THE FOLLOWING PREFERRED FILE TYPES ARE RECOMMENDED:

- 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
\$3,500

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

OPTION 2:
FULL BOTTOM ROW
\$3,500

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

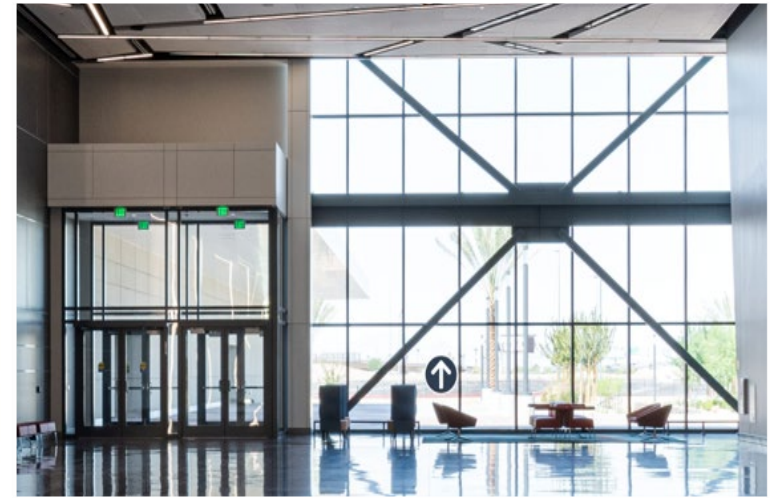
OPTION 3:
SMALL WINDOW DECAL
\$3,200

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

OPTION 4:
SMALLER WINDOW
DECAL
\$2,000

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

Deadline: July 19 for artwork



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.

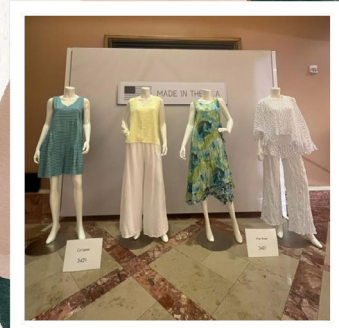
PACKAGE INCLUDES:

- (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.

Deadline: July 22



ONSITE / MANNEQUIN

MANNEQUIN PEDESTAL
\$950

MANNEQUIN PACKAGE
\$1,200

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: July 22

Note: mannequins must be purchased in groups of 2 or more (no single bodies sold).



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.



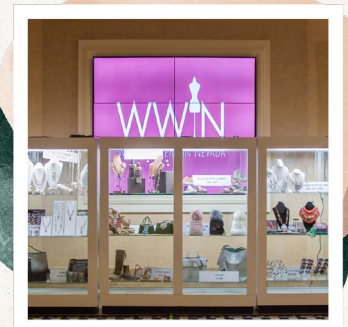
FASHION DISPLAY PACKAGE

\$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

VIP LOUNGE SPONSOR

\$8,500

Elevate your brand and capture the attention of top women's apparel buyers with the VIP Lounge Sponsorship Package. This exclusive opportunity allows you to showcase your collections in a luxurious setting, fostering high-impact connections with key decision-makers. Sponsorship includes: email to all VIP's thanking our lounge sponsor (you!) complete with 3-5 images and a bit about your company, a dedicated space for a curated selection of your top 3 garments on elegant mannequins, branded cups and beverage napkins, a stand alone 22x28 'Sponsored By' sign at the entrance to the lounge.

CAFE/LOUNGE SPONSOR

\$5,000

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

ONSITE / HOSPITALITY

BREAKFAST SPONSOR

\$2,000

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

\$8,000

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

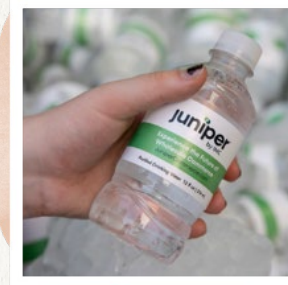
WATER BOTTLE SPONSORSHIP

\$3,500

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

\$4,500 (Juice Only) OR
\$5,500 (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.)

