

messe frankfurt

ADVERTISEMENT GUIDE



**texworld
apparel sourcing**

PARIS

01 – 03.07.2024

**PARIS, FRANCE
PORTE DE VERSAILLES
HALL 7**

Weaving the Future

Sourcing | Business | Solutions

texworld-paris.com

including **avantex** | **leatherworld**

Contents

1. Go Digital!	p. 3
2. Go Print!	p. 9
3. Advertise at the exhibition venue	p. 10
4. Become the next Partner of the Avantex Fashion Pitch	p. 14
5. Fashion walk: a UNIQUE promotional event within your reach	p. 15
6. Sponsoring Regulations and Printing specifications	p. 16

For any demand, please contact:

exhibitorservice@france.messefrankfurt.com

or call at +33 (0)6 74 29 08 78

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Leatherworld@France.MesseFrankfurt.com
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texworld-paris.com

First come: first served!

1. Go Digital!

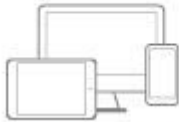
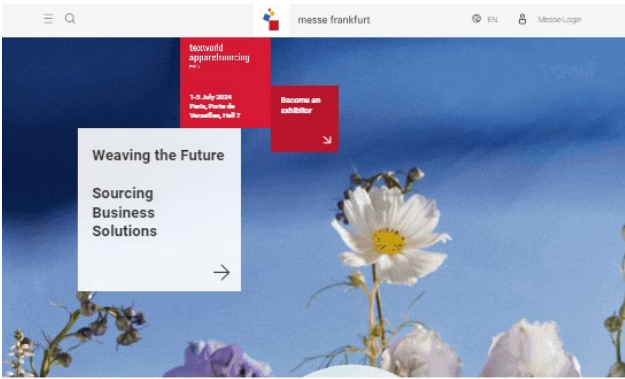
1.1. Advertise on the show website!

N.B. In order to be able to upload your ads on the website on time, we'd need your files 5 days prior the date for going online. The ads remain at the show website 2 weeks after the event. There is a 3 banners limitation to each position.

- We offer placements for online banners:**
- On the homepage
 - In the Exhibitor search (Grid view & List view)

Website yearly audience
215 400 visitors

HOMEPAGE



RESPONSIVE DESIGN
Your banners can also be viewed on mobile devices.

Texworld Apparel Sourcing Paris

This event brings together, twice a year in Paris, a thousand exhibitors from the fashion industry. It offers professional buyers from all over the world a sourcing platform with a wide variety of products ranging from basics to the most creative and qualitative.

1140x380px

3000€ excl. VAT

File formats: jpg/png (static), gif (static/animated)
Max. file size 250 kB

This event is composed of five universes:

- **Texworld** - gathering international weavers for a wide range of textiles, trims and accessories.
- **Texworld Denim** - a sector that highlights the entire **denim offer** from raw material to finished product.
- **Apparel Sourcing** - with its hundreds of manufacturers, it is the largest European showcase of clothing and accessories manufacturers from many and new sourcing countries.
- **Avaltext** - is the international innovation meeting place for an **advanced and sustainable fashion**. (July edition only)
- **Leatherworld** - the European platform for the sourcing of **leather**. (July edition only)



The visual is likely to be displayed in rotation with another advertisement

The show is a major business and inspiration platform thanks to its wide international offer, thematic forums and its trendbook. Its selection committee facilitates the work of buyers with a clear sectorisation and itineraries to narrow their research: EUTE sector (high-performance component), Services sector (solutions linked to the product offer), Small Quantity Inventory (for small brands and capsule collections), Sustainable Sourcing (eco-responsible and ethical sourcing) and the Handmade (itinerary for the finest handicraft).

Download
the Messe Frankfurt France
General Terms and Conditions here

EXHIBITOR SEARCH (1/2)

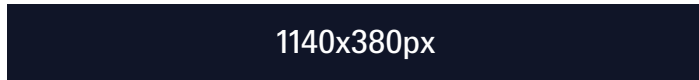
Exhibitors & products

SHARE

TEXWORLD EXHIBITORS LIST

APPAREL SOURCING EXHIBITORS LIST

Download the PDF exhibitors list (PDF, 902 KB)



3000€ excl. VAT

Search bar with placeholder 'e.g. product, name of exhibitor...' and buttons for SEARCH and FILTER



GRID VIEW

All exhibitors

Sort by: Best results Name Hall / Stand ADD ALL WATCHLIST [Grid View Icon]

A

Acar Tekstil ★ 1,1078	Adesse Fabric & Print ★ 1,1012	Adivinci Textile Printing (Zhejiang) ★ 1,1066
Ahcof Industrial Development ★ 1,1031	AICP ★ Full	Allqun Textile (Foshan) ★ 1,1001
Alpha Textile ★ 1,1087	Akdem Tekstil ★ 1,1020	Akdoganlar Tekstil ★ 1,1025
Altun Textile ★ 1,1020	Aktif Dantel ★ 1,1025	Dahua Imp. & Exp. (Changzhou) ★ 1,1099
Amattra Broderie ★ 1,1003	Daechun ★ 1,1096	Danfeng Knitting (Shaoxing Keqiao) ★ 1,1012
Dali Garments Weaving ★ 1,1106	Dandi Textile (Shaoxing Keqiao) ★ 1,1030	D.C. Exports ★ 1,1066
Daon Fabrics ★ 1,1082	Daxun Textile (Shaoxing) ★ 1,1033	D.E. Corp ★ 1,1038
Darin Textile (Shaoxing) ★ 1,1114	Dexun Textile (Shaoxing) ★ 1,1033	Devon Textile (Suzhou) ★ 1,1029
Daya Textile ★ 1,1026	Deyao Textile (Foshan) ★ 1,1011	
D&C Manufacture Group (Suzhou) ★ 1,1062		
Dest Tekstil ★ 1,1029		

After the 7th entry

A+C: 1800€ excl. VAT

B+C: 1800€ excl. VAT

File formats: jpg/png (static), gif (static/animated)
Max. file size 250 kB

EXHIBITOR SEARCH (2/2)

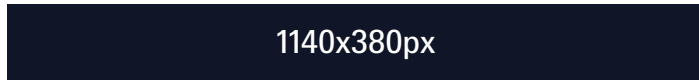
Exhibitors & products

SHARE

TEXWORLD EXHIBITORS LIST

APPAREL SOURCING EXHIBITORS LIST

Download the PDF exhibitors list (PDF, 902 KB)



3000€ excl. VAT

Search bar with 'SEARCH' and 'FILTER' buttons

All exhibitors

Sort by: Best results Name Hall / Stand

ADD ALL WATCHLIST

Grid/List view toggle (List view selected)

A-Z navigation

#	6 Dias Têxteis Internacionais	1,8040	☆
A	Acar Tekstil	1,1076	☆
	Adesse Fabric & Print	1,8012	☆
	Adivinci Textile Printing (Zhejiang)	1,1086	☆
	Ahcof Industrial Development	1,1081	☆
	AICP	null	☆
	Ailiqun Textile (Foshan)	1,8001	☆
C	1140x114px		
	Akdem Tekstil	1,1020	☆
	Akdoganlar Tekstil	1,1008	☆
	Akkayalar Tekstil	1,1004	☆
	Aktif Dantel	1,8020	☆
	Alderateks Tekstil Sanayi	1,1080	☆
	Alpha Textile	1,1087	☆



LIST VIEW

After the 7th entry

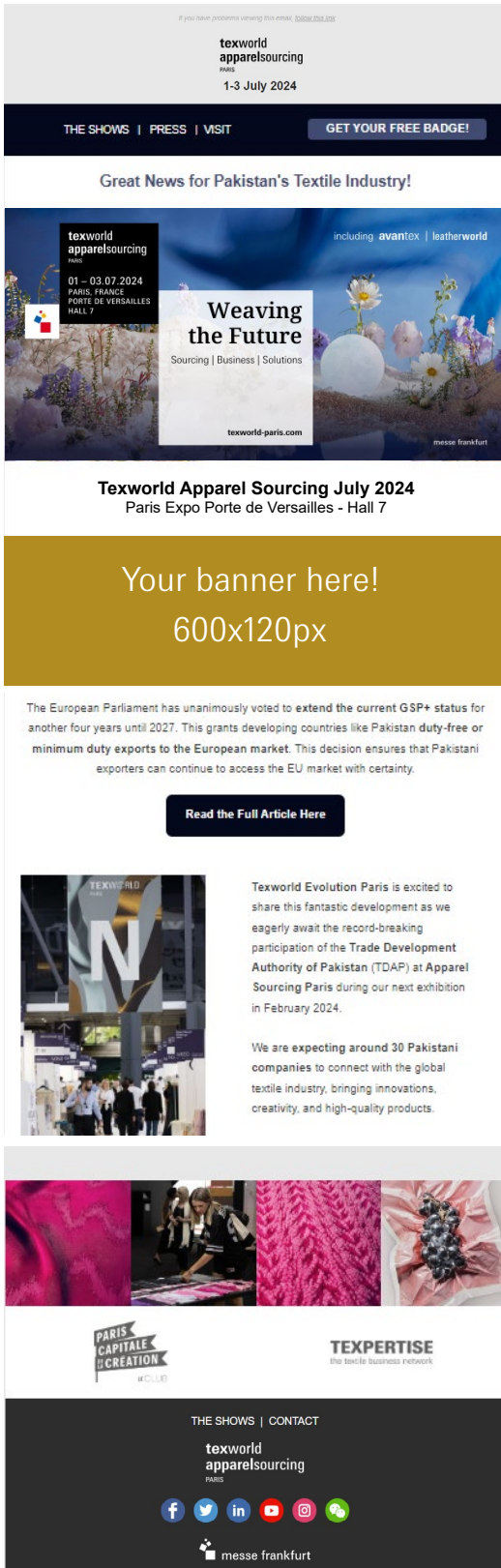
A+C: 1800€ excl. VAT

B+C: 1800€ excl. VAT

File formats: jpg/png (static), gif (static/animated)
Max. file size 250 kB

If you need assistance with the design of the ads, we have a team of graphic designers at your disposal at the rate of 400€ excl. VAT/banner.

1.2. Place a banner in one of our Newsletters!



N.B. In order to be able to include your ads in the newsletter, we'd need your files 5 days prior the sending date.

The newsletters reaching out to 60 000 targeted visitors* prior the show.

Attract attention before the trade fair with the exclusive Newsletter banner.

The trade fair newsletters **receive a lot of attention in your industry** due to their relevant editorial environment.

Only one banner is available per newsletter edition.

*This number is an estimate. The targeted visitors have asked to receive information by e-mail.

1 newsletter banner
= 2 000€ excl. VAT

File formats: jpg/png (static)
Max. file size 150 kB

1.3. Your ad right in the visitor's hand with new mobile App of the event!

Deadline: 10/06/2024

The Mobile App of the event is becoming increasingly popular, with user figures rising year over year. An app banner is a good way to guarantee attention.

Send us an English version of your banner. // Each banner contains exactly one link. // Flash is not supported! // Includes reporting.

Available positions

We offer placements for online banners:

- On the homepage
- On the editorial pages: events, speakers, social media
- In the Exhibitor search

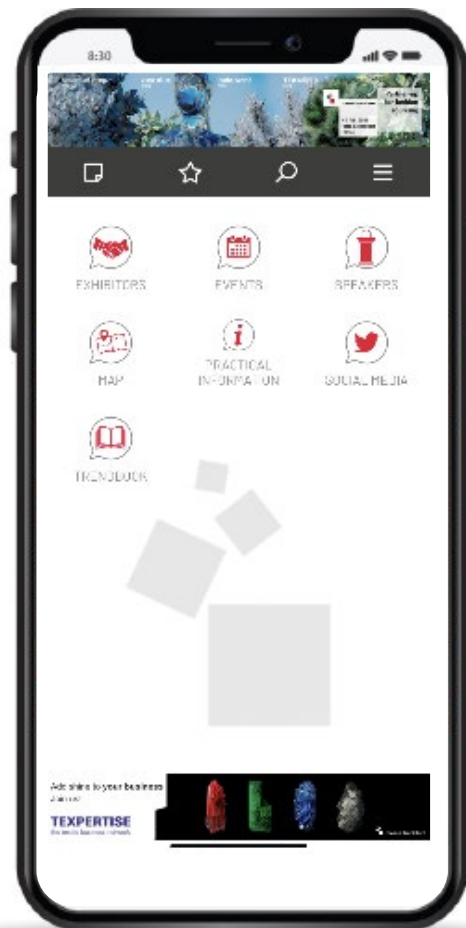
The available banner format is:

* File formats: **jpg/png** (static). The banners are interactive and refer either to your company website or to the page of your company profile.

– Bottom Banner:

1140x114px

PLACEMENT	PRICES excl. VAT
Homepage	2500€
Exhibitor search	2000€
Editorial page	1500€



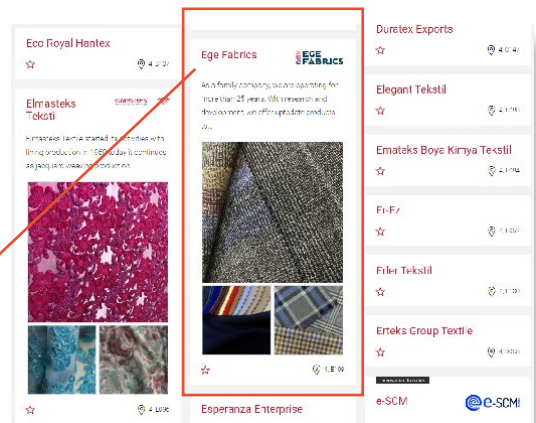
1.4. Become your own Media Package Manager (MPM) and highlight your company on the exhibitor directory online

Boost your visibility by adding company information on the exhibitor search page of the event website. (see note 1)

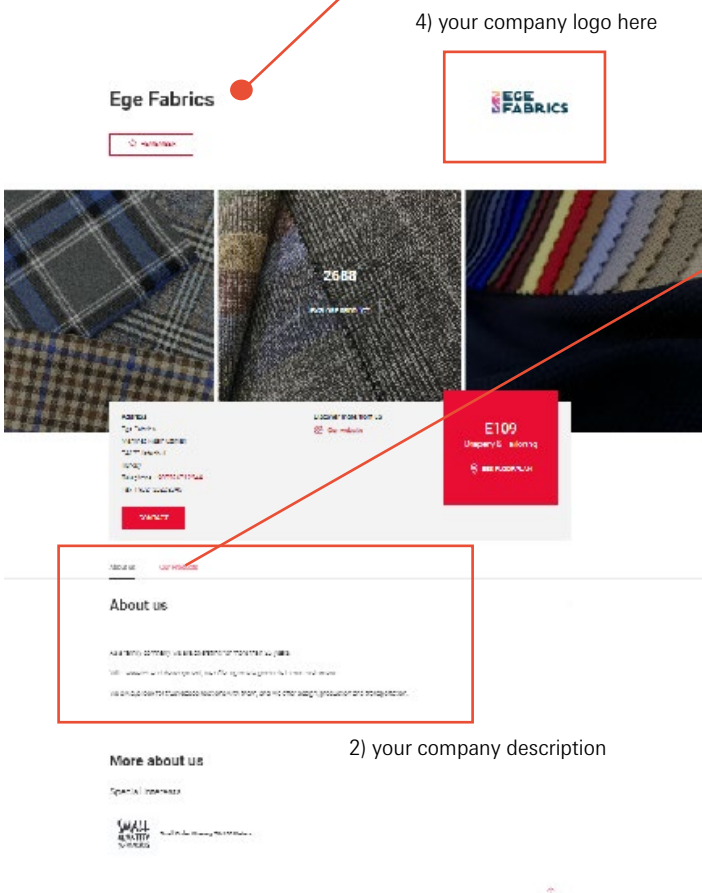
The Media Package is composed of:

- About us: write a text presentation of your company (see note 2)
- 3 products: upload photos and write a description for each product (see note 3)
- 1 logo: upload your company logo (see note 4)

Media Package = 495€ excl. VAT

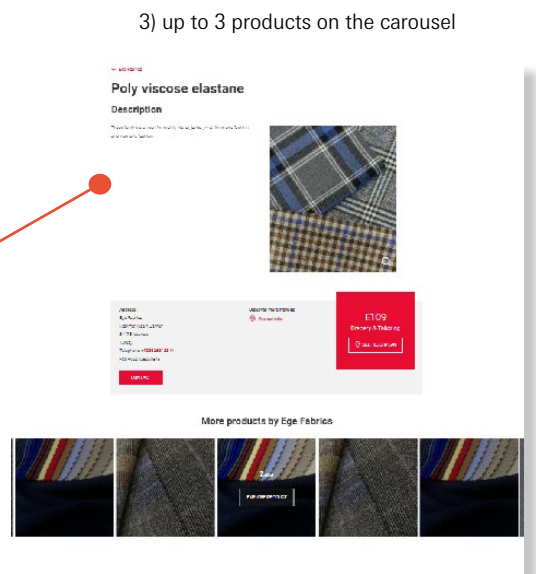


1) View of the Exhibitor Directory online



4) your company logo here

2) your company description



3) up to 3 products on the carousel

2. Go Print!

2.1. Your logo on the show map!

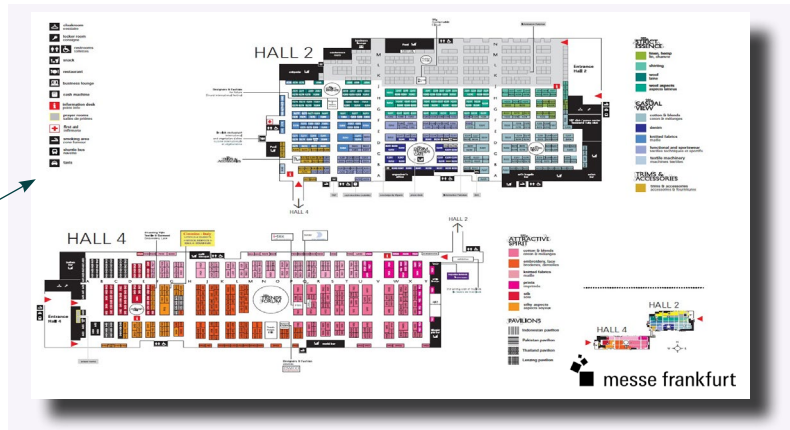
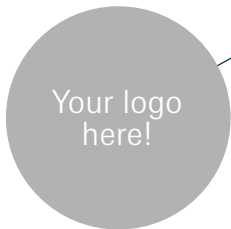
Deadline: 10/05/2024

Distinguish yourself!

Put your logo, brand name, booth & hall number location on the show map displayed in 6 000 copies.*

Limited offer
6 exhibitors only

550€ excl. VAT/logo



*The format and number of copies of the floor map is subject to change. This information is not binding. Floor map available via the mobile app too!

2.2. Your company ad in the Trend Book!

Deadline: 24/05/2024

The Trend Book is issued in A4 format and printed in 3 000 copies. Our Inspiration book is available free of charge to all the Texworld Evolution Paris visitors, exhibitors, press & VIP guests (T-Club network).

Grab this opportunity to advertise in this communication material on a full page.

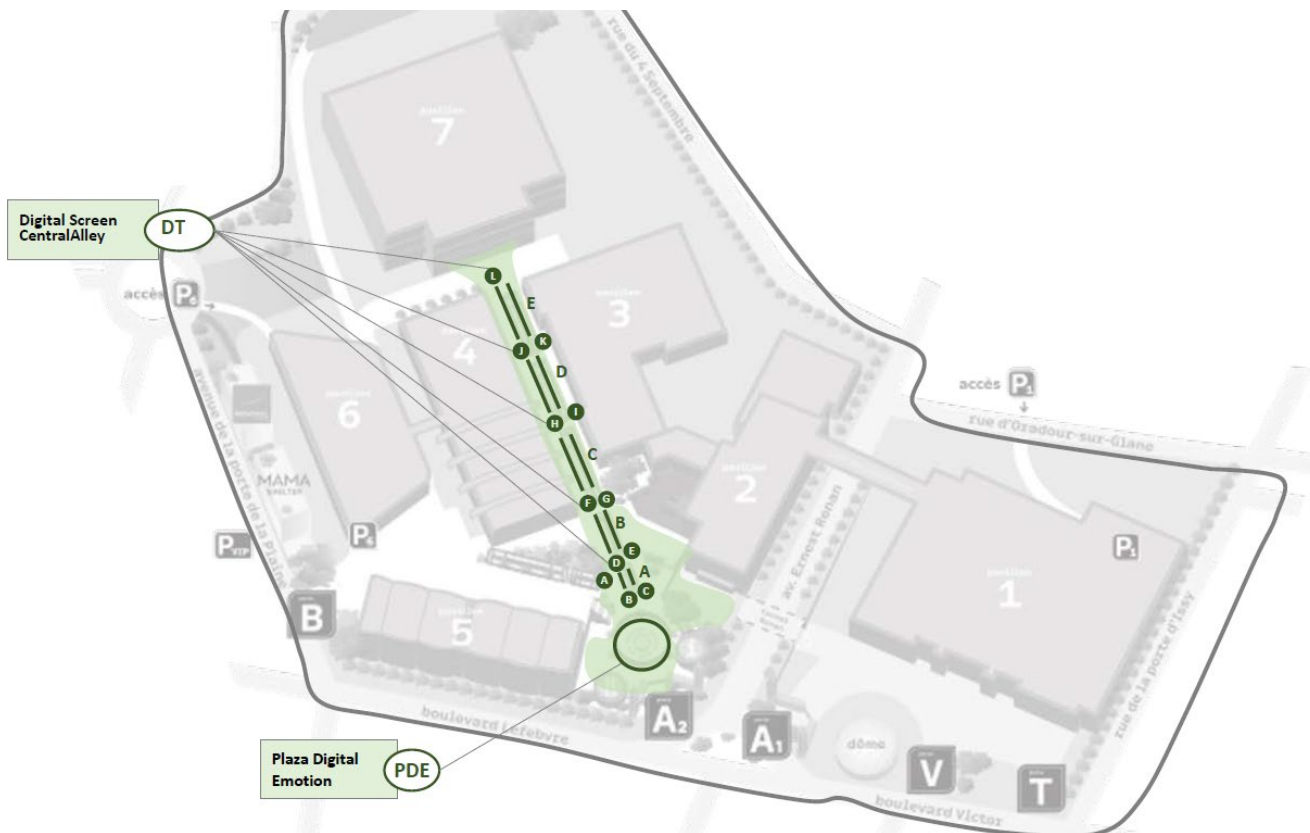
Inside front cover: 3 500€ excl. VAT
Inside back cover: 3 000€ excl. VAT
Back cover: 4 500€ excl. VAT



3. Advertise at the exhibition venue

Deadline: 13/05/2024

3.1. Outside areas



3.1.1. Plaza Digital Emotion

Giant LED screen 360°

Reference: PDE



- GIANT CIRCULAR LED SCREEN 269M² (122,16 M L x 2,196 M H) LOCATED AT THE MAIN ENTRANCE ON THE MANDATORY VISITOR PASSAGE 2 MINUTES LOOPS
- 1 TO 2 SPOT(S) OF 10 SECONDS
- IF NO OTHER ADVERTISER, LONGER EXPOSURE.
- TIME TO WALK THROUGH THE RING : APPROX. 40 SECONDS

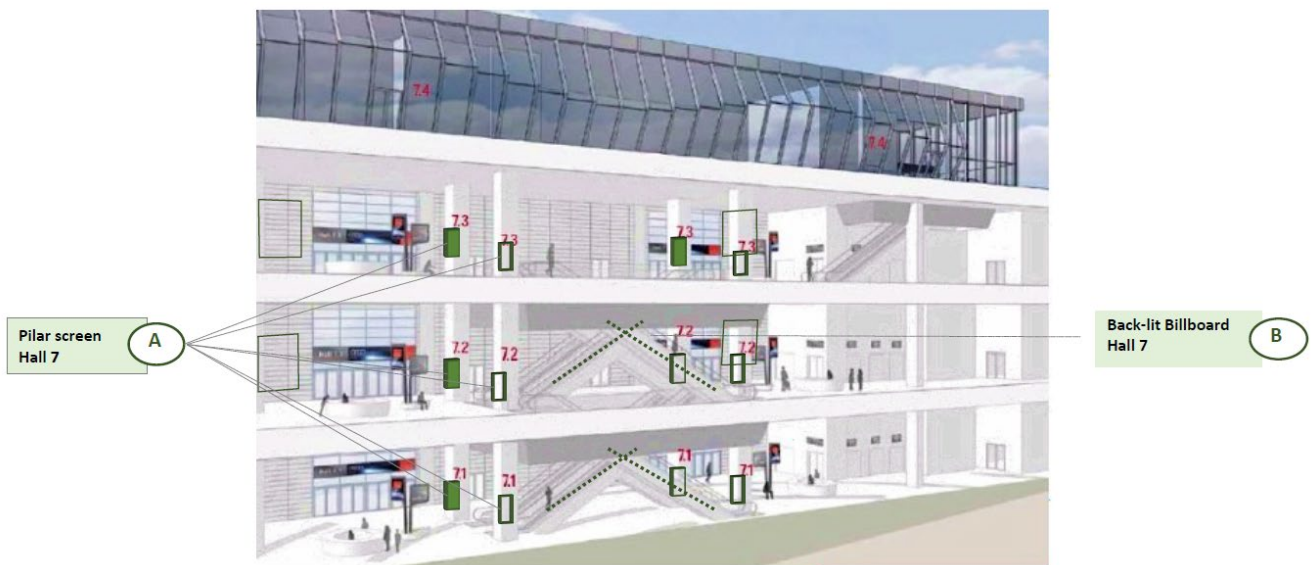
3.1.2. Digital Totems

Reference: DT



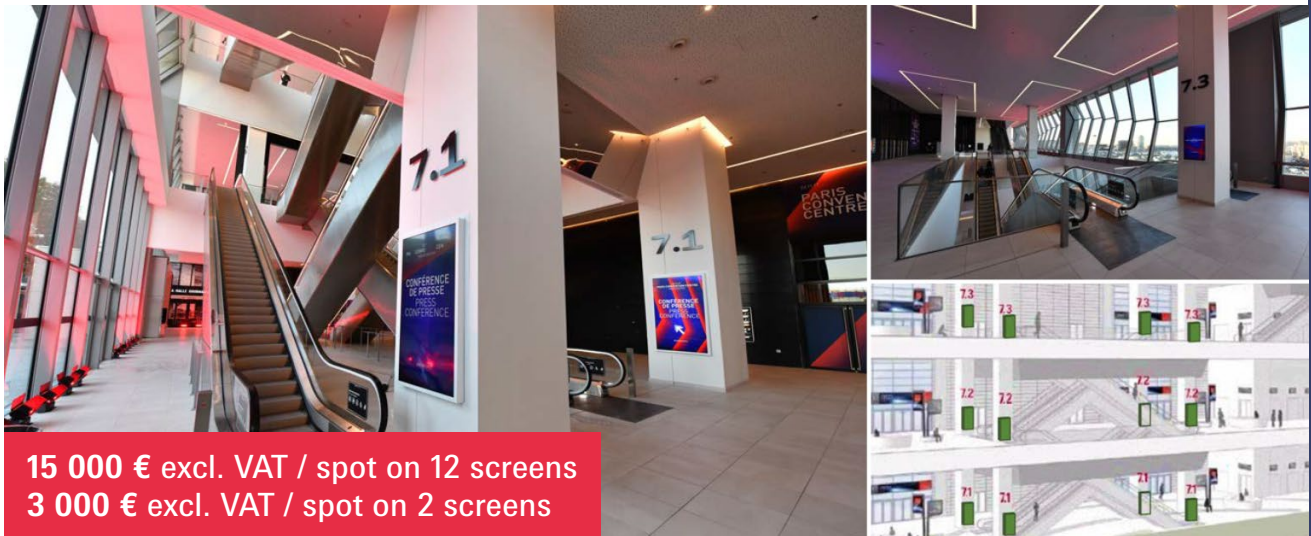
- DIGITAL TOTEMS 84 INCHES, CENTRAL ALLEY
- DIMENSIONS : 2 M2
- TOWARDS HALLS 2, 3, 4, 5, & 7
- 12 TOTEMS -> A, B, C, D, E, F, G, H, I, J, K, L
- 6 SPOTS OF 10 SECONDS IN A 1 MINUTE LOOP
- IF NO OTHER ADVERTISER, LONGER EXPOSURE.

3.2. Hall 7 (Atrium)



3.2.1. Pilars

Reference: A



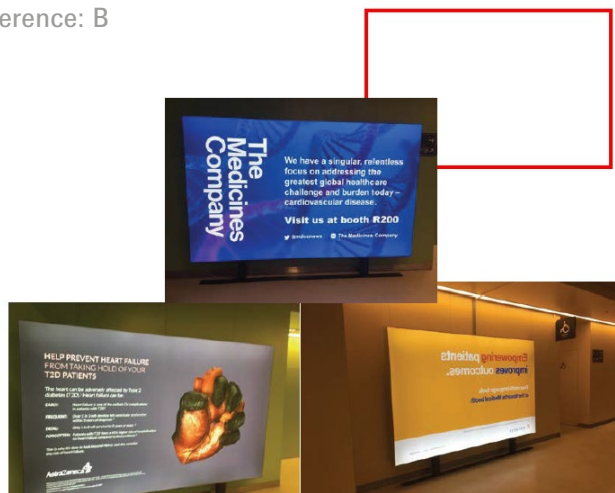
15 000 € excl. VAT / spot on 12 screens
3 000 € excl. VAT / spot on 2 screens

- **FORMAT :**
 - 4 SCREENS OF 86 INCHES AT LEVEL 7.2
 - 4 SCREENS OF 49 INCHES AT LEVEL 7.3
- POSSIBILITY TO CHOOSE THE SCREEN LOCATION*
DISCOUNT DEPENDING ON THE NUMBER OF SCREENS

- 1 MINUTE LOOPING / MAXIMUM 6 ADS
- 10 SECONDS SPOTS PER ADVERTISER
- IF NO OTHER ADVERTISER, LONGER EXPOSURE.

3.2.2. Back-Lit Billboard

Reference: B



10 000 € excl. VAT

- 7.2 CORRIDOR TOWARDS CLOAKROOM AND ENTRANCE
- FORMAT : 3m L X 1,80 m H
- 2 AVAILABLE ONLY

20% discount for 2 items

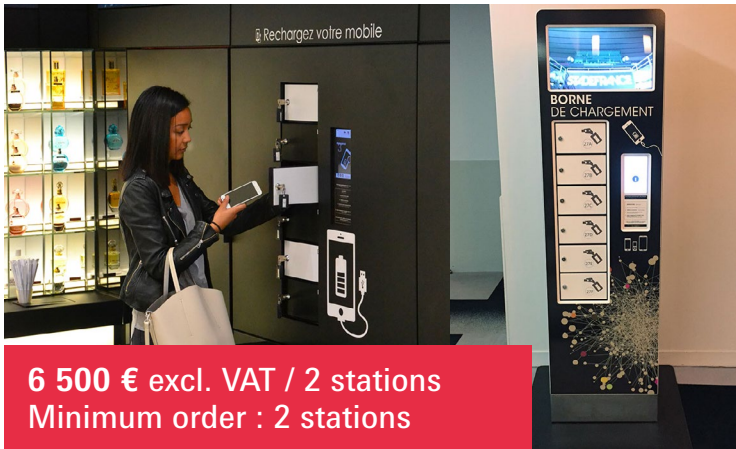


Specs

- Colour CMJN
- Artwork at 1/10th
- Vectorized font and logos.
- Fild HD (PDF, AI, EPS)
- No JPG files

3.3. Rest areas

3.3.1. Phone charging stations (Option 1)



Increase your visibility on-site by advertising on charging stations!

Offer limited to 1 exhibitor.

Specs

- Colour CMJN
- Vectorized font and logos.
- Filde HD (PDF, AI, EPS)
- No JPG files

3.3.2. Phone charging stations (Option 2)



Specs

- Screen: 43" LG LCD HD 1920x1080 16:9
- Formats: WMV, AVI, MP4, JPG, PNG...

4. Become the next Partner of the Avantex Fashion Pitch

Deadline: 03/06/2024

Be the first exhibitor to sponsor the innovative fashion and textile contest of Texworld Apparel Sourcing Paris!

Avantex, the international trade fair of innovation for an advanced and sustainable fashion, launched its first competition in 2016.

Avantex Fashion Pitch aims at creative start-ups offering innovative products and services for fashion and textiles.

The finale is organized at the show every July edition.



PARTNER OFFER > TOTAL COST: 2000€ INCLUDING:

- Your logo on the Avantex Fashion Pitch Website
- Mention of the partnership in our Newsletter before the fairs (about 60k subscribers)
- Mention in our after-show press release
- A dedicated post about your activities in our social medias (LinkedIn, Facebook, Instagram, Twitter)
- Presentation of your prize to the winner with a brief speech and professional photography of the ceremony
- Possibility to integrate the Avantex Fashion Pitch jury
- 500€ discount to participate in Avantex Paris as an exhibitor if your activity corresponds to the criteria of our selection committee OR the possibility to participate in one of our round tables as a speaker on a relevant topic

More information

Become a partner

JURY OF JULY 2023 [6th edition]



Frédérique Thureau
CEO Cedecs TCBL & Partner - Textile and Clothing Business Labs



Christian Martin
Strategic Advisor & New Ventures at Disrupt4style - lot4style



Corinne Bégau
Executive Program Manager, HEC Challenge +.

5. Fashion walk: a UNIQUE promotional event within your reach



EXCLUSIVE FASHION WALK = 12,000€ excl. VAT

- Including 30 passages max.
- Scenery designed by Texworld Evolution Paris' Art Directors (equipped backstages)
- Filmed onsite (file delivered to you at the end of the event)
- Highlight in our communication and official program
- Video available on Youtube & broadcast on social medias

>>> Upgrading options on request

Your contact: Cassandra Galli

e-mail: cassandra.galli@france.messefrankfurt.com

tel.: +33 6 74 29 09 07

6. Sponsoring Regulations and Printing specifications

Sponsoring Regulations

1- The sponsorship will not be promoted until the sponsorship fee is paid in full. It is understood that Exhibitors are responsible for providing Messe Frankfurt France S.A.S. with all company logos and materials for use with any sponsorship, and that all company logos and material are subject to approval by Messe Frankfurt France S.A.S.

2- The exhibitor guarantees that he has all the necessary rights to use the elements sent to Messe Frankfurt France S.A.S. The exhibitor is solely responsible for any infraction of the right to use them and guarantees Messe Frankfurt France S.A.S, the printer and the advertising space-selling agency will not be exposed to any claims or prosecution from a third party for having used the elements transmitted to Messe Frankfurt France S.A.S. The exhibitor shall compensate them for any prejudice suffered and shall guarantee them against any action by third parties against these insertions and sponsorship.

3- The estimate of the number of visitors and contacts indicated in the above offer are based on the numbers thereof that typically visit the Messe Frankfurt France shows.

Since the frequency of visits to the shows is subject to variations that are beyond the Organizer's control, he cannot guarantee these numbers.

4- The Organizer commits to provide the producers of advertising media with visual materials that he receives from the Exhibitors (see the required formats in the Printing Specifications paragraph below); but he is not responsible for the quality of said producers' work, particularly any possible differences in colour.

5- The Organizer reserves the right to cancel one or more advertising offers if their implementation is impractical, especially, for example, when the number of subscriptions is insufficient. All of the sums collected by the Organizer for a cancelled advertising offer will be refunded. Except for refunds that will be paid when an offer is cancelled for the reasons stated in the foregoing paragraph, no sum collected by the Organizer in payment of this purchase order will be refunded.

6- These regulations are governed by French law. In the event of disputes, only the courts of Paris shall have jurisdiction to adjudicate them.