

34<sup>th</sup>



**WORLD FASHION  
CONVENTION  
2018**

THE NETHERLANDS

*Maastricht*

OCTOBER 09+10 2018

**BRIEF INTRODUCTION TO THE IAF'S WORLD FASHION  
CONVENTION 2018 IN MAASTRICHT**

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## SPONSOR OPPORTUNITIES

### **Arguably the best marketing platform in the apparel industry**

The convention provides an excellent promotion and sponsorship opportunity for our sponsors. The event will draw an estimated 250 delegates from over 20 countries with the majority from the host country and its neighbours, the Netherlands, Germany and Belgium. The quality of the event, its venue, its speakers and its program, assured by 33 previous editions of experience and heritage, will attract C-level executives from the entire fashion supply chain. The event will draw substantial media attention in the local, national and international (trade) press. At the same time, the event provides an excellent networking platform for meeting, interacting and transacting business with international and Dutch experts, speakers and delegates.

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## SPONSOR PACKAGE 'DIAMOND'

- ✓ Branding in all communications (websites IAF and Modint, newsletters IAF and Modint, IAF convention newsletters, press releases, on-site communication (in convention folder, badges, table cards, signage, welcome letter on hotel rooms).
- ✓ Specific mention of event's main sponsor on menu cards at dinners and on all banners.
- ✓ Branding on the back drop in the conference hall
- ✓ Exhibition stand in the central foyer
- ✓ Invitation to the IAF Golf Tournament of Sunday October 7<sup>th</sup> for 2 persons
- ✓ Invitation to the Board of Directors' Dinner on Sunday October 7<sup>th</sup> for 2 persons
- ✓ Invitation for 6 people to the Festive Fashion Dinner on Tuesday oktober 9<sup>th</sup>
- ✓ Collaboration with IAF and MODINT in making business connections pre-event
- ✓ Main sponsor identified in restaurant, in program book as sponsor of a lunch or a dinner
- ✓ Invitations for 6 people for the Convention program on Tuesday October 9<sup>th</sup> and Wednesday October 10<sup>th</sup>
- ✓ Invitation for 2 people to participate in the study tour
- ✓ Possibility to insert company promotional material in the convention bag
- ✓ Possibility to have company logo printed on either pens, writing blocks, water bottles.
- ✓ 1 full page advertorial in the program book.
- ✓ Interview published in all IAF and Modint media and as press release pre-event
- ✓ 1 speaker or moderator in the conference (provided it fits in the program)

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## SPONSOR PACKAGE 'PLATINUM'

- ✓ Branding in all communications (websites IAF and Modint, newsletters IAF and Modint, IAF convention newsletters, press releases, on-site communication (in convention folder, badges, table cards, signage, welcome letter on hotel rooms).
- ✓ Branding on the back drop in the conference hall
- ✓ Exhibition stand in the central foyer
- ✓ Invitation to the IAF Golf Tournament of Sunday October 7<sup>th</sup> for 2 persons
- ✓ Invitation to the Board of Directors' Dinner on Sunday October 7<sup>th</sup> for 2 persons
- ✓ Invitation for 6 people to the Festive Fashion Dinner on Tuesday oktober 9<sup>th</sup>
- ✓ Collaboration with IAF and Modint in making business connections pre-event
- ✓ Sponsor identified in restaurant, in program book as sponsor of a lunch or a dinner
- ✓ Invitations for 6 people for the Convention program on Tuesday October 9<sup>th</sup> and Wednesday October 10<sup>th</sup>
- ✓ Possibility to insert company promotional material in the convention bag
- ✓ Possibility to have company logo printed on either pens, writing blocks, water bottles.
- ✓ 1/2 page advertorial in the program book.
- ✓ Interview published in all IAF and Modint media and as press release pre-event
- ✓ 1 speaker or moderator in the conference (provided it fits in the program)

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## SPONSOR PACKAGE 'GOLD'

- ✓ Branding in all communications (websites IAF and Modint, newsletters IAF and Modint, IAF convention newsletters, press releases, on-site communication (in convention folder, badges, table cards, signage, welcome letter on hotel rooms).
- ✓ Branding on the back drop in the conference hall
- ✓ Exhibition stand in the central foyer
- ✓ Invitation for 4 people to the Festive Fashion Dinner on Tuesday oktober 9<sup>th</sup>
- ✓ Sponsor identified in restaurant, in program book as sponsor of a lunch or a dinner or a coffee break
- ✓ Invitations for 4 people for the Convention program on Tuesday October 9<sup>th</sup> and Wednesday October 10<sup>th</sup>
- ✓ Possibility to insert company promotional material in the convention bag
- ✓ Possibility to have company logo printed on either pens, writing blocks, water bottles.
- ✓ 1/2 page advertorial in the program book.

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**SPONSOR PACKAGE 'SILVER'**

- ✓ Branding in all communications (websites IAF and Modint, newsletters IAF and Modint, IAF convention newsletters, press releases, on-site communication (in convention folder, badges, table cards, signage, welcome letter on hotel rooms).
- ✓ Branding on the back drop in the conference hall
- ✓ Exhibition stand in the central foyer
- ✓ Invitations for 2 people for the Convention program on Tuesday October 9<sup>th</sup> and Wednesday October 10<sup>th</sup>
- ✓ Possibility to insert company promotional material in the convention bag.
- ✓ 1/4 page advertorial in the program book.

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**SPONSOR PACKAGE 'BRONZE'**

- ✓ Branding in all communications (websites IAF and Modint, newsletters IAF and Modint, IAF convention newsletters, press releases, on-site communication (in convention folder, badges, table cards, signage, welcome letter on hotel rooms)).
- ✓ Branding on the back drop in the conference hall
- ✓ Invitations for 1 person for the Convention program on Tuesday October 9<sup>th</sup> and Wednesday October 10<sup>th</sup>
- ✓ Possibility to insert company promotional material in the convention bag.

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