

**apparelsourcing**  
PARIS

**avantex**  
PARIS

**leatherworld**  
PARIS

**shawls & scarves**  
PARIS

**TEXWORLD**  
PARIS

**TEXWORLD DENIM**

# the fairyland for fashion

**10 - 13 February 2020**  
Paris le Bourget, France

**ADVERTISEMENT  
GUIDE**



messe frankfurt

# Contents

1. Go Digital!	p. 3
2. Go Print!	p. 7
3. Advertise at the exhibition venue!	p. 10
4. Catwalk shows: a UNIQUE promotional event within your reach	p. 11
5. Sponsoring Regulations and Printing specifications	p. 12

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**[www.apparelsourcing-paris.com](http://www.apparelsourcing-paris.com)**

**[www.avantex-paris.com](http://www.avantex-paris.com)**

**[www.leatherworld-paris.com](http://www.leatherworld-paris.com)**

**[www.shawlsandscarves-paris.com](http://www.shawlsandscarves-paris.com)**

**[www.texworld-paris.com](http://www.texworld-paris.com)**

# 1. Go Digital!

## 1.1. Advertise on your show website!

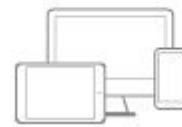
N.B. In order to be able to upload your ads on the websites on time, we'd need your files 5 days prior the date for going online.  
The ads remain at the show websites 2 weeks after the events.  
There is a 3 banners limitation to each position.

### 1.1.1. The available banner formats are:



#### Website yearly audience

Texworld - 131 000 visitors  
Apparel Sourcing - 42 000 visitors  
Avantex - 18 000 visitors  
Leatherworld - 7 000 visitors



#### RESPONSIVE DESIGN

Your banners can also be viewed on mobile devices.

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

2:1 = 1140 × 570 px

3:1 = 1140 × 380 px

4:1 = 1140 × 285 px

10:1 = 1140 × 114 px

1:1 = 500 × 500 px

1:2 = 500 × 1000 px

**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.**

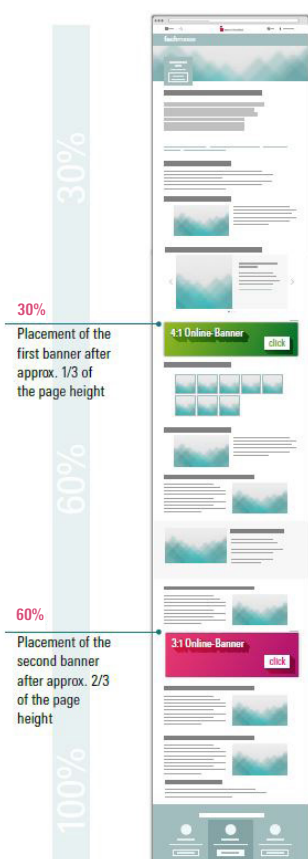
**Download**  
the Messe Frankfurt France  
General Terms and Conditions

## 1.1.2. The available positions are:

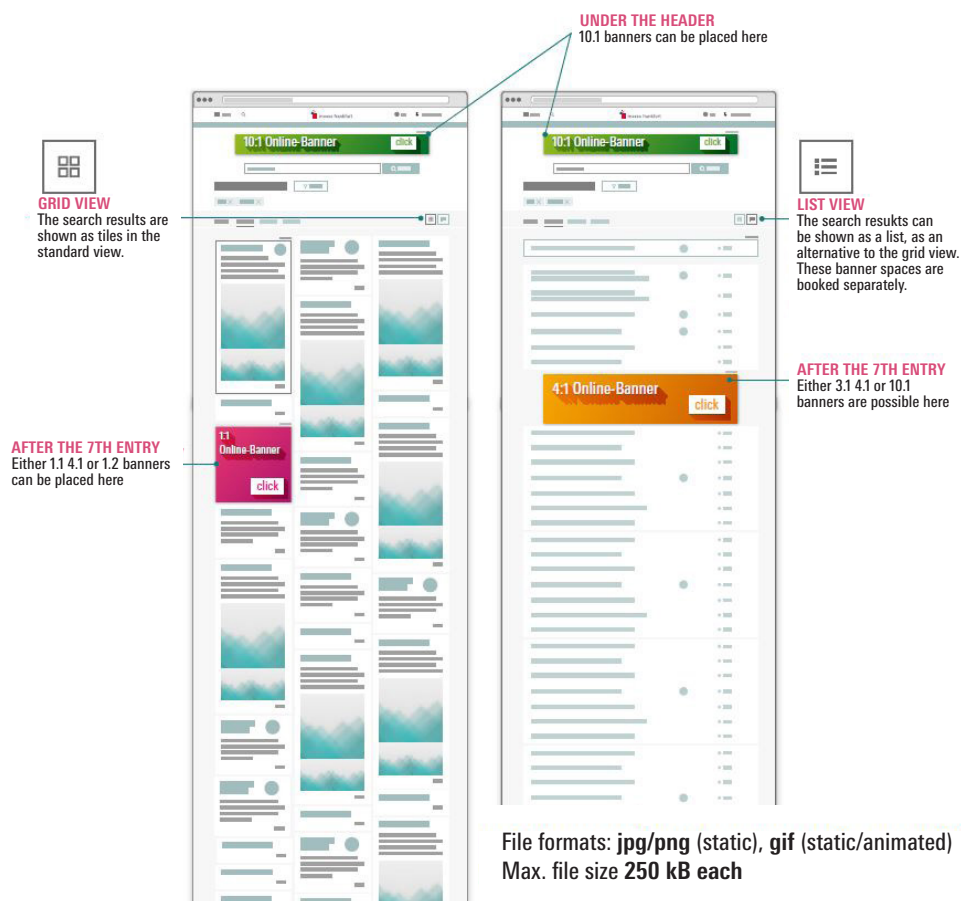
We offer placements for online banners:

- On the homepage (selected trade fairs)
- On the editorial pages (e.g. Facts & figures, Topics & events, Site map, ...)
- In the Exhibitor search (Grid view & List view)

ONLINE BANNERS POSITIONS  
ON THE HOMEPAGE AND EDITORIAL PAGES



POSITIONS OF THE ONLINE BANNERS IN THE EXHIBITOR SEARCH



### ONLINE BANNERS PRICES\*

#### PLACEMENT / BANNER NAME

#### DIMENSIONS Width x Height

#### Texworld Paris Texworld Denim

#### Apparel Sourcing Avantex Paris Leatherworld Paris

#### Homepage at 30% or 60% of the page height

2:1	1140 x 570 px	3500€	2000€
3:1	1140 x 380 px	3000€	1800€
4:1	1140 x 285 px	2800€	1600€
10:1	1140 x 114 px	2500€	1500€

#### Editorial page at 30% or 60% of the page height

2:1	1140 x 570 px	2500€	1600€
3:1	1140 x 380 px	2200€	1400€
4:1	1140 x 285 px	2000€	1200€
10:1	1140 x 114 px	1800€	1000€

#### Exhibitor search - Under the header

10:1	1140 x 114 px	3500€	2000€
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#### Exhibitor search - Grid view

1:1	500 x 500 px	2000€	1200€
1:2	500 x 1000 px	2000€	1200€

#### Exhibitor search - List view

3:1	1140 x 380 px	2200€	1400€
4:1	1140 x 285 px	2000€	1200€

**\*Prices  
excl. VAT**

## 1.2. Place a banner in one of our Newsletters!

N.B. In order to be able to include your ads in the newsletters, 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 – communicate directly with your target group without any scatter loss.

The trade fair newsletters **receive a lot of attention in your industry** due to their relevant editorial environment. In the new design with greater clarity and a better overview, your advertisements are also highly legible on smartphones.

Only one banner is available per newsletter edition.

The newsletter is sent to all subscribers and the banner is invoiced at a fixed price.

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

1 newsletter banner = 2 000€ excl. VAT

The screenshot shows a newsletter banner for 'the fairyland for fashion' event. The header includes logos for 'apparelsourcing', 'avantex', 'leatherworld', 'shawls & scarves', 'TEKNOGILD', and 'TEKNOHOLDENIM'. The main text reads 'the fairyland for fashion' with dates '16 - 19 September 2019' and location 'Paris Le Bourget'. Below this is a large blue box with the text 'Your banner here! 600x120px'. The main content area features two articles: 'Avantex X Matério' with a woman's face image and 'Prêt-à-virtualité' with a virtual reality workshop image. At the bottom, there are four buttons: 'OBTENEZ VOTRE BADGE GRATUIT', 'ORGANISER VOTRE VOYAGE', 'TÉLÉCHARGEZ NOTRE APP.', and 'CONTACTEZ-NOUS!'. Below the buttons are social media icons for Facebook, Twitter, and Instagram, and a footer with the text 'Rendez-vous sur nos sites' and a list of website URLs.

apparelsourcing avantex leatherworld  
shawls & scarves TEKNOGILD TEKNOHOLDENIM

the fairyland  
for fashion

16 - 19 September 2019  
Paris Le Bourget

Your banner here!  
600x120px

**Avantex X Matério**  
L'inspiration matière  
L'équipe Matério a pour mission d'être constamment à la pointe des émergences matériaux et technologies. Elle assure une veille soignée et unique, à exploiter au travers de la... [lire la suite](#)

**Prêt-à-virtualité**  
Pour la première fois à Appareil Sourcing Paris, vous aurez l'occasion de découvrir des ateliers de fabrication en réalité virtuelle!  
3 casques de réalité virtuelle vous permettront de vous déplacer instantanément à plus de... [lire la suite](#)

OBTENEZ VOTRE BADGE GRATUIT ORGANISER VOTRE VOYAGE TÉLÉCHARGEZ NOTRE APP. CONTACTEZ-NOUS!

Suivez-nous sur

Rendez-vous sur nos sites  
[www.appareilsourcing-paris.com](http://www.appareilsourcing-paris.com) [www.avantex-paris.com](http://www.avantex-paris.com) [www.leatherworld-paris.com](http://www.leatherworld-paris.com)  
[www.shawlsandscarves-paris.com](http://www.shawlsandscarves-paris.com) [www.tekworld-paris.com](http://www.tekworld-paris.com)

## 1.3. Your ad right in the visitor's hand

The Navigator apps for our trade fairs are becoming increasingly popular, with user figures rising year over year. An app banner is a good way to guarantee attention.

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

Includes reporting

App banners are displayed in the following areas:

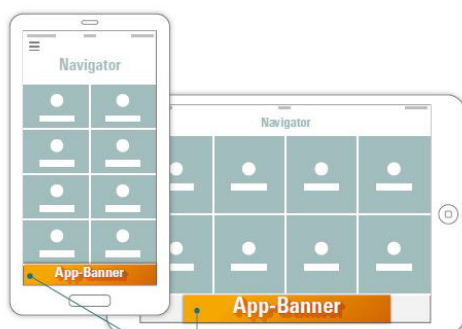
- Dashboard (main menu)
- Exhibitor search

**Dashboard: 1 200€**

excl. VAT

**Exhibitor Search: 900€**

excl. VAT



### VARIOUS VERSIONS

Depending on the screen size and format, the appropriate version of your banner is displayed at the bottom of the screen.



### EXHIBITOR SEARCH

Example of an app banner in the exhibitor search

### FORMATS

VERSION	DIMENSIONS
	Width x Height
Medium a	600 x 100 px
Medium b	640 x 100 px
Medium c	720 x 100 px
Medium d	960 x 100 px
Medium e	1280 x 200 px
Medium f	1440 x 200 px

Please note that you must always deliver all versions mentioned so that your banner can be displayed correctly on various mobile devices.

File formats: **jpg/png** (static), **gif** (static/animated)

Max. file size **250 kB each**

## 2. Go Print!

### 2.1. The show bag customised just for you!

Reach out to the buyers with **customised show bags** printed in 8 000 pieces. This exclusive offer is limited to 1 exhibiting company. On side of the bag is reserved for a Messe Frankfurt France ad. The other side is all yours!

Please note that the print content has to be approved by the MFF management. EPS or AI files are mandatory for the realisation of this promotinal material.

12 000€ excl. VAT  
for 8 000 pcs

Deadline: 31/10/2019



### 2.2. Advertise on the show lanyards

You can customise the show lanyards with your company logo for all Messe Frankfurt France shows!

The lanyards will be produced in 17 000 pieces per session at the total cost of 8 000€ excl. VAT.

EPS files are mandatory upon order confirmation.

8 000€ excl. VAT  
for 17 000 pcs

Deadline: 31/10/2019





## 2.3. Your ad on the visitor badges!

Grasp the possibility to advertise on the **show badges** issued in around 20 000 copies which correspond approximatively to the number of visitors & exhibitors we welcome at our shows!

This advertisement opportunity is limited to 1 exhibiting company.

Technical specifications:

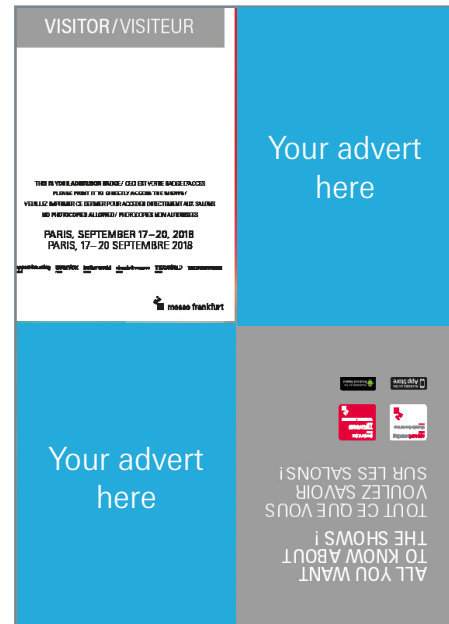
Size of the file: : 95mm x 138,5 mm

The file has to be provided in a pdf HD (300dpi) format in those exact dimensions.

The content has to be approved by the MFF management

10 000€ excl. VAT

Deadline: 31/10/2019



## 2.4. Advertise in our Visitor Guide!

The Visitor Guide will be issued in the format 195x265mm. It will be printed in 10 000 copies!\*

Our Visitor Guide is available free of charge to all the Apparel Sourcing, Avantex, Leatherworld, Shawls&Scarves, Texworld Denim and Texworld Paris visitors, press & VIP guests.

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

Inside front cover : 5 000€ excl. VAT

Back cover: 8 000€ excl. VAT

1 full inside page: 3 000€ excl. VAT

Insert: 8 000€ excl. VAT  
(+ printing cost around 3 000€ excl. VAT)

Deadline: 20/12/2019



\*The format and number of copies of the Visitor Guide are subject to change. This information is not binding.



## 2.5. Your logo on the show map!

Deadline: 20/12/2019

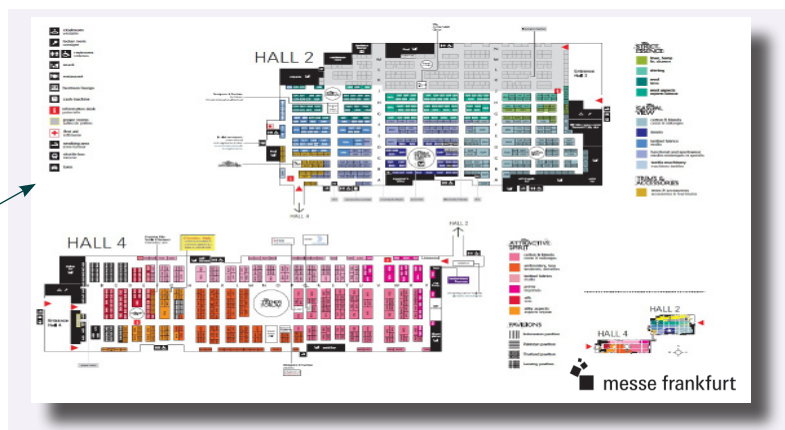
### Distinguish yourself!

Put your logo, brand name, booth & hall number location on the show map displayed in 10 000 copies.\*

Limited offer  
6 exhibitors only

550€ excl. VAT/logo

Your logo  
here!



\*The format and number of copies of the floor map is subject to change.  
This information is not binding.

## 2.6. Your company ad in the Trend Book!

Deadline: 20/12/2019

The Trend Book is issued in A4 format and printed in 4 500 copies.

Our Inspiration book is available free of charge to all the Apparel Sourcing, Avantex, Leatherworld, Shawls&Scarves, Texworld Denim and Texworld Paris visitors, press & VIP guests.

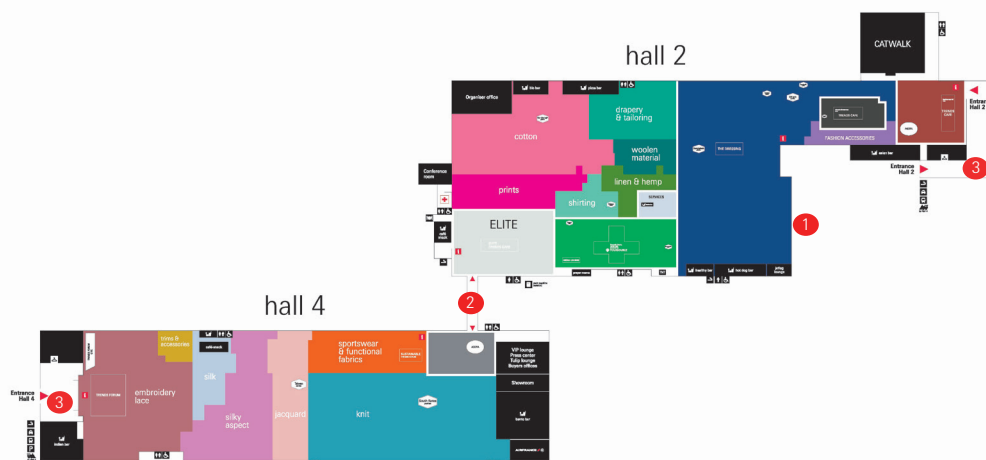
Grab this opportunity to advertise in this communication material on a full page.

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: 15/11/2019



Map not binding

Dimensions and prices of the billboards			
Location n°	Description	Dimension W x H	Price (€)
1	Outside Hall 2, in front of the shuttle bus arrival	4m x 5m	10 000
2	Passage between Halls 2 and 4 (3 max.)	5m x 2,5m	5 000
2	Full passage branding Halls 2 and 4	tailor made	15 000
3	Entrance of the Halls (1 brand)	4m x 2m	10 000
3	Rotating digital screen at the entrance (2 brands)	1080x1920px	5 000

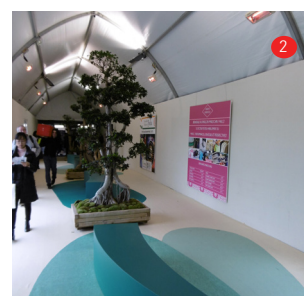
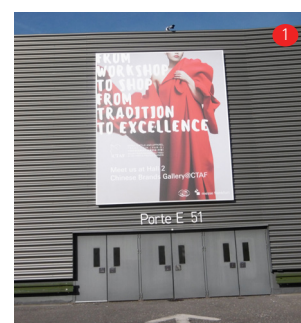
PDF file in high resolution 300 dpi with vectorized fonts and logos.  
¼ of the requested size without bleed.

N.B. Content has to be approved by the MFF management

For any demand, please contact:

[exhibitorservice@france.messefrankfurt.com](mailto:exhibitorservice@france.messefrankfurt.com)

or call at +33 (0)1 55 268 989



## 4. Catwalk shows: a **UNIQUE** promotional event within your reach



Apparel Sourcing, Avantex, Leatherworld, Shawls&Scarves, Texworld and Texworld Denim Paris, provide the possibility to organise a fashion show: a unique platform to present your products!

A team of professionals will take care of your image and will prepare the show. You can also use photographs and videos of the show for your brand promotion.

### PRICES

- Catwalk 3 brands: 3 900€ excl. VAT per brand for 10 passages/brand (300€ per look)
- Catwalk 2 brands: 6 000€ excl. VAT per brand for 13 passages/brand
- Exclusive Catwalk 1 brand: 12 000€ excl. VAT from 20 to 30 passages

**Your catwalk contact: Cassandra Galli**

e-mail: [cassandra.galli@france.messefrankfurt.com](mailto:cassandra.galli@france.messefrankfurt.com)

tel.: +33 155 266 139

# 5. 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.