

## Special package for “All About Sustainability Zone” 2017

It provides you a special promotion area to showcase the sustainable fabrics & products, technologies, business services, tools and solutions, as well as being the perfect platform to attract buyers discovering the newest fabrics, innovative products and solutions to run their businesses even more integrated and sustainable.

“All About Sustainability” zone consists of 3 sections:

- 1) **Educational zone** – gather industry professionals in one place, e.g. sustainable-related non-profit making organisations, standard companies, testing companies, certifiers, business tools & solutions, dye & chemical companies and fabrics producers
- 2) **ecoBoutique** – display sustainable outfit and eco fabrics to present your sustainable solutions and initiatives
- 3) **Forum Space** – an open and cozy area to share eco-related news and latest standard and certification information



## Educational Zone Package includes:

1. Unique booth design
2. Chance to participate in the alongside Fringe Programme<sup>^</sup>
3. Participation in Intertextile Direction Trend Forum
4. Visitor e-invitation cards
5. Listing in visitor guide & e-catalogue
6. Extended PR & marketing support:
  - Chance to get exposure in Show Daily and social media channels<sup>^</sup>
  - Exclusive exposure in All About Sustainability Zone Visitor Guide
  - eDM Promotion
7. Booth cleaning and security

<sup>^</sup>Subject to availability. Organiser reserves the right of final decision

## Booth equipment (9sqm booth) includes:

**Participation fee per sqm: US\$560** (booth size in sqm in multiples of 3. minimum 9 sqm)  
**Example: Cost for a 9sqm booth = US\$5,040**

- 1) Complete booth construction
- 2) Wall to Wall carpet
- 3) Fascia board with company name, booth number and country
- 4) 1 information counter with lockable cabinet
- 5) 4 shelves / 2 racks
- 6) 1 round table + 3 chairs
- 7) 2 lights
- 8) 1 electrical socket (13Amp / 220V; max 500W)



*\*Design layout for reference only*

## ecoBoutique Package includes:

1. Unique showcase design
2. Chance to participate in the alongside Fringe Programme<sup>^</sup>
3. Visitor e-invitation cards
4. Extended PR & marketing support:
  - Chance to get exposure in Show Daily and social media channels<sup>^</sup>
  - Exclusive exposure in Special Promotional Leaflet
5. Display area cleaning and security
6. Offering **3 design package** options to fit your product display

<sup>^</sup>Subject to availability. Organiser reserves the right of final decision only



*\*Design layout for reference*

## **Package 1: ecoBoutique Hanger Package**

**Participation fee per package: US\$800 (approximately 4sqm)**

(Each package can display up to 5-outfit including fabric sample)

- 1) Unique showcase construction
- 2) 5 Hangers for outfit / fabric sample display
- 3) Panel with company name, booth number, country and description up to 100 words
- 4) 1 name card collection box / Promotion materials shelf



*\*Design layout for reference only*

## Package 2: ecoBoutique Mannequin Package (Min 2 Outfits)

Participation fee per package: US\$2,000 (approximately 8sqm)

(packages in multiples of 2 mannequins. Minimum 2 mannequins)

- 1) Unique showcase construction
- 2) 2 Mannequins (Male/Female)\*
- 3) Outfit fabric Display Panel (Up to 2 pieces per outfit in size of 50cm x 50cm)
- 4) Panel with company name, booth number, country and description up to 100 words
- 5) 1 name card collection box / Promotion materials shelf

*\*Please advise the combination to Organiser together with application*



*\*Design layout for reference only*

## Package 3: ecoBoutique Bundle Package

Participation fee per package: US\$2,500 (approximately 10sqm)

(Each package includes 2 mannequins and hanger for displaying up to 5-outfit)

- 1) Unique showcase construction
- 2) Hanger for outfit / fabric sample display
- 3) 2 Mannequins (Male / Female)\*
- 4) Panel with company name, booth number, country and description up to 100 words
- 5) 1 name card collection box / Promotion materials shelf

*\*Please advise the combination to Organiser together with application*

For more details, please contact:

Messe Frankfurt (HK) Ltd

Ms. Rachel Hui

Tel: +852 2238 9913 Fax: +852 2598 8771

[rachel.hui@hongkong.messefrankfurt.com](mailto:rachel.hui@hongkong.messefrankfurt.com)

[www.intertextileapparel.com](http://www.intertextileapparel.com)