

Online Promotional Channels

Jan 2022

Intertextile Team



- A. Connect PLUS – Additional Advertising Opportunities
- B. Mobile App
- C. E-newsletter/ eDM
- D. Social Media
 - i. Facebook
 - ii. Instagram
 - iii. LinkedIn
 - iv. Twitter
 - v. Wechat
- E. Press Releases
- F. Website – Market information
- G. Livestreaming/ Webinars

Connect PLUS

ADDITIONAL ADVERTISING OPPORTUNITIES

Introducing the powerful Online & Onsite matchmaking platform - Connect PLUS

Connect PLUS is Intertextile's buyer-supplier matching system dedicated to help Intertextile attendees to overcome sourcing obstacles due to travel restriction and plan well for their time at the 3-days exhibition by previewing target suppliers/buyers' profile and pre-scheduling onsite or online meetings efficiently.

This is a free service to confirmed and full paid exhibitors.



CONNECT

and sort your target buyers / suppliers by company, country, business title or product interests.

SCHEDULE

Conveniently keeps schedules of visitors all-in-one place with functionalities of notifications and reminders



zoom



MEETING

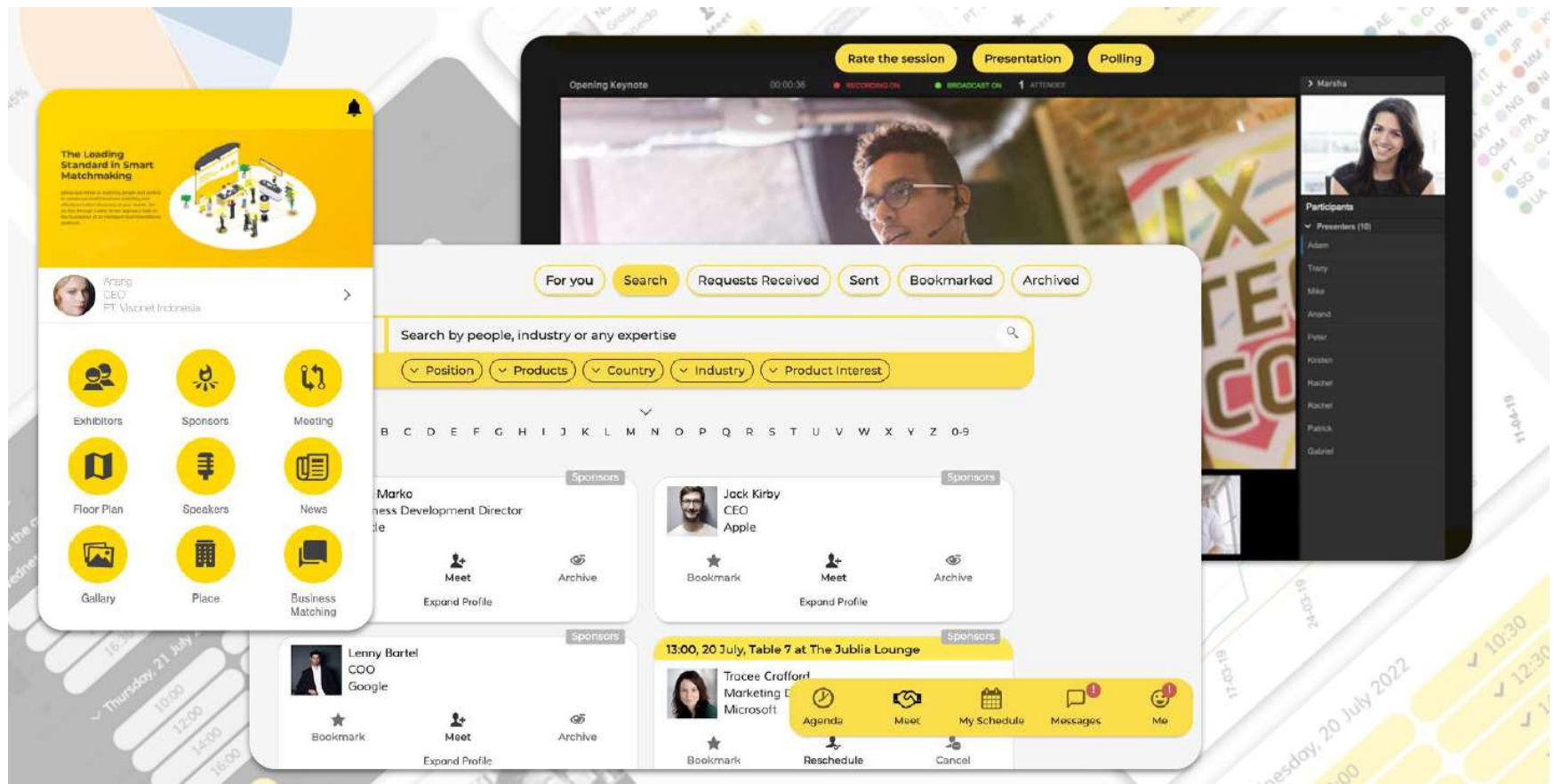
Conduct **video meeting** or **onsite meeting** upon your availability

LIVE CHAT

No need to download any extra software and works across both web and mobile with chat and exchange e-name card functionalities



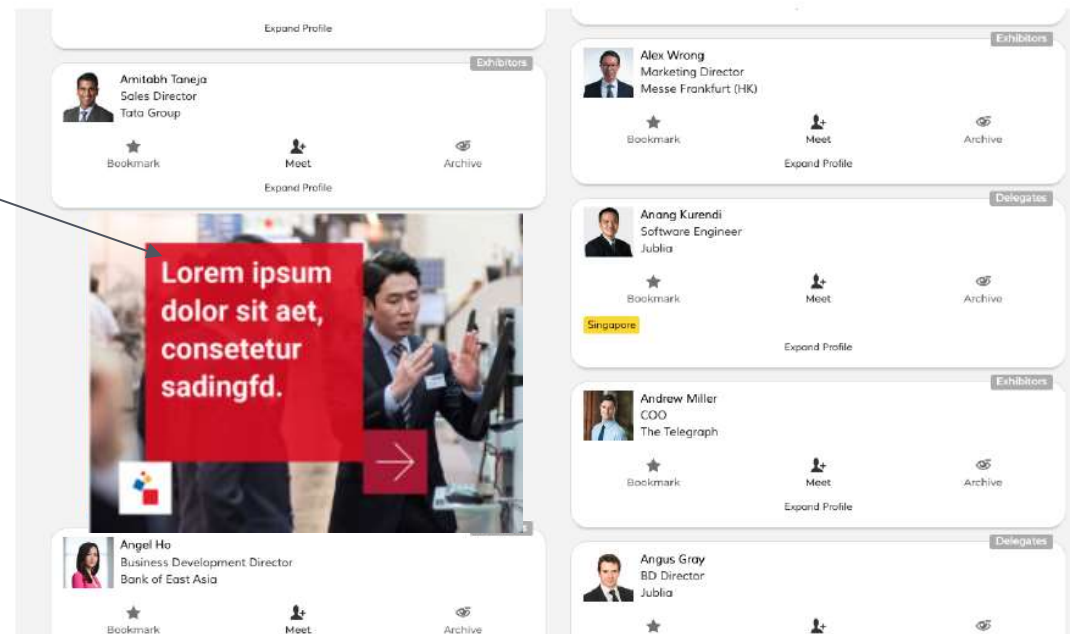
Connect PLUS - Additional advertising opportunities



Connect PLUS - Additional advertising opportunities

Exclusive Banner advertisement USD1,500

- Square banners within the attendee list when a user scrolls (every 7-8 profile will appear 1 banner ad)
- Hyperlink to your designated website
- All artwork and materials will be provided by exhibitor (500 * 350 pixels)

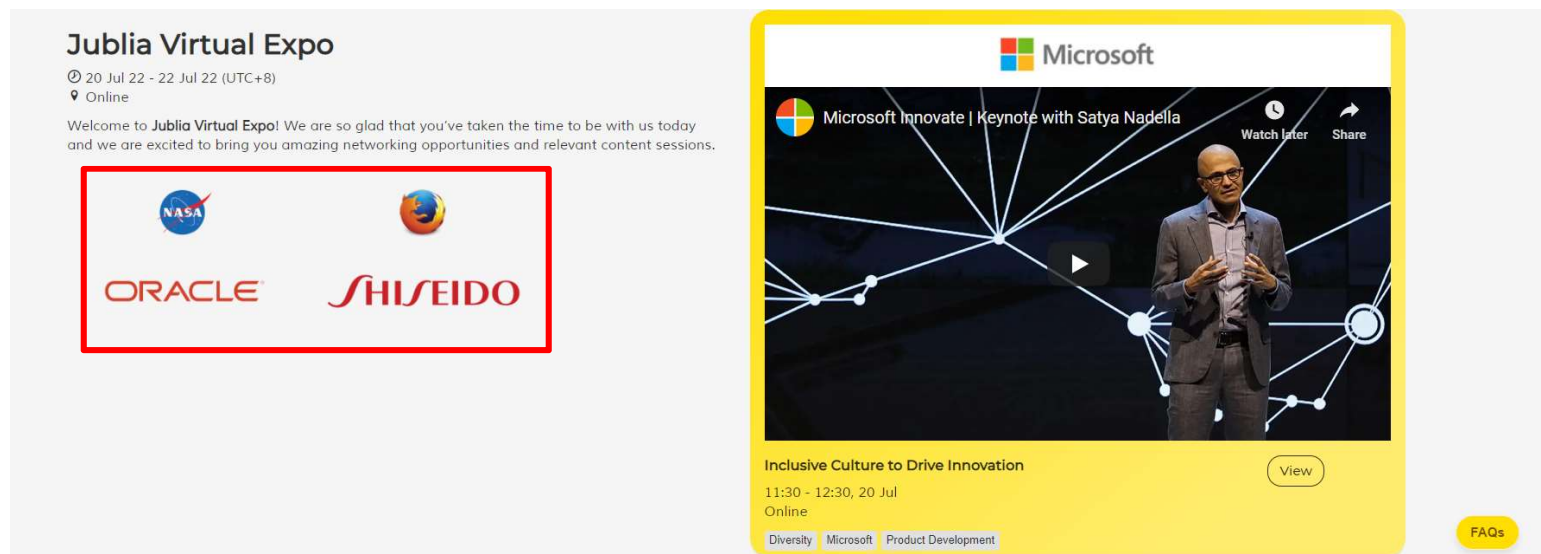


Connect PLUS - Additional advertising opportunities

Logo ad at Explore page

USD1,000 (Availability: 6 spots, logo position by alphabetical order)

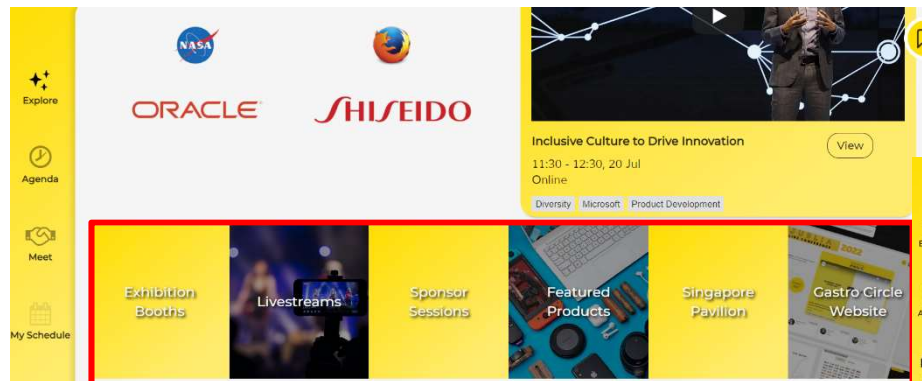
- Hyperlink to your designated website or virtual booth section with up-ranking
- All artwork and materials will be provided by exhibitor (500 * 350 pixels)



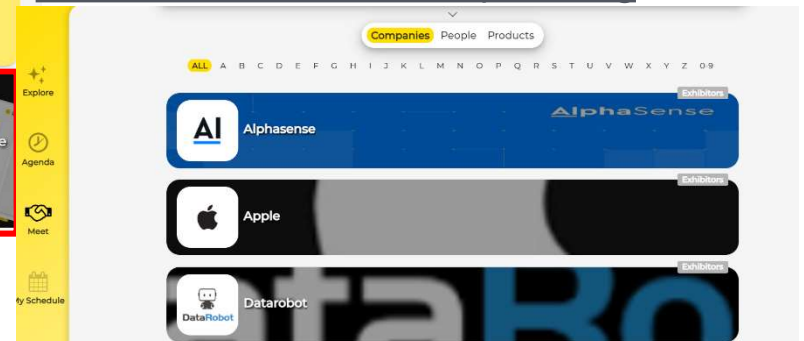
Connect PLUS - Additional advertising opportunities

Shortcut at Explore page
USD1,000 (availability : 3 spots)

- Redirect to your designated website or virtual booth section with up-ranking



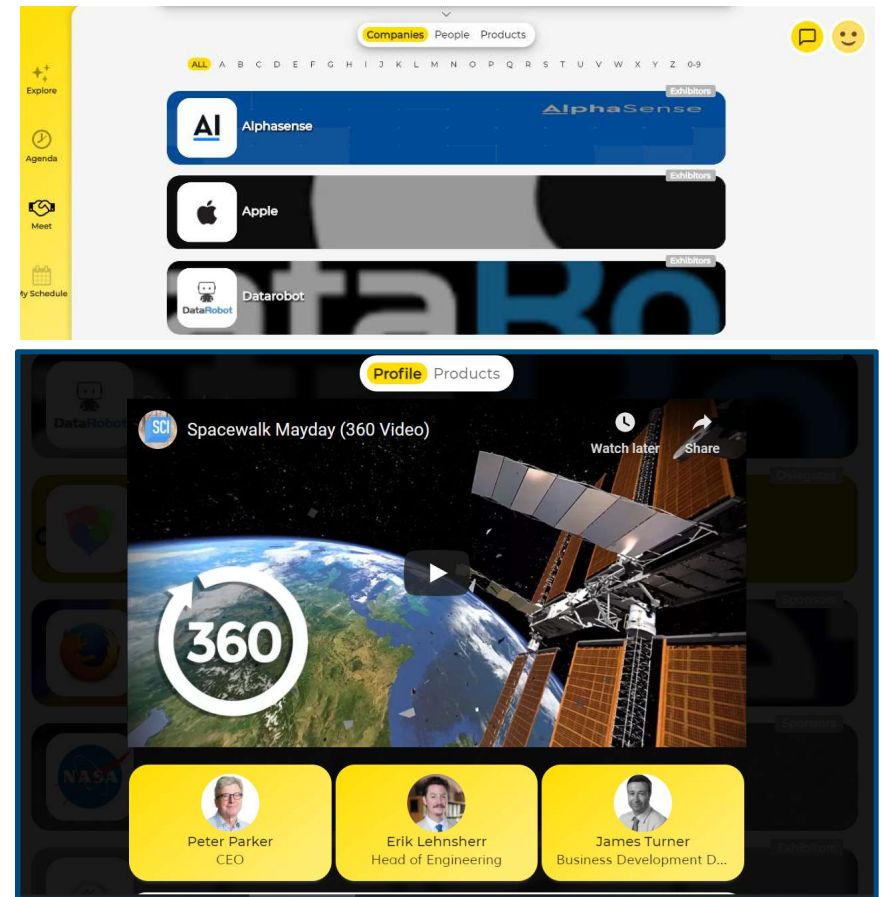
Virtual booth section with up-ranking



Connect PLUS - Additional advertising opportunities

Upgrade to Connect PLUS Pro account USD150/company

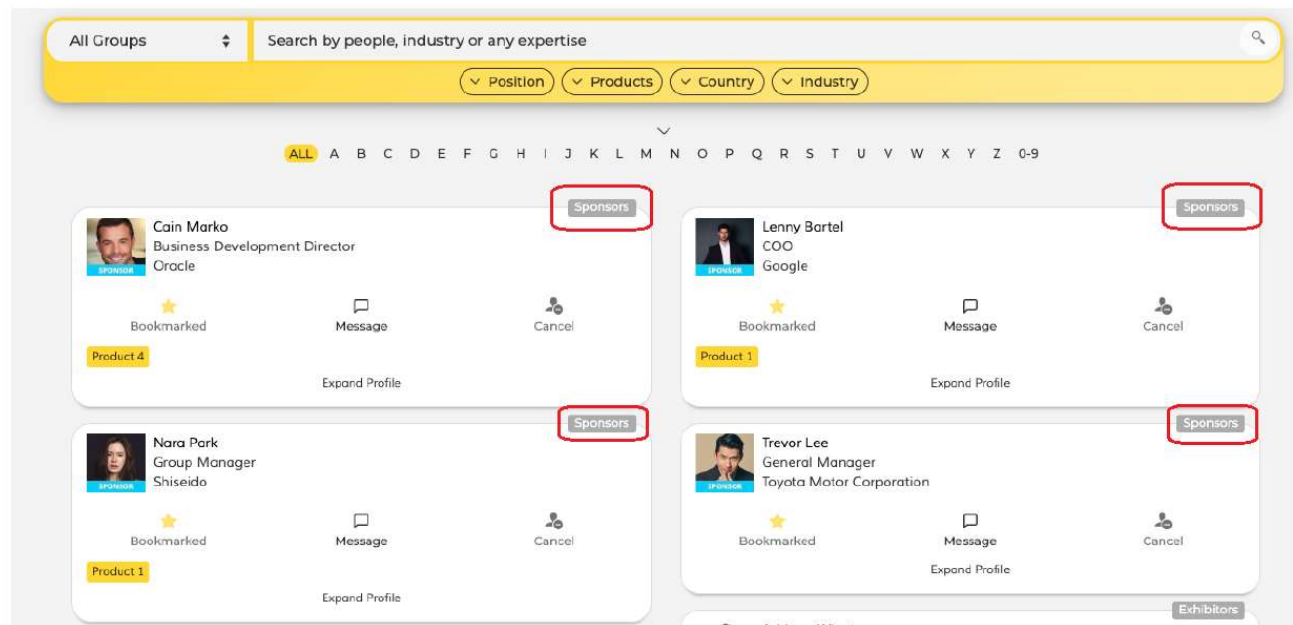
- 1.Virtual booth with extra exposure under “Companies” section
- 2.Add up to **5 sales representatives contacts** under your company account to arrange and handle meetings with buyers
- 3.Self upload and edit company profile (1 banner, company description, **10 product pictures and 2 video**) anytime anywhere
- 4.Unlimited meeting requests to buyers



Connect PLUS - Additional advertising opportunities

Profile up-ranking / featured profiles
USD100/company

- You'll be on the top of the contact list (by alphabetical order)



Connect PLUS - Additional advertising opportunities

“Recommend exhibitor list” push to buyers based on your product offer

- Customized recommendation email, ordered by exhibitor type based on the data structured
- Frequency: 3 times
- Price: USD2,000, please contact Maggie.tse@Hongkong.messefrankfurt.com for more details

Dear Sherly 22,

Sustainability Business Connect has matched you with exhibitors based on your **sector** and **product** selections. Choose exhibitors you want to meet at the show then arrange a meeting with our intuitive scheduling platform.

Meet your recommended exhibitors



Khalifa University at Stand A411 - Exhibitor
United Arab Emirates
Ahmed Al-Azawi, Marketing

Product Category: PV applications consulting ser...

[Meet](#)

BMC Abu Dhabi LLC at Stand 4000 - Exhibitor
United Arab Emirates
Fabian Beermann, Customer Service Representative

Product Category: Industrial water solutions: Water transmission & Distribut... Desalination solutions: RO, Th... Water storage tanks, reservoir...

[Meet](#)

Akvo Atmospheric Water Systems Pvt. Ltd at Stand 3351 - Exhibitor
India
Navkaran Singh Bagga, Founder & CEO

Product Category: Air-to-water convertors

[Meet](#)

Growatt New Energy at Stand 8340 - Exhibitor
China
Vincent Liang, Sales manager

Product Category: Modules/Panels

[Meet](#)

MOBILE APPLICATION

Mobile App

- Over 30,000 professional industry users
- All-in-one platform to connect buyers in Intertextile database
- In-app instant messenger available for easier connection
- Deliver product information proactively via Business moments (My posts)



E-NEWSLETTER/ EDM

INFO SUBMISSION:

[HTTP://INTERTEXTILEAPPAREL.HK.MIKECRM.COM/YPG5F9H](http://intertextileapparel.hk.mikecrm.com/YPG5F9H)

E-newsletter/ eDM

- Database: ~79k (visitors)
- 1. Pre-show promotion:
Format: Base on topics

Something big at Functional Lab



HeiQ Materials AG, Switzerland

Presenting the company's HeiQ Viroblock NPJ03, an intelligent Swiss textile technology that is added to the fabric during the final stage of the textile manufacturing process. It has been tested effective 99.99% in 30 minutes against SARS-CoV-2, the COVID-19 causing virus. It is certified as safe and sustainable as all its ingredients are cosmetic grade, bio-based (72% bio-based carbon) and recycled. Click [here](#) for more details.




Microban International Ltd, USA


Microban and AEGIS technologies help prevent the growth of unpleasant odors in garments, footwear, socks, mattresses, pillows, and other textiles and foams. Users in countless consumer and commercial applications can enjoy continuous enhanced freshness without worrying about foul odors or deterioration. Click [here](#) to learn about Microban's latest developments and offerings.

E-newsletter/ eDM

2. Individual eDM/ tailor-made eDM


- Format:
product/ service oriented
- Extra cost induced


messe frankfurt


intertextile
 SHANGHAI apparel fabrics

23 – 25 September 2020
 National Exhibition and
 Convention Center (Shanghai)

Meet with our largest Group Pavilions




What's new from The LYCRA Company, DuPont and more

Meet with our largest Group Pavilions and *gross modells* with them now via Connect PLUS! Also, head to learn about the latest industry updates, trends and opportunities.

Our topics for you:

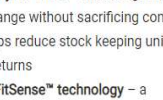
- The LYCRA Company
- The DuPont Pavilion
- Connect PLUS – our digital tool for apps
- Livestream product presentation

The LYCRA Company



Discover The LYCRA Company's latest innovation:

- **LYCRA® Anti-Slip fibre** – newest fibre solution for denim seam slippage
- **LYCRA® MyFit™ fibre** – enables garment a wider fit range without sacrificing comfort, which helps reduce stock keeping unit and product returns
- **LYCRA® FitSense™ technology** – a breakthrough innovation of water-based dispersion that includes the same molecule as LYCRA® fibre, adding lightweight power, targeted compression and comfortable support by printing on garments



- **The LYCRA Company Planet Agenda** updates and new **EcoMade** offerings
- A fabric gallery of around 1,000 swatches for buyers' sourcing

Want more insight? Bookmark The LYCRA Company's [daily video streaming](#) during Intertextile to discover new opportunities.

E-newsletter/ eDM

3. Onsite promotion:

- Stand mentioning
- Products exposure
- Brand exposure

Exhibitor spotlights



German Pavilion (hall 5.1)

The German Pavilion demonstrates their unique strength in textile, covering fabrics (fine wool, print fabrics), adhesives, chemicals and testing certifiers. Joining the pavilion for the first time is:

Henkel (China) Investment Co Ltd (5.1-G37) NEW

Henkel Group was founded in 1876 and is a leader in adhesive technologies, beauty care, and laundry & home care markets with outstanding innovation, advanced technologies and global coverage. Their brand portfolio includes reputable names such as: Loctite, Technomelt and Aquence.



Fine Japan Zone (hall 5.1)

This zone consists of quality exhibitors who demonstrate their strong originality in Japanese designs and advanced development of both natural and polyester fibres. Many of them accept small quantity orders starting from one metre and handle stock orders with quick deliveries.

Kondo Cotton Spinning Co Ltd (5.1-D73)

They are a vertical manufacturer specialising in spinning, apparel and retail. Their yarn factory has over 100 years' experience and know-how on yarns. Taking advantage of spinning and apparel production, they created their own t-shirt brand called 'Laundry' which has 40 shops throughout Japan.

SOCIAL MEDIA

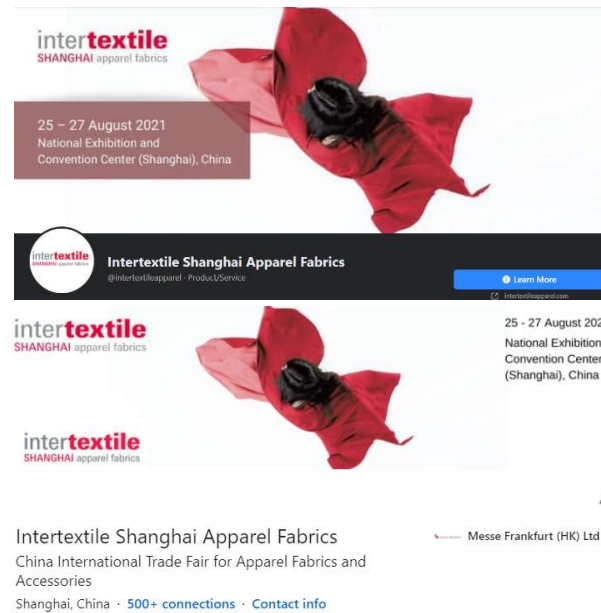
INFO SUBMISSION :

[HTTP://INTERTEXTILEAPPAREL.HK.MIKECRM.COM/YPG5F9H](http://intertextileapparel.hk.mikecrm.com/YPG5F9H)

Social Media

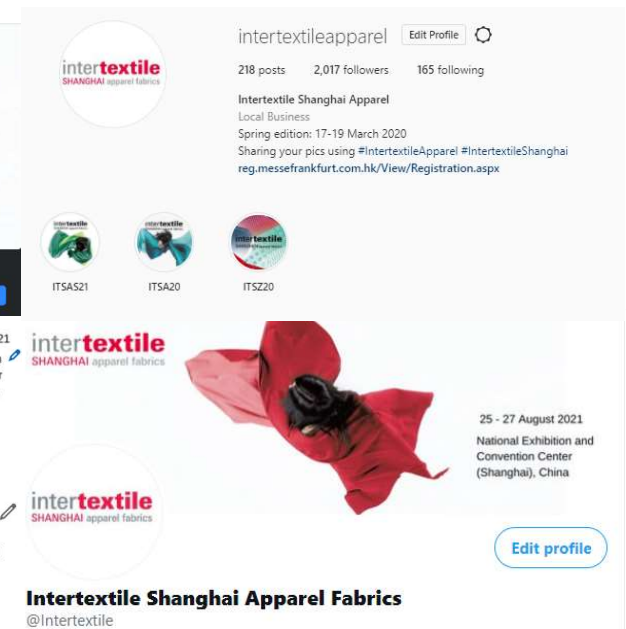
- Total followers:
Over 14,000

Facebook Page



LinkedIn

Instagram



Twitter

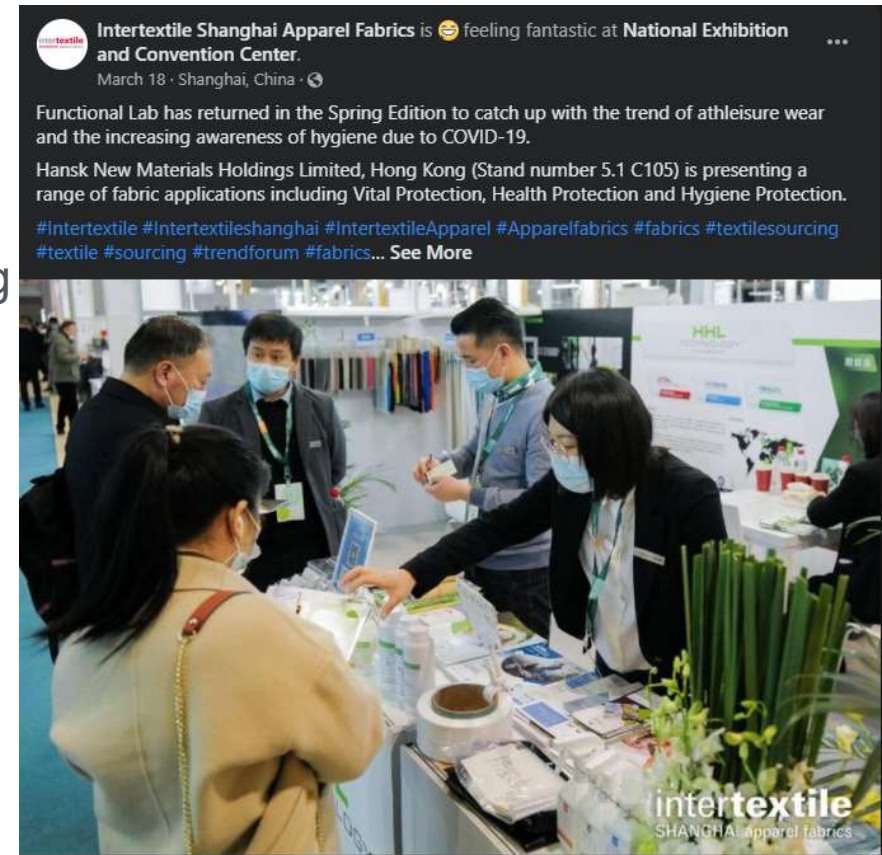
Social Media

FACEBOOK PAGE

Facebook Page

1. Pre-show promotion:
 - Base on topics and eDM info
 - + Products exposure/ brand mentioning
2. Onsite promotion:
 - Stand location
 - Product exposure
 - Event reminder

<https://www.facebook.com/intertextileapparel/>



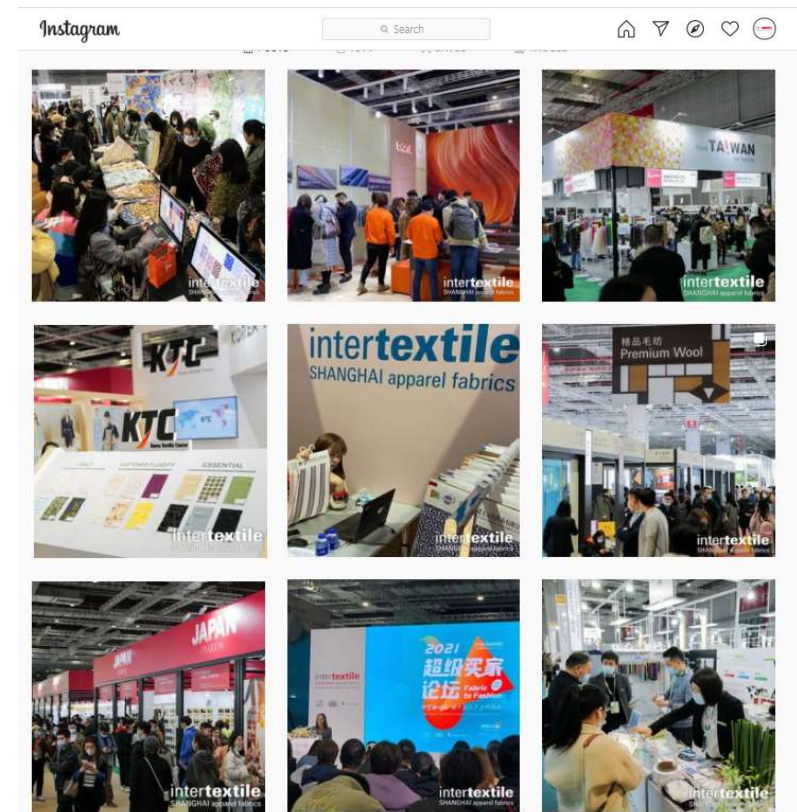
Social Media

INSTAGRAM

Instagram + story highlights

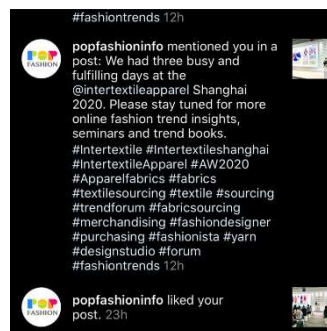
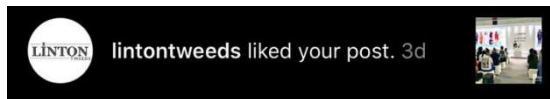
- More casual, individual post available
1. Pre-show promotion:
 - Base on topics and eDM info
 - + Products exposure/ brand mentioning
2. Onsite promotion:
 - Stand location
 - Product exposure
 - Event reminder

<https://www.instagram.com/intertextileapparel/>



Instagram interaction

- Hashtags and mentioning
- Win-win brand exposure



Social Media

LINKEDIN

LinkedIn

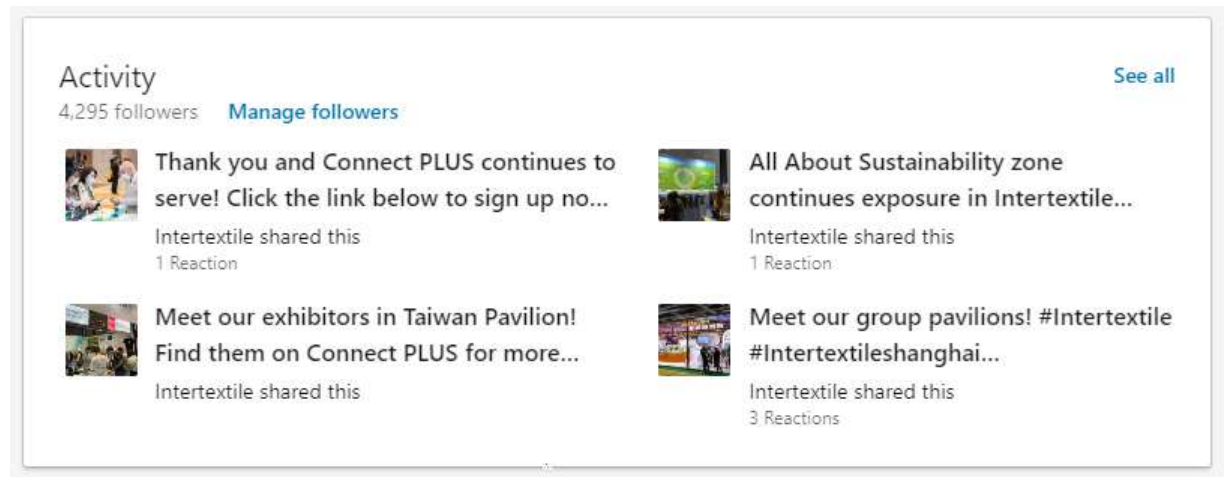
- Bilingual
- Business matching oriented (more BtoB)

1. Pre-show promotion

- + New product/ business/ service launch
- + Market information soft-sell

2. Onsite promotion:

- Stand location
- Product exposure
- Event reminder



<http://linkedin.com/company/intertextile-shanghai-apparel-fabrics>

Social Media

TWITTER

Twitter

- Mainly call for action message
1. Pre-show promotion:
 - Base on topics and eDM info
 - + Products exposure/
brand mentioning
 2. Onsite promotion:
 - Stand location
 - Product exposure
 - Event reminder

<https://twitter.com/Intertextile>



Social Media
WECHAT

Wechat Feed

- Followers: Near 340,000 professional industry players
- Format:
Base on topics
- Individual post available
(Extra cost induced)




海外展区名单	
利诚实业制造有限公司	5.2号馆 B56
Monica Crystal Accessories	5.2号馆 B58
高腾贸易公司	5.2号馆 B58
艾奥苏思贸易有限公司	5.2号馆 B64
东莞市政永皮具有限公司	5.2号馆 B68
政永集团(香港)有限公司	5.2号馆 B68
绍兴恒恒进出口有限公司	5.2号馆 B70
欧莱贸易有限公司	5.2号馆 B70
广州市合时拉链有限公司	5.2号馆 C55
金武拉链服饰有限公司	5.2号馆 C55
Ideal Fastener HK Ltd	5.2号馆 C56
理想拉链亚洲有限公司	5.2号馆 C56
东莞市旭瑞拉链科技有限公司	5.2号馆 C57
香港旭日(国际)拉链有限公司	5.2号馆 C57
上海荣坤服装辅料有限公司	5.2号馆 C63
凯联国际控股有限公司	5.2号馆 C67
广州市伊洋纺织品有限公司	5.2号馆 C68
博诚(香港)国际集团有限公司	5.2号馆 C68
东莞市翔亚实业有限公司	5.2号馆 C69
翔亚(香港)实业有限公司	5.2号馆 C69
Owentrop Company Limited	5.2号馆 C70
上海浦东自立彩印厂有限公司	5.2号馆 C70
Saiva (Ind) Exim	5.2号馆 C73
深圳市思尔商业发展有限公司	5.2号馆 C73
浙江三和线业科技有限公司	5.2号馆 C74
三和(香港)线业有限公司	5.2号馆 C74
永汉精密工业有限公司	5.2号馆 C75
江阴飞腾针织有限公司	5.2号馆 C76
卓锋贸易有限公司	5.2号馆 C76
上海彩绳实业有限公司	5.2号馆 C79
恒利绳带有限公司	5.2号馆 C79
东莞市凯尼尔服装辅料有限公司	5.2号馆 C80
嘉善逸盛服装辅料有限公司	5.2号馆 D79
逸盛香港有限公司	5.2号馆 D79
开易(浙江)服装配件有限公司	5.2号馆 E55
广州市合骏纽扣有限公司	5.2号馆 E67
香港合骏服装辅料有限公司	5.2号馆 E67
晶祥实业有限公司	5.2号馆 E69
浙江新城纽扣饰品有限公司	5.2号馆 E73
君华企业有限公司	5.2号馆 E73
上海硕特无纺布有限公司	5.2号馆 E79

PRESS RELEASES


Press Releases

- Product exposure
- Brand exposure
- Interviews
- Case studies



[Back to press](#)

Intertextile Shanghai Apparel Fabrics Autumn



2020 2019 2018 2017

29-Sep-2020

Intertextile Apparel continues to stimulate industry recovery and solidifies its global apparel textile flagship status

Intertextile Shanghai Apparel Fabrics returned with its Autumn Edition from 23 - 25 September welcoming over 73,500 visitors, alongside nearly 3,400 exhibitors from 20 countries and regions. Complementing the physical trade fair, new online platforms and digital solutions were added to the mix of services on offer, enhancing business opportunities amid the international travel disruptions. The combination of onsite and online services worked to further stimulate the industry's recovery and maintained the fair's leading global position in the textile apparel market. ...

21-Sep-2020

Intertextile Apparel to welcome 3,400 exhibitors and new Hybrid Showcase at this week's Autumn Edition

Intertextile Shanghai Apparel Fabrics - Autumn Edition will kick off this Wednesday welcoming 3,400 exhibitors from 20 countries and regions, preserving the international status of the trade fair. In addition to country & region pavilions and dedicated product zones, the inaugural Hybrid Showcase will allow exhibitors who cannot attend the fair, to physically showcase their products in a designated display area. The fair will run from 23 - 25 September at the National Exhibition and Convention Center (Shanghai). ...

Exhibitors showcase antibacterial products in response to pandemic

Hygiene-focussed products have seen a steep increase in demand since the COVID-19 pandemic, a trend that has also taken off within the textile industry. Many textile suppliers have answered this global call with new and innovative antibacterial products and solutions. Some exhibitors who will be showcasing their forward-thinking fabrics, fibres and technologies include:

- **HeiQ Materials AG (Switzerland) (4.1-H82)**: their product, HeiQ Viroblock NPJ03, is an intelligent Swiss textile technology that is added to the fabric during the final stage of the manufacturing process. The technology has proved to be effective against SARS-CoV-2, the COVID-19 causing virus. It is suitable for all fibre types, from medical nonwovens (e.g. face masks) to fabrics for clothing and home textiles.
- **Hua Mao Nano-Tech Co Ltd (Taiwan) (5.1-B66)**: Hua Mao is a leading functional filament and masterbatch manufacturer in Taiwan which has supplied more than 100 well-known apparel brands, such as Columbia, Adidas, Puma, Nike, Anta, Li-Ning, Wacoal and Embry Form. They will display their newly invented series with antibacterial features at the show: Bulky Warm II and Cool Jade-Fresh Chitin.
- **Lu Thai Textile Co Ltd (China) (4.1-E48)**: Luthai Group is a global high-grade yarn dyed fabrics manufacturer and an international shirt producer. They will highlight their 'Luthai Virosuppress Fabric', which has effective protection against contamination and transmission of viruses.
- **Microban International Ltd (USA) (4.1-H86)**: will make their debut at Intertextile by showcasing their antimicrobial fabrics & odour control technology. The Microban® antimicrobial fabric additives can be applied to common fabric types such as cotton, polyester and rayon. Their technology is environmentally friendly, certified by bluesign® and effective against harmful bacteria.
- **Pacific Viscose Holdings Limited (Hong Kong) (4.1-C17)**: producers of viscose fibres, they will be highlighting three

Website

MARKET INFORMATION

Website – Market Information

- Sharing product news/ brand updates/ blogs
- Brand exposure

Industry Lookup

(20/08/05) Osprey and Hyosung collaborate on high performance backpack collection (Innovation In Textiles) ^

Osprey, a leader in high performance, innovative carry solutions and Hyosung, a comprehensive fibre manufacturer have announced their collaboration for Spring 2021. Osprey will feature Hyosung's new GRS certified, 100% recycled *Mipam regen robic* high-tenacity nylon in its best-selling, multi-sport *Talon/Tempest* backpack series, which has been completely redesigned and expanded for Spring 2021.

- Innovation In Textiles news

> [View the original article](#) 

(20/07/20) First trade fair of the year as Intertextile closes in Shenzhen (Innovation In Textiles) v

(20/07/01) Sateri Joins Fashion Industry Charter for Climate Action (Nonwovens Industry Magazine) v

(20/06/09) Japanese develop piezoelectric fabric with antimicrobial performance (Innovation In Textiles) v

(20/04/27) U.S. Cotton Trust Protocol Added to Textile Exchange's List of Preferred Fibers and Materials v

LIVESTREAMING/ WEBINARS

Livestreaming/ Webinars

- Intertextile as the media to hold webinars
- + eDM blast to recruit audience
- + Social media post for exposure
- Extra cost induced



可持续发展相关线上研讨会预告，大咖为您解读最新行业信息！

Intertextile上海面料辅料展展商启迈QIMA及SGS为您举办免费线上讲堂，一同了解纺织行业最新的可持续时尚发展动向。

在线讲堂日程

- 启迈QIMA - 服装纺织品：顺利出口至欧盟及美国市场的产品安全须知
- SGS “拍了拍”你，带你掌握《户外防晒皮肤衣》等最新功能性服装标准



8月7日 (星期五)

时间: 14:30 - 15:30 (香港时间)

主题: 服装纺织品: 顺利出口至欧盟及美国市场的产品安全须知

演讲人: Candy Ren, 启迈QIMA服装及纺织品测试技术经理

语言: 普通话

内容: 共同探讨出口服装至欧美市场时需要注意的合规性事项。届时, 启迈QIMA专家将会分享相关案例分析, 以简单、清晰的方式助您了解目标市场产品合规, 为您解答关于出口产品安全的相关问题。

→ 立即登记

↑ 往上



8月28日 (星期五)

时间: 14:00 - 15:00 (香港时间)

Thank you for your attention!

