

# Innovate

## Textile & Apparel

### VIRTUAL TRADE SHOW

15-30 October 2020

## Embrace the Virtual Trade Show & Revamp Your Marketing Plan

Webinar: Tuesday 23 June 2020, 1pm UK Time

Presenters:

Mark Jarvis, Managing Director, WTiN

Steve Ayres, Head of Content & Technology, WTiN

Chinky, Tyagi, Head of Business Development, WTiN



# Reconnect INNOVATION in the textile & apparel value chain

- Exhibitors showcase the latest innovations, make connections & win new business
- Exhibitors' booths focus on visitor interaction:
  - Information sharing via video & PDFs
  - Building business relationships via chat & video meetings.
- Structure, function & aesthetics of the virtual trade show ensure visitors:
  - Easily find relevant exhibitors & collect information
  - A complete learning experience includes seminars, roundtables, conferences & academic research.
  - Enjoy a content rich experience & visit multiple times
- Encourage new collaborations at **Innovate Textile & Apparel**

# Halls

## Stream 1:

### Technology Innovation Hall

- Fibre & Yarn Production
- Weaving
- Knitting
- Embroidery
- Dyeing & Finishing
- Printing
- Nonwovens
- Apparel – Cutting & Sewing
- Testing
- Software

## Visitor Tools

- Settings
- Show Bag
- Calendar

## Stream 2:

### Material Innovation Hall

- Fibres
- Chemicals & Dyestuffs
- Fabrics
- Apparel
- Sportswear
- Nonwovens
- PPE
- Technical Textiles
- Smart Textiles

NOTE: Fibre & Yarn Production companies featured for illustrative purposes only.

# Booths

Ultra Booth

Videos

Share corporate videos and product demonstrations

Seminar

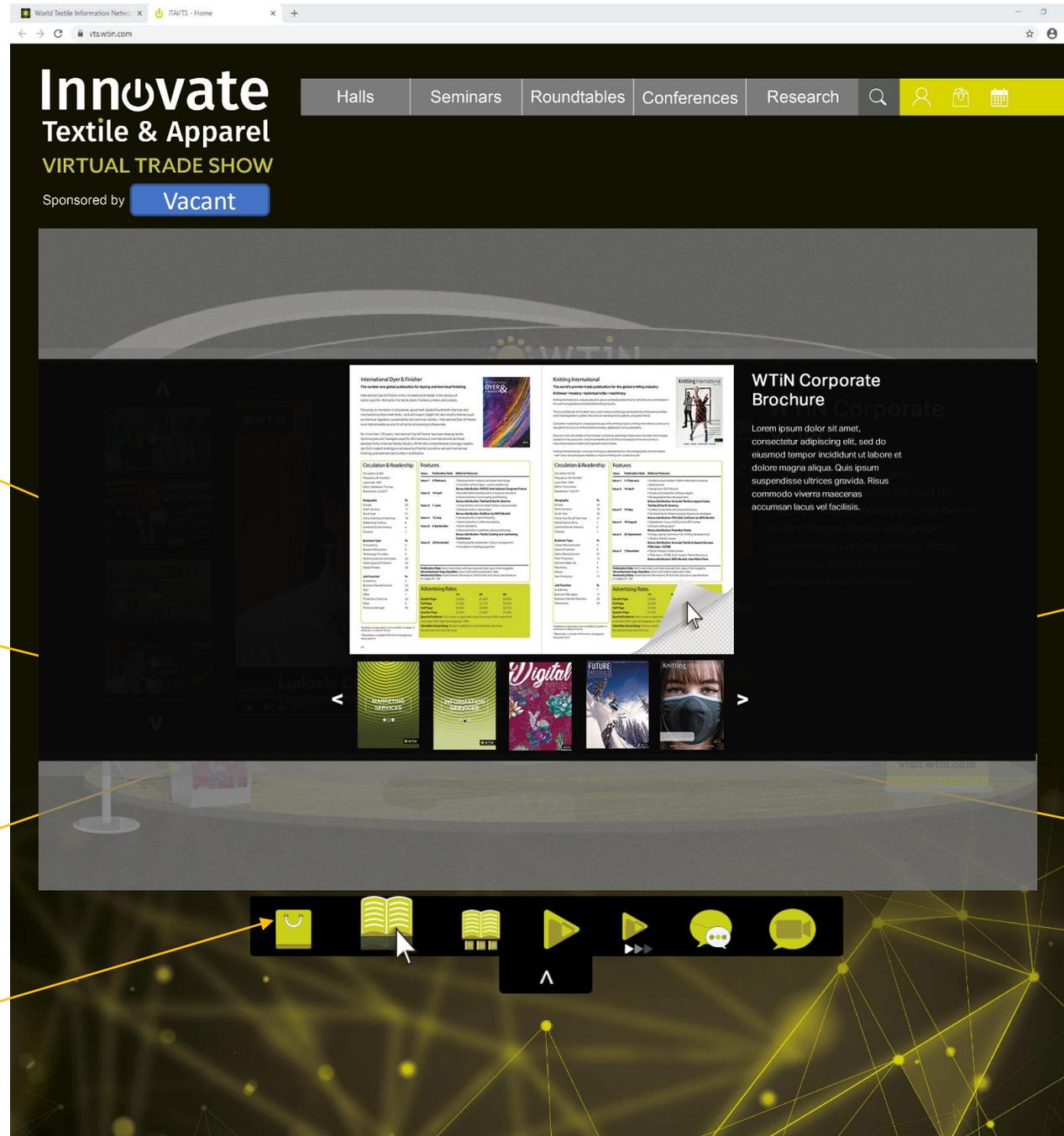
Ultra booth only: 15-30-minute video presentation

Brochures

Share corporate & product brochures

Show Bag

Collect brochures to download later



Booth lead generation component allows exhibitors to access visitor contact information including name, job title, company and more.

Video Meeting

Pre-arranged Videoconferencing

Chat

Secure visitor <> exhibitor real-time chat

# Booths



Ultra Booth



Premium Booth



Standard Booth

NOTE: Exhibitors also have the option to design their own booth

# Technology



## Network

Robust & secure.  
Backed by industry-leading SLA's



## CDN

Content Delivery Network. Global, including China



## Streaming

Fast media streaming globally. Including China



## Translations

Multi-language show structure & navigation



## Matchmaking

Linking visitors with exhibitors



## Lead Generation

Quick monitoring & engagement with leads



## Visitor Analytics

Full analytics on who, what & when



## Video Meetings

Request, schedule, list and conduct all inside the platform



## Chat

Quick exhibitor <-> visitor text chats



## Show Bag

Quick & easy organisation of media & collateral



## Engagement Points

Full scheme to encourage visitor engagement



## Seminars, Roundtables & Conference

Fully integrated into the overall platform

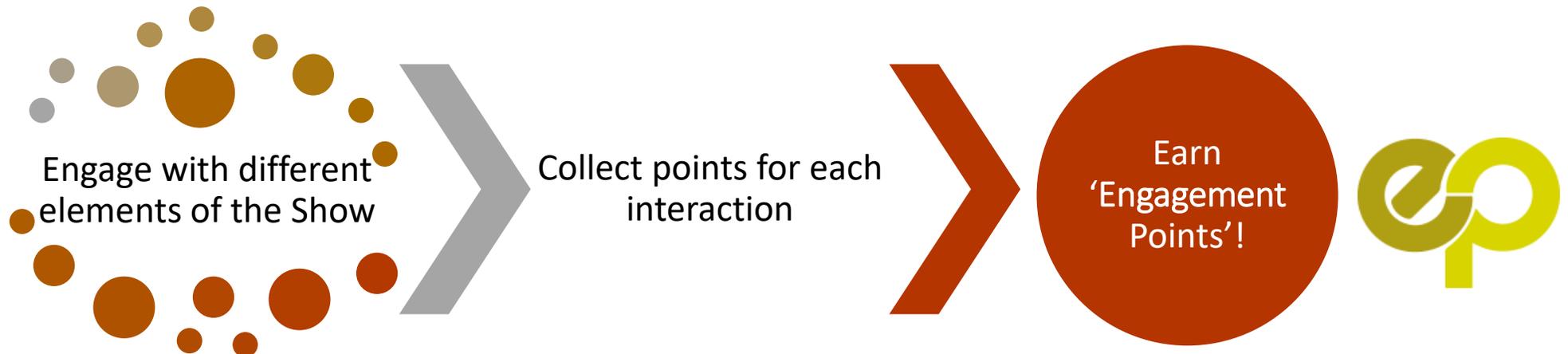


## Slick & Cool

The platform doesn't only work well, but looks cool!



# Visitor Experience



# Visitor Profile

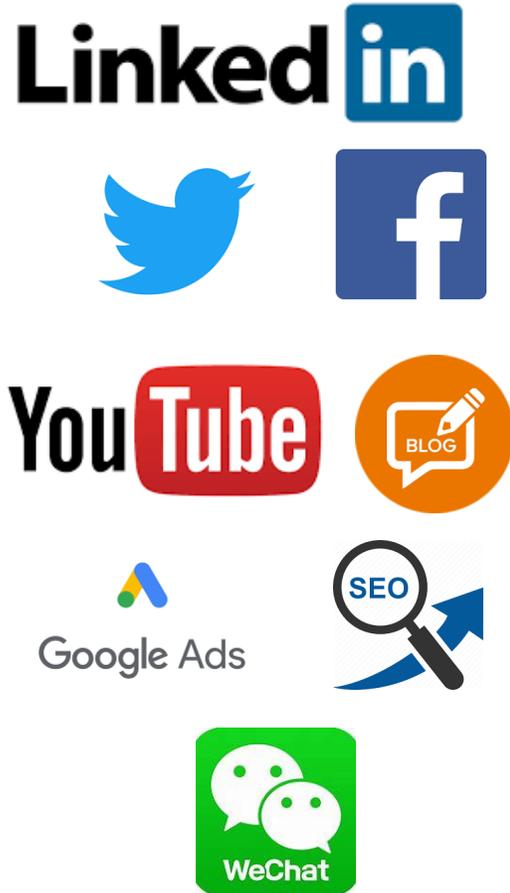


## Job titles

1. Product Developer
2. Director Innovation
3. Technology & Innovation Scout
4. Material Specialist
5. Production Specialist
6. Procurement Specialist
7. Sustainability Expert
8. Textile Designer
9. Technical Manager
10. General Manager
11. Managing Director
12. Chief Executive Officer
13. Business Development Manager
14. Digital Transformation Leader
15. Material Technologist



# Visitor Attraction

| WTiN Channels   | Partner Channels  | Digital Marketing  |
|---|---|--|
| <ul style="list-style-type: none"><li>• Email marketing to 40,000+ WTiN contacts</li><li>• Banner promotion to 40,000+ monthly visits on WTiN.com</li><li>• Full page Advertisement promotion in all WTiN journals (40,000+ circulation in each)</li><li>• Promotion via WTiN social media platforms (16,000+ followers)</li><li>• Global PR coverage</li></ul> |  |  |

# Reconnect INNOVATION in the textile & apparel value chain

- Email: [itasales@wtin.com](mailto:itasales@wtin.com) for further information
- Apply for your virtual booth directly at [vts.wtin.com/exhibitors](https://vts.wtin.com/exhibitors)



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