



ENABLER PACKAGES 2024

TextilWirtschaft

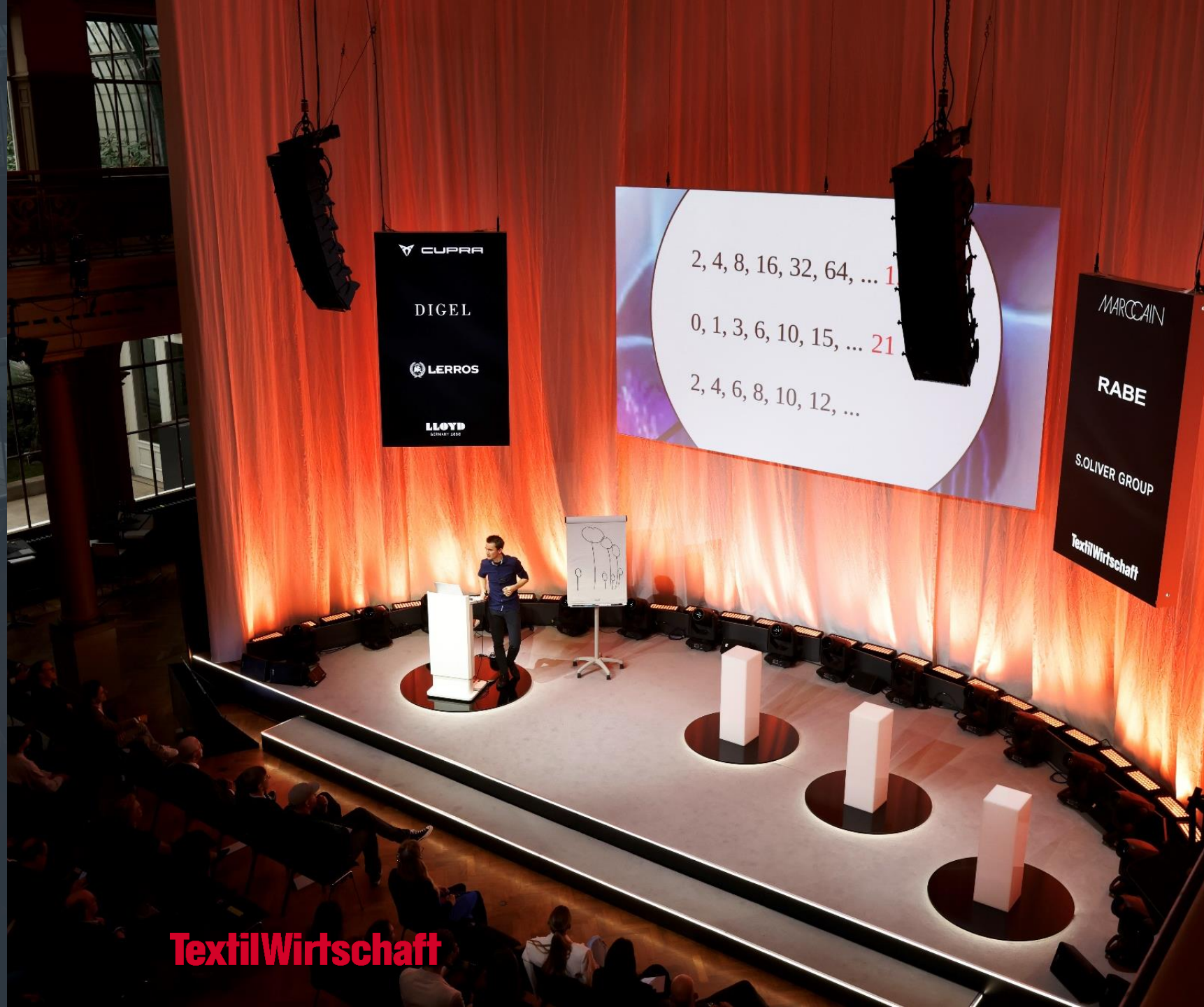
FORUM

What it is. _____

The TextilWirtschaft Forum is an **exclusive event**: It has been taking place since 1959 and offers its guests networking at the highest level.

What makes it special. ____

The TextilWirtschaft Forum is the sector event. It is a fixed date in the calendar of decision-makers.



TextilWirtschaft



TextilWirtschaft

When: April 25, 2024.

Good talks, networking and inspiration at the start of the order season. The TextilWirtschaft Forum offers all this at the end of April. **Don't miss it.**

Where it takes place:

In the Gesellschaftshaus – a part of the Palmengarten Frankfurt. In the heart of Frankfurt am Main. With the skyline in view and in the immediate vicinity of the TextilWirtschaft headquarter and the city centre.

Be our guest.

Programme

_____ Lunch

_____ Keynote speeches

_____ Networking

_____ Förderpreisträger:innen award

_____ TW Forum award

_____ Wine, Dine & Talk

PROGRAMM

Donnerstag, 11. Mai 2023
Palmengarten Frankfurt am Main

12:00 Uhr Lunch
Start in den Tag mit regionalen
Spezialitäten und guten Gesprächen

14:00 Uhr Der Tag
Vorträge und Talks auf der Bühne im
Gesellschaftshaus des Frankfurter
Palmengartens

17:00 Uhr Cooldown 
Break vor dem Abendprogramm
Zeit für Erfrischungen und Networking

18:00 Uhr Der Abend
Empfang im Gesellschaftshaus

19:00 Uhr Begrüßung
Markus Gotta, Geschäftsführer
Michael Werner, Chefredakteur

**Ehrung der
Förderpreisträger:innen 2023
der Wilhelm-Lorch-Stiftung**
Prof. Dr.-Ing. habil. Maïke Rabe,
Vorsitzende Stiftungsrat

Verleihung Forum-Preise 2023
Michael Werner

Abendessen und Get-together

Dresscode: Informal

Program extract 2023

TW Forum in facts & figures

Who attends. _____ **High-profile C-level-guests** of the German fashion and textile sector, from trade and industry. Participation **by invitation only.**

Approx. 60% _____
of all guests are
from trade

_____ **Approx. 40%**
of all guests are
from industry

Approx. 500 guests _____
_____ more than **340 award winners** in 30
years of the Wilhelm-Lorch-Foundation
More than **130 forum awards** since 1959 _____

TextilWirtschaft



Sneak peak into the guest list:

Fabian Engelhorn
CEO Engelhorn

Jochen Digel
Management board DIGEL AG

Holger Blecker
CEO E. Breuning

Sonja Balodis
CPO s.Oliver Group

Brigitte Schellenberger
Co-Owner Schera GmbH

TW Forum award winners

2023	New Balance, Boston Manteco, Prato near Florenz Vestiaire Collective, Paris
2022	Totême Studio, Stockholm Live Fast Die Young (LFDY), Düsseldorf Kauf Dich Glücklich, Berlin
2021	Mytheresa, München Melagance, Berlin Rose Bikes, Bocholt
2020	Moncler, Mailand Highsnobiety, Berlin CJ Schmidt, Husum Patagonia, Ventura
2019	Candiani, Mailand Asphaltgold, Darmstadt Le Bon Marché, Paris On Running, Zürich



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Partner Up!

TextilWirtschaft

Partner options

_____ Enabler

Become an Exklusive Enabler

Become a Premium Enabler

Lifestyle Partner _____

Booked Coffee bar- Encourage networking over a hot drink

Booked Gin bar – Make the sector a present of an exuberant evening

Booked Snack bar – Sweeten the guests' day

Booked Power bar – Give guests an energy boost for the evening

_____ Goodie Bag Partner

Goodie bag – Give the sector a memory of the day

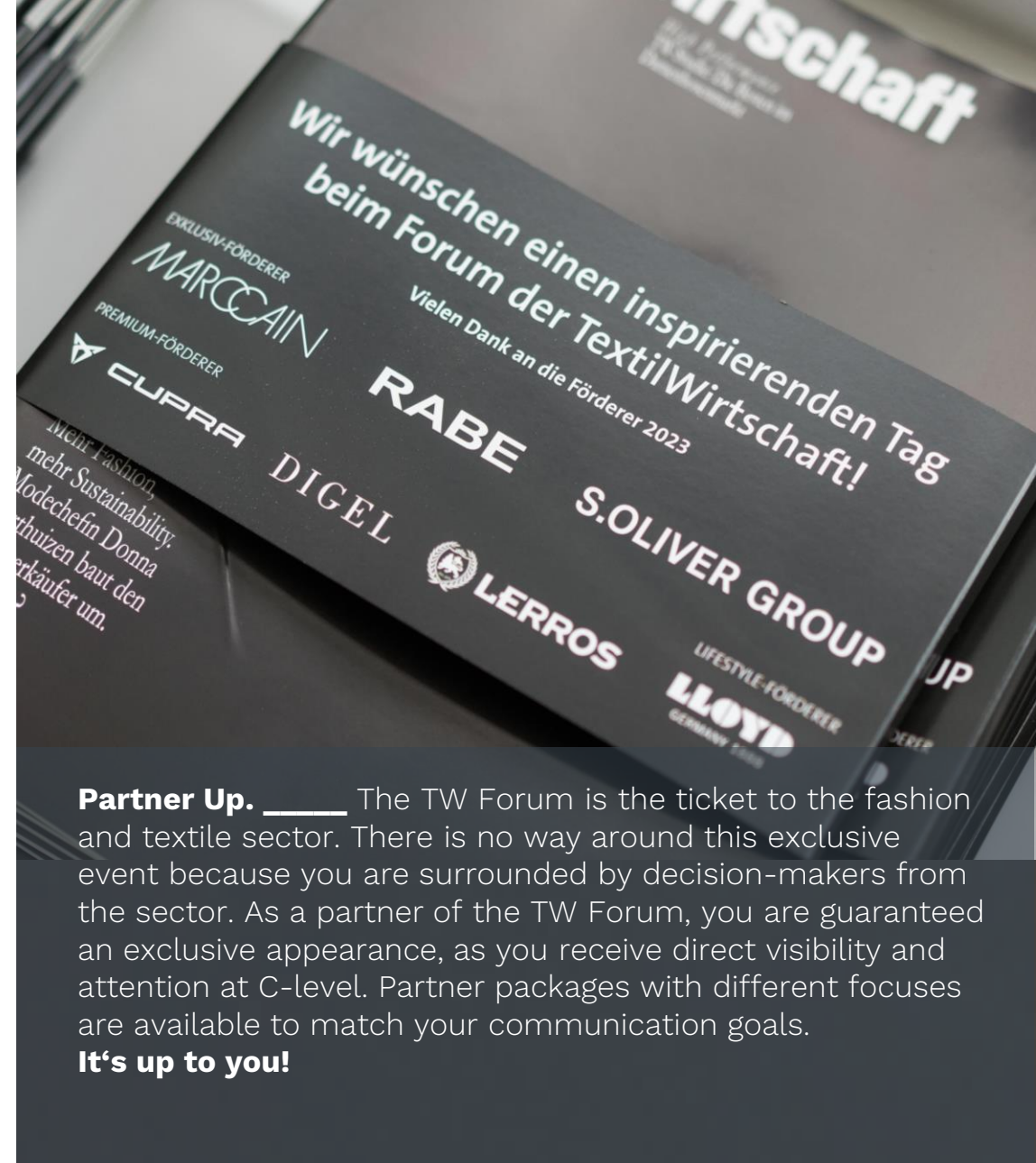
Multimedia Partner _____

Present yourself digitally - moving and in colour

_____ + Package Upgrade

Invite more guests to the event

We are open to your ideas!



Partner Up. _____ The TW Forum is the ticket to the fashion and textile sector. There is no way around this exclusive event because you are surrounded by decision-makers from the sector. As a partner of the TW Forum, you are guaranteed an exclusive appearance, as you receive direct visibility and attention at C-level. Partner packages with different focuses are available to match your communication goals.

It's up to you!

Enabler | TW Forum Exklusive Enabler

Visibility, attention, exclusivity. ___ With a mixture of live and media presence we create an exclusive stage for you on which you can present yourself to the industry as an indispensable partner - future-oriented, reliable and successful!

TextilWirtschaft

Logo branding.

Integration on the photo wall

Visibility on stage during the event

Integration on all documents around the event

Placement on a banderole around TW issue 17 from April 25, 2024

Live.

Mention as a sponsors by the editors-in-chief/executive board

Three tickets for the TW Forum on April 25, 2024

Media.

2/1 image ad can be placed in TW 08 to TW 21

Content-ad in full occupancy in the Newline Bundle in weeks 08 to 21

Part (logo) of the Fireplace ad in week 17 on www.TextilWirtschaft.de (April 22 to April 26, 2024)

Instagram post prior to the event: „We introduce the enabler“ (via the TW Instagram account)

Mention (logo) on the thank you ad Title Gatefold in TW 18 (May 02, 2024)

Mention (logo) on the 2 x 1/3 thank-you ads for the TW Forum in the editorial environment in TW 18 (May 02, 2024)

Total 39,600 Euro*

* Discount according to TW sales scale and agency commission are granted

Enabler | TW Forum Premium Enabler

Visibility, attention, exclusivity. ___ With a mixture of live and media presence we create an exclusive stage for you on which you can present yourself to the industry as an indispensable partner - future-oriented, reliable and successful!

TextilWirtschaft

Logo branding.

Integration on the photo wall

Visibility on stage during the event

Integration on all documents around the event

Placement on a banderole around TW issue 17 from April 25, 2024

Live.

Mention as a sponsors by the editors-in-chief/executive board

One ticket for the TW Forum on April 25, 2024

Media.

1/1 image ad can be placed in TW 08 to TW 21

Content-ad in 2-part rotation in the Newline Bundle in week 08 to 21

Part (logo) of the Fireplace ad in week 17 on www.TextilWirtschaft.de (April 22 to April 26, 2024)

Instagram post prior to the event: „We introduce the enabler“ (via the TW Instagram account)

Mention (logo) on the thank you ad Title Gatefold in TW 18 (May 02, 2024)

Mention (logo) on the 2 x 1/3 thank-you ads for the TW Forum in the editorial environment in TW 18 (May 02, 2024)

Total 26,800 Euro*

*Discount according to TW sales scale and agency commission are granted

Lifestyle Partner | TW Forum Coffee bar Partner

A pick-me-up, please. A Coffee in between - the game changer during a long day. High-quality lectures and talks at lunchtime never leave you bored anyway, but they can be made even better with an espresso. At the same time, the coffee bar is the place for networking in the afternoon - the perfect spot for your brand's visibility.

Logo branding.

Coffee mugs, sugar sticks and table displays in your brand's look

Coffee bike/bar with your branding

On request, the barista will wear your collection

A roll-up can be brought and placed

Integration on the photo wall

Visibility on stage during the event

Integration on all documents around the event

Placement on a banderole around TW issue 17 from April 25, 2024

Already booked

Make a reservation for 2025

Mention (Logo) on the ad Title (TW 08 to TW 21, 2024)

Mention (Logo) on the 2 x 1/3 thank-you ads for the TW Forum in the editorial environment in TW 18 (May 02, 2024)

Live.

Mention as a sponsors by the editors-in-chief/executive board

One ticket for the TW Forum on April 25, 2024

Total 14,500 Euro*

Extend your package with a 1/1 image ad (can be placed in TW 08 to TW 21)

Total 24,500 Euro*

TextilWirtschaft

*Discount according to TW sales scale and agency commission are granted

Lifestyle Partner | TW Forum Gin bar Partner

Let the evening BeGIN — A day full of input, beautiful moments and many encounters is coming to an end - time to deepen the conversations over a glass of wine or long drink and to fade out the evening. The place to be is the gin bar, where guests can mix and match their gin with the right tonic.

Logo branding.

Paper straws, cocktail stick and table displays in your brand's look

Bar counter with your branding

On request, the barkeeper will wear your collection

A roll-up can be brought and displayed

Integration on the photo wall

Visibility on stage during the event

Integration on all documents around the event

Placement on a banderole around TW issue 17 from April 25, 2024

Mention (ad Title 2024)

Mention (logo) on the 2 x 1/3 thank-you ads for the Forum in the editorial environment in TW 18 (May 02, 2024)

Live.

Mention as a sponsor by the editors-in-chief/executive board

One ticket for the TW Forum on April 25, 2024

Total 14,500 Euro*

Extend your package with a 1/1 image ad (can be placed in TW 08 to TW 21)

Total 24,500 Euro*

TextilWirtschaft

*Discount according to TW sales scale and agency commission are granted

Already booked
Make a reservation for 2025

Lifestyle Partner | TW Forum Snack bar Partner

Take a treat!

Whether candy, snack or ice cream bar. Sweeten the day for the guests with your snack bar. As an energy booster for in between or on the way home.



Logo branding.

Accessories in your brand's look, e.g., paper bags (depending on the choice of snack)

Table displays in your brand's look

Counter or similar with your branding (depending on the choice of snack)

Integration on the photo wall

Visibility on stage during the event

Integration on all documents around the event

Placement on a banderole around TW issue 17 from April 25, 2024

Already booked

Make a reservation for 2025

Mention (ad Title 2024)

Mention (logo) on the 2 x 1/3 thank-you ads for the Forum in the editorial environment in TW 18 (May 02, 2024)

Live.

Mention as a sponsors by the editors-in-chief/executive board

One ticket for the TW Forum on April 25, 2024

Total 14,500 Euro*

Extend your package with a 1/1 image ad (can be placed in TW 08 to TW 21)

Total 24,500 Euro*

TextilWirtschaft

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Lifestyle Partner | TW Forum Power bar Partner

Take a boost! With smoothies and vitamin shots you give the guests a healthy energy booster for in between or on the way home.



Logo branding.

Smoothies and/or vitamin shots with your branding (in bottles)

Beach flag or similar with your branding

Fridge or counter with your branding

Integration on the photo wall

Visibility on stage during the event

Integration on all documents around the event

Placement on a banderole around TW issue 17 from April 25, 2024

Already booked

Make a reservation for 2025

Mention (ad Title 2024)

Mention (logo) on the 2 x 1/3 thank-you ads for the Forum in the editorial environment in TW 18 (May 02, 2024)

Live.

Mention as a sponsors by the editors-in-chief/executive board

One ticket for the TW Forum on April 25, 2024

Total 14,500 Euro*

Extend your package with a 1/1 image ad (can be placed in TW 08 to TW 21)

Total 24,500 Euro*

TextilWirtschaft

*Discount according to TW sales scale and agency commission are granted

Lifestyle Partner | TW Forum Goodie bag Partner



More than a Goodie bag. ___ The goodie bag consists of a bag individually designed by you and TW, not available anywhere else. Apple wine (Frankfurt typical drink) based goodies link the TW, Palmengarten and the TW Forum with the location Frankfurt. This high-quality package also links your brand with an exclusive gift for Forum guests.

Logo branding.

A bag jointly branded by you and TW

A thank you card in the goodie bag jointly branded by you and TW

The contents of the goodie bag are typical items from Frankfurt:

- o One ribbed glas 0,25l)
- o One stone pitcher called Bembel 0,25l
- o One 0,33l bottle apple wine with water called „Sauer gespritzter“ (all without branding)

Integration on the photo wall

Visibility on stage during the event

Integration on all documents around the event

Placement on a banderole around TW issue 17 from April 25, 2024

Media.

Mention (logo) on the thank you ad Title Gatefold in TW 18 (May 02, 2024)

Mention (logo) on the 2 x 1/3 thank-you ads for the TW Forum in the editorial environment in TW 18 (May 02, 2024)

Live.

Mention as a sponsors by the editors-in-chief/executive board

One ticket for the TW Forum on April 25, 2024

Total 15,800 Euro*

Extend your package with a 1/1 image ad (can be placed in TW 08 to TW 21)

Total 25,800 Euro*

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*Discount according to TW sales scale and agency commission are granted

Multimedia | TW Forum Multimedia Partner

Moving image, digital and in colour. ___

Present yourself on site on the digital gadgets of the TW Forum: the app and the video steles. The app offers guests an interactive component featuring the programme, as well as networking and company profiles. This provides you with the opportunity to present your brand and get in touch with guests.

Logo branding.

Your video on the digitale steles on site

Integration in the event app:

- o Banner on all event sites
- o Named in the menu bar incl. linking (powered by)
- o A post with your text incl. picture on the Social Wall (from your account)
- o Listing at the top at the page "Sponsors".

Integration on the photo wall

Visibility on stage during the event

Integration on all documents around the event

Placement on a banderole around TW issue 17 from April 25, 2024

Media.

Mention (logo) on the thank you ad Title Gatefold in TW 18 (May 02, 2024)

Mention (logo) on the 2 x 1/3 thank-you ads for the TW Forum in the editorial environment in TW 18 (May 02, 2024)

Live.

Mention as a sponsors by the editors-in-chief/executive board

One ticket for the TW Forum on April 25, 2024

Total 15,800 Euro*

Extend your package with a 1/1 image ad (can be placed in TW 08 to TW 21)

Total 25,800 Euro*

TextilWirtschaft

*Discount according to TW sales scale and agency commission are granted

Package Upgrade | Package Upgrade | Extra tickets

1 Ticket

One ticket

for the TW Forum
on April 25, 2024

500 Euro

2 Tickets

Two tickets

for the TW Forum
on April 25, 2024

1,000 Euro

Upgrade your package. Surrounded by the park and with the skyline in view, the focus is on good conversation. Use the upgrade to give your colleagues or business partners the opportunity to experience the TW Forum as well. Therefore, we are opening the guest list exclusively for our sponsors and partners. The upgrade is limited to a maximum of 2 tickets and can only be booked in combination with another Partner Up.

Enabler & Partner | Your presentation on site*



Banderole around the current TW issue for each guest to take home



On stage – On stage - visual visibility and mention by the editor-in-chief/executive board



Photo wall. All guests will be photographed in front of the wall

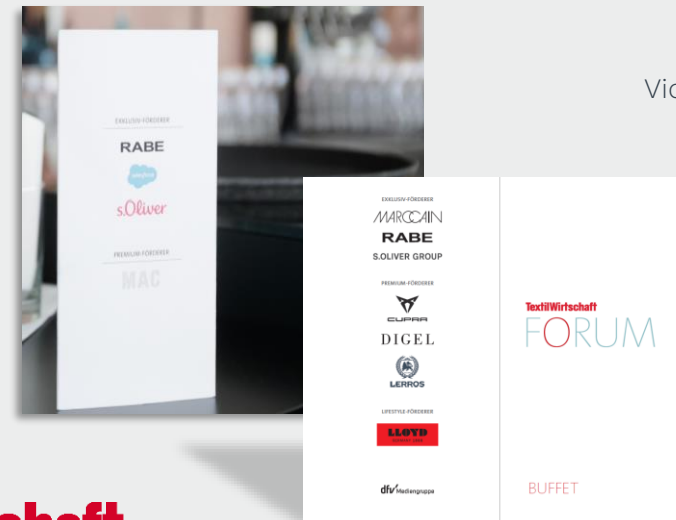


Video steles distributed in the catering area



Coffee bar with branded counter, roll-up and a barista wearing branded clothes

Buffet cards placed on every bistro table



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*Services vary depending on the package chosen

A wide-angle photograph of a grand, ornate hall, likely a concert hall or a large event space. The hall features a balcony with a decorative railing and a large audience seated on the floor. The architecture is classical, with high ceilings, large windows, and ornate details. The lighting is warm and focused on the audience.

Contact

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