

ISS FORT WORTH EXPO & CONFERENCE

2017 EXHIBITOR PROSPECTUS




ISS GEAR UP: FORT WORTH 2017


...Everything You Need to Grow Your Decorated Apparel Business and More.

September 22-24, 2017 • Fort Worth Convention Center

ISSshows.com/fort-worth.shtml

Produced by
 EMERALD
EXPOSITIONS

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FACT SHEET

DATES & HOURS

Friday, September 2210:00 AM - 5:00 PM
Saturday, September 2310:00 AM - 5:00 PM
Sunday, September 2410:00 AM - 3:00 PM

VENUE

Fort Worth Convention Center
1201 Houston Street
Fort Worth, TX 76102
800-392-6338

EXHIBITOR DETAILS

[ISS Fort Worth 2017](#) is Gearing UP to be bigger and better than ever! Once again [ISS Fort Worth](#) will be held at the Fort Worth Convention Center with nearly 200 exhibitors, an estimated 5000 attendees and approximately 40,000 net square feet of exhibit space.

BOOTH RATES

Exhibit Space at [ISS Fort Worth 2017](#) is \$29.75 per square foot, \$425 additional for an open corner. Includes pipe and drape. All booths require flooring. For additional exposure to set yourself apart from other exhibitors, an additional \$99 an exhibitor can put a logo next to their company description in the [ISS Fort Worth 2017 Show Directory](#). *Companies who've added their logo have seen a 47% increase in new face-to-face meetings with qualified attendees as well as significant increased company revenue.*

EXHIBITORS

Hundreds of manufacturers in the following product categories:

- Accessories
- Ad Specialty/Promotional Products
- Athletic Apparel/Teamwear
- Bling
- Cheer/Spiritwear
- Computer Software
- Cutting Equipment/Supplies
- Decals/Emblems
- Decorator
- Digital Direct-to-Garment
- Digital Transfers/Equipment & Supplies
- Digitizing Software/Equipment
- Eco-Friendly Apparel
- Embroidery Equipment
- Embroidery Supplies
- Engravings/Awards/Trophies
- Fleece/Sweats
- Headwear: Caps, Visors, Headbands
- Heat-Seal Equipment
- Screen Printing Equipment
- Screen Printing Supplies
- Sportswear Dist.-Wholesaler
- T-Shirts-Manufacturer
- Transfers

ATTENDEES

We saw significant increases in qualified buyer attendance over the 2016 show. Over **5,000 industry professionals** including screen printers, embroiders, digital decorators, retailers, graphic designers and many more attended the show.

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WHY EXHIBIT?

For nearly 40 years, the Imprinted Sportswear Shows (ISS) have been the leaders of the decorated apparel industry and are only getting bigger and better. Experienced buyers know ISS is the place to see the latest equipment, supplies, industry trends, and techniques available. *The ISS Fort Worth show delivers a high quality audience that has the power to generate leads and maximize your show ROI.* Not only will exhibiting at [ISS Fort Worth 2017](#) enable you to showcase your products and services in front of thousands of qualified attendees, you'll also see the latest trends on direct-to-garment printing, foil-on-screen print designs, thread blending for embroidery and SO much more. Increase your exposure to new prospects by contracting your booth space today!

WHO ATTENDS ISS?

PRIMARY TYPE OF BUSINESS



■ Textile Screen Printing

■ Embroidery/Monogramming

■ Retailer

■ Graphic Artist/Designer

■ Promotional Products Buyer

■ Digital Decorator

■ Sporting Goods Dealer/Buyer

■ Home Sewer/Embroiderer

■ Digitizer

■ Apparel or Equipment Distributor

■ Apparel or Equipment Manufacturer

■ Blank Apparel Manufacturer

■ Engraving/Awards/Trophies

TOP 3 REASONS ATTENDEES SELECT ISS:

1. FIND NEW PRODUCTS AND SERVICES

2. STAY CURRENT WITH INDUSTRY TRENDS AND LEARN NEW TECHNOLOGIES

3. CONNECT WITH CURRENT VENDORS

ISS GEAR UP: FORT WORTH 2017

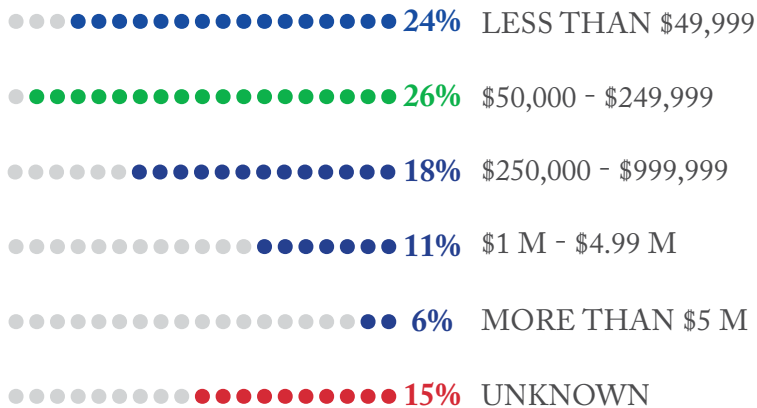
...Everything You Need to Grow Your Decorated Apparel Business and More.



PROMOTING EXHIBITORS:

- Direct mail pieces delivered to nearly 60,000 prospective [ISS Fort Worth](#) attendees from all over the world
- Multiple E-mail Blasts deployed to thousands of past, present and future ISS attendees and *Impressions* Magazine subscribers
- The Planner offers a state-of-the-art online floor plan
- The ISS website ([ISSshows.com](#)) is a year-round resource to which many attendees use to plan which exhibitors to visit at the show(s)
- The state-of-the-art mobile app qualified attendees use to find you to purchase your products and begin new relationships with exhibitors or enhance existing ones
- Sponsorship opportunities to increase visibility through ISS marketing materials, online, and at the show
- Enhanced social media presence across the board promoting exhibitors who will be at [ISS Fort Worth 2017](#)

ANNUAL SALES:



ISS FORT WORTH 2016
BROUGHT TOGETHER
NEARLY **200 EXHIBITORS**,
OVER **5,000 INDUSTRY**
PROFESSIONALS AND
NEARLY **40,000 SQUARE**
FEET OF EXHIBIT SPACE.

2017 ISS SPONSORSHIP

OPPORTUNITIES:

From building product awareness to increasing sales, becoming an **Official [ISS Fort Worth 2017 Show Sponsor](#)** will further enhance your presence among your competition! Maximize your Marketing ROI and get your message directly in front of key buyers and decision-makers in the decorated apparel industry. Participate in onsite events, onsite signage, website advertising, email sponsorship, and much more! [Click here](#) to view your opportunities to increase your presence at [ISS Fort Worth 2017!](#)

TO RESERVE YOUR BOOTH SPACE AND LEARN MORE ABOUT SPONSORSHIP OPPORTUNITIES, CONTACT:

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Territories: AL, AR, FL, GA, HI, ID, KS, KY, MI, MS, MT, NC, NE, NM, OK, OR, SC, SD, TN, TX, UT, VA, International, and California company names beginning with A-L

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