



THE GETAWAY

A UNIQUE EVENT EXPERIENCE FOR CREATIVES AND SMALL BUSINESSES

Create Your Way!

EMBROIDERY • APPLIQUE • VINYL • HEAT PRESS • SUBLIMATION & MORE!

2024 Sponsor and Vendor Packages



Get Ready! June 27-30 2024 Westin DFW Airport Irving TX

Be a part of a unique, innovative, and exciting event!

The 11th Annual AG will offer classes, product demonstrations, vendors, prizes, social activities, friendship and more to all skill levels of machine embroidery and decorated apparel enthusiasts & entrepreneurs.

Sponsor/Vendor Package www.AppliqueGetaway.com June 27 - 30, 2024

About the Event

The Getaway is so much more than just an exhibition show! It's a unique opportunity to meet and interact with customers who do not typically attend industry trade shows or conventions. Attendees come ready to shop for and learn about products and equipment to help them establish or expand their skills and knowledge.

AG attendees include small business owners, those who are new to apparel decoration, and hobbyists transitioning to business. The Getaway offers a casual, friendly, FUN environment along with the benefits of a trade show experience: The best of both worlds!

Don't miss the opportunity to target this often-overlooked demographic. Vendor spaces are limited and sell out quickly. The successful addition of a third day to the AG schedule will continue in 2024: a themed Friday shopping + social evening for maximum uninterrupted vendor exposure.





Be an Event Sponsor

Event Sponsorship Benefits:

- Your logo and/or business name prominently displayed on print, advertising, and online materials
 - Logo display on banner at event entrance
 - 2 trade show booth spaces (10'x20')
 - Selection of booth location on a first-come basis
 - 2 complimentary standard event admission tickets for promotional use
- Distribution of sponsor-provided promotional items and/or advertising inserts, approved by AG, in goodie bags
 - Optional participation in our AG Passport program
 - Optional participation in additional sponsor opportunities
- Participation in the AG affiliate program -- earn a commission on attendee registration!
- Individualized Social Media marketing post featuring your business introduction and Vendor Voices video.
 - Individualized email marketing post featuring your business introduction and Vendor Voices video.
 - Two lunches for each day of the event
 - Recognition for sponsorship on AG event app

Commitment of \$1,995.⁰⁰ plus contribution of a single door prize with a minimum value of \$200.⁰⁰ and one additional event prize with a minimum value of \$25.⁰⁰.

Wireless internet access and electricity will be charged at a flat rate of \$173.49.



Be an Event Vendor

Event Vendor Benefits:

- 1 trade show booth space (10'x10')
- 1 complimentary standard event admission ticket for promotional use
- Distribution of sponsor-provided promotional items and/or advertising inserts, approved by AG, in goodie bags
 - Optional participation in our AG Passport program
 - Participation in the AG affiliate program -- earn a commission on attendee registration!
- Individualized Social Media marketing post featuring your business introduction and Vendor Voices video.
 - Individualized email marketing post featuring your business introduction and Vendor Voices video.
 - Recognition on AG event app

Commitment of \$795.00 plus contribution of a single door prize with a minimum value of \$50.00 and one additional event prize with a minimum value of \$20.00.

Wireless internet access and electricity will be charged at a flat rate of \$173.49.



Be an Event Exhibitor

(Ideal for digital product and small item vendors)

Event Exhibitor Benefits:

- **1 tabletop display space with one chair and back drape for displays in a high-traffic area.** *(No floor space. All displays must be tabletop or hung from the back drape frame and merchandise for sale must be able to fit under your 6' x 30" skirted table)*
- **1 complimentary standard event admission ticket for promotional use**
- **Distribution of sponsor-provided promotional items and/or advertising inserts, approved by AG, in goodie bags**
 - **Optional participation in our AG Passport program**
 - **Participation in the AG affiliate program -- earn a commission on attendee registration!**
- **Individualized Social Media marketing post featuring your business introduction and Vendor Voices video.**
 - **Individualized email marketing post featuring your business introduction and Vendor Voices video.**
 - **Recognition on AG event app**

Commitment of \$395.00 plus contribution of a single door prize with a minimum value of \$50.00 and one additional event prize with a minimum value of \$20.00.

Wireless internet access and electricity will be charged at a flat rate of \$173.49.



AG Passport

The AG Passport is a stamp card that attendees turn in for a special drawing, separate from our regular prize drawings.

Attendees earn stamps by making purchases at participating vendor booths. Vendors may contribute an ADDITIONAL prize for the passport drawing and in exchange will receive a stamper and "Passport Destination" sign to encourage visits and purchases from their booth.

AG passport prize is always a HUGE hit with attendees!

Contribute an **additional door prize** with a minimum value of **\$25** to participate in the AG Passport Program





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Vendor Voices is the fun and fabulous video series that introduces vendors and instructors at Applique Getaway to the attendees. The goal is to showcase what makes each vendor and instructor unique, to spotlight what they can teach or offer to the attendees, and to generate a sense of excitement about visiting the vendor's booth or attending an instructor's class (or both) at the show. A Vendor Voice video is a great advertisement and promotional piece for the vendor featured, and a terrific way to promote both Applique Getaway and the vendors investment in and attendance at that show.

Vendor Voice videos are hosted by AG's Director of Marketing and Outreach, Kristine Shreve. Each video is between 10 – 20 minutes long (although if we're having fun, the length may stretch a little longer!). Videos can be recorded or done live depending on the featured vendor's schedule and comfort level. Kristine works with each vendor prior to recording to ensure that the video features what is unique and interesting about the vendor being featured.

In 2021, the first year the Vendor Voices videos were part of The Getaway promotional schedule, they were one of the promotional features most talked about by attendees. Vendors who had done a video were more recognizable, more relatable, and were the vendors attendees were most excited to see. Because the Vendor Voice video style is relaxed and fun, attendees felt they got to know the vendors interviewed and to trust them. As we all know, businesses and vendors that are trusted and liked are also businesses and vendors that are much more likely to make sales.

CONTACT INFORMATION

To be a part of the **2024 Getaway**, please contact:

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