



#HHAMERICASFALL • HOUSTON, TX

Grow Your Brand

Become an Official Sponsor
and Marketing Partner

Sept. 30 – Oct. 2, 2026

Conference begins Sept. 30

CREATE BRAND
AWARENESS

CONNECT

GENERATE
DEMAND

► Reliant Center (formerly NRG Center), Houston, TX • Opportunities start at \$150

200+

Exhibitors

30+

Countries
Represented

3

Show Days

\$150

Starts At

B2B

Wholesale
Trade Show

FALL

Inaugural
Edition

► 5 REASONS TO BOOST YOUR BRAND AT H+H AMERICAS FALL EDITION

1

Amplify Your Reach

Gain unparalleled exposure to industry leaders and key decision-makers across the creative wholesale market.

2

Be First This Fall

The first-ever fall edition of h+h americas launches in Houston. Be a sponsor from day one.

3

Reach Buyers in Their Buying Cycle

Fall timing aligns with Q4 product launches. Put your brand in front of buyers when they're ready to commit.

4

Boost ROI

Drive direct booth traffic, capture leads, and close deals with motivated wholesale buyers during the show.

5

Own the Southern Market

Houston puts you in the heart of the fastest-growing southern craft market in North America, with no competing B2B wholesale show in the fall calendar.

► INCLUDED WITH EVERY BOOTH

FREE MARKETING FOR ALL EXHIBITORS

Every company exhibiting at h+h americas Fall Edition receives a powerful baseline marketing package at no additional cost. Your investment in the show is put to work before, during, and after the event.

YOUR COMPLIMENTARY EXHIBITOR MARKETING PACKAGE



FREE Lead Scanning — download every visitor your team scans



Floor Plan Profile Listing (logo, description, videos, links)



Welcome Social Media Post



Unlimited FREE Visitor Tickets for your clients



Basic Print Directory Listing



h+h Branded Graphics for your pre-show marketing



Basic Mobile App Listing



Access to digital platform community



We market h+h americas Fall Edition through publication partners, digital advertising, geofencing, direct mail, and personal outreach — all driving attendance to the floor where your booth lives. The opportunities below let you amplify that investment further.

► MARKETING OPPORTUNITIES

On-site visibility, print, demonstrations, and floor-level brand presence — opportunities start at \$150.

Sample It!

WHOLESALE PREVIEW EVENT

\$150

per table

Sample It! Is a wholesale shopping event that puts your products directly into the hands of buyers. Attendees are encouraged to purchase samples at the event and follow up at your booth the following days.

- 1 table and 2 chairs - Wednesday, Sept. 30 (7:30–9:00 PM)
- Up to 3 additional tables available to purchase
- Listed in pre-event communications and on the website
- Company listed in directory + mobile app as Sample It participant

Sample It! Bag Supplier

EXCLUSIVE OPPORTUNITY

\$675

exclusive

Be the exclusive brand featured on the coveted Sample It! Bag. Your logo and a special gift are the first thing attendees see and carry throughout the show and beyond.

- A special gift or insert provided by your company included in every bag
- Wide reach: 400+ bags in the hands of decision-makers and buyers
- h+h americas reserves the right to include additional items from other sponsors
- Sponsor fee does not include production and shipping costs; artwork approval required

LIMIT: 1 — EXCLUSIVE

Product Showcase

\$325

+ \$135 optional plexiglass

Feature a new or existing product in a prominent standalone display. The Product Showcase drives foot traffic from all attendees directly to your booth.

- Permanent display for all 3 show days in featured locations
- QR code linking to additional product information
- Signage with your company name, product name, and booth number
- Display dimensions: 15.5" × 15.5" / 35" high
- Optional: add plexiglass product protection for \$135

Product Academy

\$275

30 minutes

Reach dedicated store owners hungry to grow their businesses. Product Academy is the go-to educational event for the creative wholesale industry with an educational focus, not a hard sell.

Wednesday, Sept. 30, 10:30 AM – 2:00 PM in conference rooms

- 50+ seats per session, microphone + lectern + LCD projector included
- Registration required; attendee list provided to your company
- Badge scanning and room attendant included

Thursday and Friday, Oct. 1–2, on show floor

- 25+ seats available
- Attendees can walk up and join sessions

Companies may purchase multiple sessions.

Deadline: Apply before August 31, 2026

Fashion Boulevard

\$245

per mannequin

MANNEQUIN DISPLAY · EXHIBIT FLOOR

Showcase your garments, sewn pieces, knitted or quilted works in a curated exhibit area designed to capture the attention of buyers on the show floor. Fashion Boulevard is a permanent 3-day feature that drives traffic and brand recognition.

- Standing mannequin dressed in your products — permanent display all 3 show days
- Featured high-traffic location on Fashion Boulevard
- QR code linking to more information about your garment or product
- Signage with your company name, product name, and booth number

LIMIT: 12

Exhibit Aisle Floor Stickers

\$200

per location

AISLE-LEVEL BRAND PRESENCE

Custom-branded 46" × 46" floor decals placed throughout the exhibit aisles guide attendees to your booth while reinforcing your brand — impossible to miss, impossible to ignore.

- Placed in high-traffic aisles for maximum visibility
- Provide your own artwork for a fully customized design
- Production and installation included in the price
- Flexible placement — choose your preferred aisle locations

LIMIT: 10 LOCATIONS

Show Directory Advertisement

¼ pg \$400

½ pg \$700

Full \$1,225

The official show directory is the guide every attendee carries throughout h+h americas Fall Edition. Advertising here puts your brand in every buyer's hands from the moment they arrive. Deadline: August 31, 2026

- Dramatically increases brand awareness among a highly targeted wholesale audience
- Drives direct booth traffic and website visits
- Print directory distributed to all registered attendees

SPACE IS LIMITED — RESERVE EARLY

Show Directory Logo

\$170

PRINT DIRECTORY

Make your listing stand out. Your logo appears next to your company listing in the printed exhibitor directory used by all attendees to navigate the show.

- Logo adjacent to your exhibitor listing in the printed directory
- Logo must be provided by the directory deadline: August 31, 2026

Show Bag Insert

\$700

IN EVERY ATTENDEE BAG

Your company's printed materials are placed in the official show bag that every attendee carries from the moment they arrive — guaranteeing your brand is seen before they even step onto the floor.

- Printed handouts included in the official show bag — provided by you
- Quantity confirmed by show management in advance of the show
- Materials must be received no later than 3 weeks before show start: September 4, 2026

LIMIT: 10

Featured Floor Plan Listing

\$300

WEBSITE + MOBILE APP — TOP OF LIST

Be at the top. Your company listing appears first in the interactive floor plan used by attendees on the h+h americas Fall Edition website and mobile app.

- Top-of-list priority placement on the digital floor plan
- Featured on both the event website and the mobile application
- Increases discoverability and booth visits from pre-planned attendee routes

LIMIT: 5

▶ DIGITAL & APP OPPORTUNITIES

Reach attendees before, during, and after the show through email and the h+h mobile app.

E-Newsletter Banner Ads

\$685

per deployment

Get your brand in front of 40,000+ industry professionals in the monthly h+h americas newsletter leading up to the show. Your banner ad links directly to your website and reaches a pre-qualified wholesale audience actively preparing for the event.

- Banner ad included in the monthly e-newsletter
- Reaches 40,000+ emails
- Specs: 800 × 300 pixels, high resolution JPG or PNG; links to your website
- Limit: 2 ads per newsletter edition

LIMIT: 2 PER MONTH

Dedicated Email Blast

\$1,500

YOUR MESSAGE · ENTIRE LIST

per deployment

Own the inbox. A dedicated newsletter deployment sends your full HTML email to the entire h+h americas contact database — 40,000+ industry professionals receive your branded message.

- Full HTML file provided by your company; sent on your behalf
- 1 per month
- Entire h+h americas email Fall Edition database — no shared space, no competing messages

LIMIT: 1 PER MONTH

Event App Push Notifications

\$500

3-day package

Reach every attendee on the show floor in real time. Your push notification is sent through the official mobile app to all registered attendees during show hours. Push notifications are the most direct possible channel to active buyers.

- 3 push notification slots — 1 per day, Sept. 30 – Oct. 2, during show hours
- Delivered to all attendees using the official h+h americas Fall mobile app
- Maximum 200 characters per notification

LIMIT: 3 COMPANIES

Mobile App Sponsor Banners

\$750

per banner

HOME + NAVIGATION PAGES

Your brand appears on the screens attendees check constantly during the show. App banners are seen every time a buyer looks up an exhibitor, navigates the floor plan, or checks the schedule.

- Home Page Banner: 1440 × 450 px, PNG or JPEG — limit 3
- Navigation/List View Banner: 1440 × 225 px, PNG or JPEG — limit 4

HOME: LIMIT 3

NAVIGATION: LIMIT 4

Registration Confirmation Banner

\$1,000

exclusive

Your banner ad appears in every registration confirmation email sent to each attendee who registers for h+h americas Fall. Guarantee delivery to an engaged audience that confirmed their attendance.

- Banner included at the end of all registration confirmation emails
- Specs: 200×150 px or 300×60 px; high-resolution JPG or PNG; links to your site

LIMIT: 1 — EXCLUSIVE

Deadline: Apply by July 31st, 2026



► SPONSORSHIP OPPORTUNITIES

Premium brand placement across the event's highest-visibility moments. All sponsors receive logo display on the event website, mobile app, and on-site signage.

SHOW PREVIEW PARTY — SEPTEMBER 30, 4:00–7:00 PM

Preview Party Presenting Sponsor

\$5,000
exclusive

Be the Presenting Sponsor of the inaugural h+h americas Fall Preview Party — the opening-night event that sets the tone for the entire show. As the only Preview Party Presenting Sponsor, your brand is the first thing the industry sees when this new event begins.

- Named Presenting Sponsor — “h+h americas Fall Edition Preview Party, presented by [your brand]”
- Bar Station
- Branding on signage throughout the venue
- Logo on the welcome feature at entry
- Dedicated social media mentions before and during the event
- Participation in product giveaways during the event
- Logo on Preview Party pre-show email and website sponsor listing

LIMIT: 1 — EXCLUSIVE

Sponsorship Opportunity: Show Bags



Preview Party Add-Ons

From \$400

Enhance your Preview Party presence with co-branded touchpoints your guests will remember all evening.

- Photobooth — \$1,200 (limit 1): Branded photobooth with your logo; every photo shared is a social post
- Custom Napkins — \$400 (limit 1): Co-branded napkins distributed throughout the party

PHOTOBOOTH: LIMIT 1

CUSTOM NAPKINS: LIMIT 1

Sponsorship Opportunity: Sample It



HIGH-VISIBILITY EVENT SPONSORSHIPS

Attendee Show Bag

\$2,600

Your brand is carried throughout the show and long afterwards — to home studios, shops, and offices across the industry. The official show bag is the highest sustained-visibility item at the event.

- Right to produce the official show bag with h+h americas + your logo
- Bags carried by attendees throughout the show and kept long after
- Sponsor fee does not include production and shipping costs; artwork approval required

LIMIT: 1

Event Lanyards

SOLD

As the Official Lanyard Partner, every attendee at h+h americas Fall Edition wears your brand around their neck for the entire duration of the show. Lanyards must always be worn — this is the most consistently visible piece of real estate at the event.

- Official lanyard featuring your company logo alongside the h+h americas logo
- Up to 2 colors on the lanyard design
- Sponsor fee does not include production; artwork approval required before production

Entrance Door Signs

Pricing Varies

Get your brand in front of thousands of buyers walking through the doors. Your brand will greet every attendee and be the first thing they see.

- Signage on entrance doors, exact location TBD - ask about options
- Sign production and installation included in the sponsorship price
- Maximum visibility at the highest-traffic points

reCHARGE Lounge

\$1,000

exclusive

Everyone needs a place to sit down and reconnect. The reCHARGE Lounge is the go-to space for buyers to rest, giving your brand a relaxed, repeated touchpoint with attendees.

- Your branding and signage in the reCHARGE Lounge
- Opportunity to place company literature, catalogs, and product samples for relaxing buyers
- Repeated exposure as attendees return throughout each show day

LIMIT: 1 – EXCLUSIVE

Happy Hour Sponsor

\$1,100

per day

There's no better way to attract buyers than combining your products with a reason to stop and stay. Your Happy Hour brings a drink station and branded signage to your booth, making it the destination on the floor at end of day.

- A drink station and branded sign at your booth for your sponsored Happy Hour
- Attendees are drawn to your booth during the most social time of the show day
- Available on Thursday, October 1

LIMIT: 4

Sponsorship Opportunity: reCHARGE Lounge



Conference Sponsor

\$900

Conference Sponsor

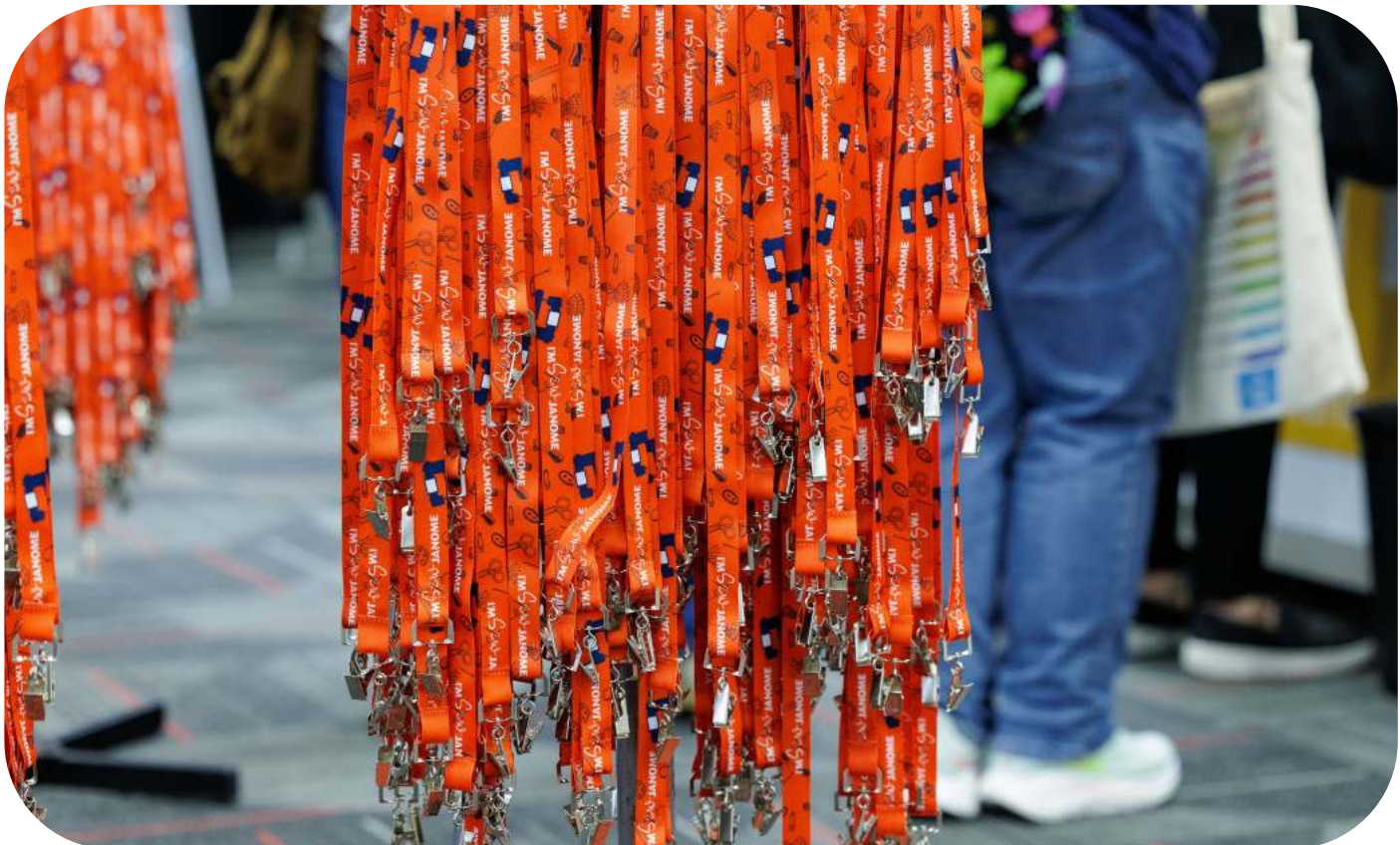
Position your brand in front of the industry's decision-makers and influencers as a Conference Sponsor. Your company will be prominently featured from the moment conference attendees arrive, ensuring strong visibility throughout the event.

- Full branding throughout the conference area.
- Opportunity to place company literature, catalogs, and product samples for relaxing buyers

Sponsorship includes:

- Conference sponsor beginning Wednesday morning through the close of the show.
- Prime signage throughout the conference area
- Half-page advertisement in the printed show directory
- Company logo featured on the sponsor listing page of the h+h americas Fall Edition website

Sponsorship Opportunity: Event Lanyards



Shuttle Bus Sponsor

\$12,000

Be seen every step of the attendee journey as the exclusive Shuttle Bus Sponsor. Your brand will travel with attendees between official hotels and the event venue, providing continuous visibility and a valuable service that enhances the overall event experience.

Sponsorship includes:

- Exclusive shuttle transportation sponsorship
- Company logo displayed on shuttle bus signage and boarding areas
- Branded shuttle schedule signage at hotels and the venue
- Recognition in the event program and mobile app
- Company logo featured on the event website sponsor listing
- Opportunity to provide promotional materials on shuttle buses (subject to approval)
- Verbal recognition during event announcements
- Recognition as the official Shuttle Bus Sponsor in attendee communications

This sponsorship delivers repeated exposure to attendees throughout the event while associating your brand.

► SPECIAL PACKAGES

Bundled combinations for the most popular items — the fastest way to get started. Opportunities begin at \$320.

PACKAGE 1

\$320

Sample It! + Directory Logo

1 Sample It! table · Company logo in the printed show directory

PACKAGE 2

\$470

Product Showcase + Directory Logo

1 Product Showcase · Company logo in the printed show directory

PACKAGE 3

\$570

¼ Page Ad + Directory Logo

¼ page directory advertisement · Company logo in the printed show directory

PACKAGE 4

\$870

ShowBagInsert + Directory Logo

Show bag insert · Company logo in the printed show directory

3-SHOW COMMITMENT BUNDLES

Own the Full Season. Save Across All Three Shows.

Maximize your presence — and your savings — across the entire h+h americas North America season.

Commit as a sponsor to all three h+h americas North American events and save 10–15% compared to booking each show individually. Every bundle purchase includes first right of refusal on the same sponsorship category.

h+h americas Fall Edition 2026 ·
Houston, TX · Sept 30–Oct 2

h+h americas Spring 2027
(HHA27) · Rosemont, IL · May 2027

Fiber+Fabric Craft Festival 2027
(FFCF27) · Rosemont, IL · 2027

Show Bag Sponsor Bundle

Secure the branded Show Bag at all three h+h americas North American events. Your logo is carried throughout every show by attendees across the full season. Show bag produced and shipped by sponsor.

Fall 26: \$2,600 HHA27: \$2,600 FFCF27: \$1,500

First Right of Refusal on Show Bag

\$5,900

Saves \$800 vs. individual

Event Lanyards Bundle

Your brand worn around the neck of every attendee at both B2B shows in the portfolio. Maximum sustained visibility across the full trade show season.

Fall 26: \$2,875 HHA27: \$2,875

First Right of Refusal on Lanyards

SOLD

\$5,000

Preview Party / After Dark / Party Bundle

Own the room at both signature industry evening events. Be the Founding Presenting Sponsor of the inaugural h+h americas Fall Edition Preview Party, and the Presenting Sponsor of the h+h americas After Dark at Spring 2027.

Fall 26 Preview Party: \$5,000 HHA27 After Dark: \$6,615

First Right of Refusal on After Dark

\$9,500

Saves \$2,115 vs. individual

Newsletter Ad — Full Season Package Year Package (1 per show, 3 total)

A single monthly newsletter ad slot booked across the entire h+h americas North American season — from summer through the Spring show. Your brand is a consistent presence in every pre-show communication buyers receive.

Fall 26 pre-show (per slot): \$685 HHA27 pre-show: \$685 FFCF27 pre-show: \$500

\$1,550

Saves \$320 vs. individual



Ready to Grow Your Brand

at h+h americas Fall Edition?

Space is limited. Contact your sales representative today
to reserve your opportunity before categories sell out.

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