



SPREAD THE NEWS. GO ADVERTISING. SPREAD THE NEWS. GO ADVERTISING. SPREAD THE NEWS. GO ADVERTISING. SPREAD THE NEWS. GO ADVERTISING.

YOUR BRAND STAGING

IGEDO.COM



02 NEXT STEP

03 GO ADVERTISING

04 BRANDING

05 BRAND EXPOSURE

06 NEWSLETTER

07 SOCIAL MEDIA

09 BRAND SHOWCASE

10 SPECIALS

11 SPONSORSHIP

13 CONTACT

NEXT STEP

SUMMER 2025

TWODAYS EDITION #1 | 19 - 21 JULY 2025

& SHOWROOM CONCEPT 18 - 21 JULY 2025

NEONYT DÜSSELDORF 19 - 21 JULY 2025 SUSTAINABLE BRANDS ONLY

TWODAYS EDITION #2 | 23 - 25 AUGUST 2025

& SHOWROOM CONCEPT 22 - 25 AUGUST 2025

03

**SUCCESSFUL MARKETING -
YOUR SUCCESS, OUR EXPERTISE**

BENEFIT FROM OUR NETWORK AND MARKETING
KNOW-HOW: WE PROVIDE THE PERFECT PLATFORM,
YOU PROVIDE THE CONTENT. TOGETHER WE MAXIMIZE
YOUR **BRAND PRESENCE** AND CREATE
LASTING **CUSTOMER LOYALTY**.

STAGING & STORYTELLING:

WE DEVELOP A TAILOR-MADE **BRAND STORY**,
THAT APPEALS TO YOUR TARGET GROUP EMOTIONALLY AND
STRENGTHENS YOUR **BRAND IDENTITY**.

SUCCESSFUL TRADE FAIR PRESENCE:

WE SUPPORT YOUR TRADE FAIR PRESENCE WITH **TARGETED MARKETING MEASURES**
AND MAXIMIZE **BRAND AWARENESS**.

TOGETHER FOR GREATER REACH:

THROUGH **CONTENT-MARKETING** AND **CROSS-CHANNEL-**
COMMUNICATION WE INCREASE YOUR **VISIBILITY** AND BOOST
CUSTOMER ENGAGEMENT RATES.

SUCCESSFUL TOGETHER - YOUR BRAND, OUR GOAL.



GO

ADVERTISING

TOOLS FOR YOUR BRAND PRESENTATION.

INDIVIDUAL MARKETING TOOLS ENABLE YOU TO OPTIMIZE YOUR **BRAND STAGING** IN A TARGETED MANNER AND EFFECTIVELY TRANSPORT YOUR **ADVERTISING MESSAGE**.

INCREASE YOUR **REACH** AND **BRAND AWARENESS**.



VIDEO/LOGO PRESENTATIONS

USE YOUR IMAGE VIDEO, ANIMATED PHOTOS OR LOGO DURING OUR CONFERENCE FORMATS AND AT THE EVENT TO ACHIEVE EMOTIONAL BRAND ENGAGEMENT.



LED-DISPLAYS

PLACE YOUR STATIC OR ANIMATED ADVERTISING MESSAGE AND USE THE TOUCHPOINT VISIBILITY TO IMMEDIATELY ATTRACT THE ATTENTION OF YOUR TARGET GROUP.

PRICES ON DEMAND

BRAND

05

OUR EVENTS ARE NOT JUST PLATFORMS BUT OFFER A COMPREHENSIVE MARKETING OPPORTUNITY TO POSITION YOUR BRAND IN THE FASHION INDUSTRY.

WITH CUSTOMIZED **SOCIAL MEDIA-PACKAGES**, EXCITING **NEWSLETTER-CONTENT** AND THE OPPORTUNITY TO HOST **YOUR OWN EVENTS** WE HELP YOU ACHIEVE MAXIMUM VISIBILITY BOTH ON-SITE AND ONLINE.

USE OUR **INSTAGRAM- & LINKEDIN-CHANNELS**, TO REACH AN ENGAGED AUDIENCE OR PLACE YOURSELF IN OUR NEWSLETTERS AND TARGET INDUSTRY INSIDERS.



EXPOSURE

NEWSLETTER

CHOOSE BETWEEN THREE OPTIONS:

BANNER PLACEMENT WITH A LINK TO YOUR WEBSITE, PUBLICATION OF AN ARTICLE OR PURCHASE OF AN EXCLUSIVE NEWSLETTER TO A TOTAL OF 20,000 INTERNATIONAL ADDRESSES FROM THE SECTORS FASHION, SHOES, ACCESSORIES & BAGS, SUSTAINABILITY AND ALL RETAIL SECTORS.

BANNER

PRICE: 300.-€*

ARTICLE

TEXT WITH HEADLINE PLUS IMAGE

PRICE: 750.-€*

EXKLUSIV-NEWSLETTER

TEXT INCLUDING 4 IMAGES PORTRAIT OR 3 IMAGES LANDSCAPE

PRICE: 1,200.-€*



INSTAGRAM

WE OFFER A SELECTION OF CUSTOMIZED SOCIAL MEDIA PACKAGES WITH A FOCUS ON **INSTAGRAM & LINKEDIN** FOR OUR EVENTS **TWODAYS & NEONYT DÜSSELDORF**. THESE PACKAGES INCLUDE DIFFERENT LEVELS OF REACH, CREATIVE SUPPORT AND CONTENT OPTIONS, SO YOU CAN CHOOSE THE PACKAGE THAT SUITS YOUR BRAND'S GOALS AND YOUR BUDGET.

BASIC EXPOSURE PACKAGE

THIS PACKAGE OFFERS A BASIC SOCIAL MEDIA PRESENCE ON THE TRADE FAIR'S INSTAGRAM AND LINKEDIN CHANNELS.

SERVICES

INSTAGRAM

- CAROUSEL POST & STORY FEATURE (UP TO 3 SLIDES) TO INTRODUCE THE BRAND OR A PRODUCT IN THE RUN-UP TO THE EVENT

LINKEDIN

- POST/INTRODUCTION OF THE BRAND WITH A SHORT DESCRIPTION AND A LINK TO THE PROFILE OR WEBSITE

PRICE: 250.-€*

* PLUS VAT

EXPRESSIVE PHOTO MATERIAL (UNBRANDED) AND INFORMATION MATERIAL WILL BE SUPPLIED AND MADE AVAILABLE BY THE COMPANY

@neonyt.duesseldorf

@twodays.dus

07

& LINKEDIN

VISIBILITY PACKAGE

THIS PACKAGE OFFERS MORE EXTENSIVE CONTENT AND INCREASED VISIBILITY ON BOTH PLATFORMS.

SERVICES

INSTAGRAM

- ONE POST (IMAGE OR CAROUSEL) WITH BRANDED CAPTIONS AND MATCHING HASHTAGS
- TWO INSTAGRAM STORIES (UP TO 5 SLIDES EACH) AT DIFFERENT TIMES IN THE PREPARATION PHASE AND DURING THE EVENTS
- INCLUSION IN THE STORY HIGHLIGHT "SPECIAL EXHIBITORS" OR "PARTNERS" FOR LONG-TERM VISIBILITY

LINKEDIN

- A HIGHLIGHTED POST SHOWCASING THE BRAND STORY OR LATEST PRODUCT LINE

SPECIALS

- LINKING THE BRAND'S LINKEDIN OR INSTAGRAM PROFILE IN THE BIO OR STORY FOR A CERTAIN PERIOD OF TIME

PREIS: 450.-€*

*PLUS VAT

EXPRESSIVE PHOTO MATERIAL (UNBRANDED) AND INFORMATION MATERIAL WILL BE SUPPLIED AND MADE AVAILABLE BY THE COMPANY

CONTENT CREATION & BRAND SPOTLIGHT PACKAGE

THIS PACKAGE IS FOR HIGH-QUALITY AND CUSTOMIZED CONTENT ON INSTAGRAM & LINKEDIN TO SHOWCASE YOUR BRAND COMPREHENSIVELY AND BUILD A TARGETED REACH.

SERVICES

INSTAGRAM

- ONE CUSTOMIZED POST AND ONE STORY SERIES (UP TO 5 SLIDES) BEFORE THE EVENT
- THREE ADDITIONAL POSTS BEFORE AND DURING THE TRADE FAIR, INCLUDING CAROUSEL POSTS, REELS AND STORIES TO CONTINUOUSLY SHOWCASE THE BRAND AND ENGAGE THE TARGET GROUP
- LIVE STORYTELLING - AN EXCLUSIVE REPORT AT THE TRADE FAIR WHERE THE BRAND CAN PRESENT THE STAND AND INDIVIDUAL PRODUCTS. INCLUDING A SHORT INTERVIEW
- INCLUSION IN THE STORY HIGHLIGHT "SPECIAL EXHIBITORS" OR "PARTNERS" FOR LONG-TERM VISIBILITY

LINKEDIN

- A DETAILED POST WITH CUSTOMIZED MESSAGE (400-500 WORDS) TO HIGHLIGHT THE BRAND'S EXPERTISE AND SHOWCASE THE LATEST INNOVATIONS

SPECIALS

- LINKING OF THE BRAND'S LINKEDIN OR INSTAGRAM PROFILE IN THE BIO OR STORY FOR A CERTAIN PERIOD OF TIME

PRICE: 850.-€*

* PLUS VAT

EXPRESSIVE PHOTO MATERIAL (UNBRANDED) AND INFORMATION MATERIAL WILL BE SUPPLIED AND MADE AVAILABLE BY THE COMPANY

INSTAGRAM & LINKEDIN

08

BRAND SHOWCASE

TAKE THE OPPORTUNITY TO INITIATE **WORKSHOPS & MASTERCLASSES**, PRESENT INNOVATION AS PART OF VON **EXKLUSIVE PREVIEW & LIVE-DEMONSTRATIONS** OR INVITE YOUR GUESTS TO A **HAPPY HOUR, RAFFLE** OR OTHER **NETWORKING-EVENTS** AT YOUR STAND. WE SUPPORT YOU IN COMMUNICATING YOUR PROMOTIONS THROUGH OUR VARIOUS CHANNELS AND MAXIMIZING YOUR BRAND PRESENCE.

LET US IMPLEMENT YOUR MARKETING IDEAS TOGETHER!

GET IN TOUCH WITH US - BENEFIT FROM OUR NETWORK, OUR CONTACTS AND OUR EXPERTISE. WE WILL HELP YOU ACHIEVE YOUR GOALS AND ATTRACT VISITORS.



BRAND INFORMATION POINT

TAKE THE OPPORTUNITY TO HIGHLIGHT YOUR BRAND IN THE **BRAND INFORMATION POINT** IN THE ENTRANCE AREA OF FASHN ROOMS, NEONYT DÜSSELDORF AND/OR SHOES DÜSSELDORF AND INCREASE YOUR **VISIBILITY** – NOT ONLY WITH TRADE FAIR VISITORS, BUT ALSO WITH MEDIA REPRESENTATIVES. DISPLAY YOUR BROCHURES, CATALOGS AND INFORMATION MATERIAL THERE AND REACH INTERESTED PARTIES WHO ARE ACTIVELY LOOKING FOR NEW BRANDS & EXCITING PRODUCTS.

YOUR BRAND IN THE SPOTLIGHT

SPECIAL

PARTNER:

THE COMPANY ORGANISES AN EVENT ON ITS OWN RESPONSIBILITY AND WITH THE SUPPORT OF IGEDO EXHIBITIONS AT WHICH THE COMPANY IS PRESENTED. EXAMPLES OF THIS ARE PRODUCT PRESENTATIONS AND PRODUCT LAUNCHES.

SERVICE

IGEDO EXHIBITIONS:

PROVISION OF THE PLATFORM/ACTION AREA, MENTION IN THE PROGRAM AND MENTION VIA SOCIAL MEDIA.

PACKAGE PRICE: 1,500.-€*

* PLUS VAT



SPONSORSHIP

BECOME AN **IGEDO EXHIBITIONS PARTNER** AND PRESENT YOUR COMPANY TO A WIDE AUDIENCE. USE THE OPPORTUNITY TO MAKE YOUR BRAND VISIBLE THROUGH VARIOUS **COOPERATIONS AND MARKETING MEASURES** AND EXPAND YOUR NETWORK. BENEFIT FROM OUR VARIOUS **SPONSORING-OPPORTUNITIES!**

IGEDO EXHIBITIONS PARTNER | SUPPORTED BY...

IGEDO EXHIBITIONS CONTENT PARTNER

PACKAGES

SPONSORSHIP PACKAGES

PACKAGE 1 IGEDO EXHIBITIONS PARTNER SUPPORTED BY...

BECOME AN EXCLUSIVE PARTNER OF **TWODAYS** AND/OR **NEONYT DÜSSELDORF** AND PRESENT YOUR COMPANY IN THE CONTEXT OF OUR EVENTS.

SERVICE IGEDO EXHIBITIONS:

- INFORMATION ABOUT THE PARTNERSHIP IN A SEPARATE PRESS RELEASE
- PRESENTATION OF YOUR COMPANY AS AN EXCLUSIVE PARTNER IN THE CONTEXT OF A PANEL DISCUSSION, KEYNOTE SPEECH OR SIMILAR EVENT
- PRESENTATION OF YOUR LOGO AND MENTIONING OF THE PARTNERSHIP ON THE WEBSITENENNUNG IM PROGRAMM
- PRINT ADVERT IN THE EVENT GUIDE
- ARTICLE IN A NEWSLETTER BEFORE THE EVENT
- INTEGRATION VIA THE SOCIAL MEDIA CHANNELS OF IGEDO EXHIBITIONS - BEFORE AND DURING THE EVENT

PACKAGE 2 IGEDO EXHIBITIONS CONTENT PARTNER

BECOME A CONTENT PARTNER AND PRESENT YOUR COMPANY IN OUR EVENT-SPECIFIC CONTEXT.

LEISTUNG IGEDO EXHIBITIONS:

- INFORMATION ABOUT THE PARTNERSHIP IN A NEWSLETTER ARTICLE BEFORE THE EVENT
- PRESENTATION OF YOUR LOGO AND MENTION AS A CONTENT PARTNER ON THE WEBSITE AND IN THE EVENT GUIDE
- INTEGRATION VIA THE SOCIAL MEDIA CHANNELS OF IGEDO EXHIBITIONS - 1 POST & 1 STORY

PRICES ON DEMAND



ULRIKE KÄHLER | MANAGING DIRECTOR

‘USE OUR NETWORK AND EXPERTISE TO INCREASE YOUR PRESENCE AND BUILD STRONG, LASTING BRAND LOYALTY.’

THE WHOLE **IGEDO TEAM** AS WELL AS OUR **FOREIGN REPRESENTATIVES** FROM BELGIUM, DENMARK, THE NETHERLANDS, PORTUGAL, SPAIN AND TURKEY ARE ALWAYS AVAILABLE FOR YOU.

CONTACT US

IGEDO EXHIBITIONS GMBH & CO. KG

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