



CANADA
INTERNATIONAL
TEXTILE & APPAREL
EXPO



Canada International Textile & Apparel Expo

July 25-26, 2024

The Epic Hall, Yonge Street, Toronto, Canada

1,500+
Attendees-

Apparel Brands &
Labels, Importers &
Manufacturers, Boutique
and Store Owners,
Distributors & Agents,
Designers &
Merchandisers

60+
Exhibitors-

Manufacturers &
suppliers,
Apparel &
Footwear,
Industrial textiles,
Home, Bedding
& Bath Machinery

16+
Countries-

From Canada,
Asia, Africa,
North America,
South America,
Antarctica,
Europe, and
Australia.

- ▶ **Exhibition**
- ▶ **Conference**
- ▶ **Networking**



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Produced by:
DIASPORA MEDIA INC.

Book you stand now:
canadatextileapparelexpo.com



Meet over 1,500 buyers, agents and businesses looking to connect with manufacturers and suppliers of textile & apparel products, accessories, and machinery.

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At the confluence of global purchase and supply of textile and apparel products, accessories and machinery.

Exhibiting at the Canada International Textile & Apparel Expo puts your products and brand in front of thousands of qualified buyers from the textile and apparel industry including businesses looking for your products, services, and solutions.

From apparel brands and labels to importers, boutiques and store owners, distributors and agents, designers and merchandisers, it all comes together at the CITA Expo where attendees state that their number one reason for attending is to meet and do business with manufacturers and suppliers.

Ready to show attendees why your product or solution is awesome?

If so, it's time to secure your exhibit at the CITA Expo.

Where Buyers meet with Manufacturers and Suppliers

Showcase your products and solutions at Canada's foremost International Textile & Apparel Expo.

CITA Expo connects the buyers, the products, the manufacturers, and the suppliers to foster international trade, which is why over 1,500 attendees will converge in Toronto from July 25-26, 2024. They will arrive purchase-ready and keen to discover and explore various trade opportunities. If you have an attractive textile or apparel product, service or solution — then you should be there.

Only an exhibition at the CITA Expo will put you in front of this exclusive audience.



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Who Attends?



Attend the CITA Expo

Serious buyers and businesses with the readiness and motivation to do business visit the CITA Expo.

Because the visitors to CITA Expo are there to do serious business, they attend the event motivated to meet and trade with manufacturers and suppliers.

They're eager to hold meetings, watch demos, and network with leading manufacturers and suppliers like you.

Because they are excited to discover, explore and learn, they arrive expectant, focused and approachable.



ATTENDEES' BUSINESS SECTORS

40%
Apparel

30%
Furnishing

25%
Industrial
textiles

5%
Others



Trade driven. Innovation powered. Opportunity rich.

Over 200 leading organizations send teams to the CITA Expo to discover and explore new opportunities, new products and new suppliers specific to their business needs.

In July of 2024, you will have the singular opportunity to engage with over 1,500 attendees from the relevant industries who are seeking products, manufacturers and suppliers.

Visitors Profile

- Apparel Brands
- Clothing Stores
- Design Studios
- Fabrics Sourcing Team Members
- Fashion Houses
- Fashion Specialists
- Garment and Apparel Industrialists
- Garment and Textile Manufactures
- Garment Machinery Trade Association
- Garment Machinery Wholesalers & Distributors
- Garment Manufacturers
- Home Textile Companies
- Interior Designers
- Knitwear Manufacturers
- Retailers / Chain Stores
- Sourcing Team Members
- Textile Machinery Agents
- Textile Manufacturers
- Textile Manufacturing Workshops
- Textile Printing Houses
- Textile Printing Machinery Agents
- Textile Printing Machinery Trade Buyers
- Trade Associations
- Trade Delegations & Foreign Missions for Garment and Apparel Industries
- Yarn Sourcing Team Members
- Yarn Traders and Wholesalers

Visitors are looking to source:



Men's Wear



Women's Wear



Children's Wear



Leisure Wear



Formal Wear



Cotton



Denim



Performance wear



Linen



Hardwear



Leather



Intimate Wear



Knits



Active Wear



Synthetic



Yarns



Bridal



Home

At **CITA Expo 2024**, every contact you make has the potential to become your next big business customer or partner.

98%

KEEN TO DO BUSINESS

98% of CITA attendees are buyers, agents and businesses who are seriously looking to connect with manufacturers and suppliers of textile and apparel products, accessories, and machinery.

92%

EXCLUSIVE ATTENDANCE

92% of attendees indicate that the CITA Expo is the only textile and apparel expo they will visit in 2024.

86%

PRE-QUALIFIED ATTENDEES

86% of CITA Expo attendees will visit the event already pre-screened.

“Exhibiting in or sponsoring the Canada International Textile & Apparel Expo means situating your organization in a space designed to optimize your business and connect you with the right people – serious buyers who are ready and eager to meet and engage with you.”

Buyers, retailers, and distributors, as well as visitors from some of the world's leading beauty companies attend the CITA Expo to network with peers and learn about the latest products and trends in the beauty industry.

LVMH
Nike
Hermès
Christian Dior
TJX
Inditex
Luxottica Group
Kering
Chanel
Fast Retailing
Compagnie Financière Richemont
Lululemon Athletica
Ross Stores
adidas
Li Ning
Chow Tai Fook Jewellery
Hennes & Mauritz
Authentic Brands Group
Armani
Moncler SpA
Prada
Primark
PUIG
Deckers Outdoor
Dick's Sporting Goods
Burberry Group
Pentland Brands
Burlington Coat Company
Next
PUMA
Tapestry
C&A
Max Mara
Audemars Piguet
Levi Strauss & Co.
Ralph Lauren
JD Sports
Zalando
Lojas Renner S.A.
Capri Holdings
Dolce & Gabbana
Vipshop Holdings
Gildan Activewear
Skechers
Tory Burch
On Running
Ulysse Nardin
Manolo Blahnik
Canali
Kurt Geiger
CBR Fashion
St. John
Marzotto Group
Groupe GO Sport
Bally
G-star
Rue21
Aldo
ESCADA
Express

Valentino
New Balance
Columbia Sportswear
Dillard's
Macys
Birkenstock
Aditya Birla
Veepee
Bestseller
Academy Sports + Outdoors
Frasers Group
Brunello Cucinelli
Hugo Boss
Asics
OTB Group
Farfetch
Gap
El Corte Inglés Group
Calzedonia Group
PVH
Belle International
Under Armour
Foot locker
Tom Ford
Vera Wang
Lacoste
MANGO MNG Holding
Nordstrom
Carters
Alpargatas
Zegna
J. Crew
Chopard
Hanesbrands Inc.
Salvatore Ferragamo
Victoria's Secret
Longchamp
Marks & Spencer Group
Lao Feng Xiang Jewelry
NewYorker
J.C. Penney
Steve Madden
Urban Outfitters
American Eagle Outfitters
Triumph International
Semir
Designer Brands (DSW)
Marc O Polo
Guess
Woolrich
Abercrombie & Fitch
G-III Apparel Group
Metersbonwe
Chicos
Caleres
ASOS
Genesco
Boohoo.Com
Arvind Fashions
Childrens Place Inc
Allbirds

Furla
Benetton Group
Canada Goose
The Buckle Inc.
Oxford Industries
Tendam - Grupo Cortefiel
TODS
Grendene
Takko Fashion
s Oliver Group
New Look
Wolverine
Eroglu Group
Russell Athletic
Varnier Group
Neiman Marcus
Guararapes
Cole Haan
Bogner
Hudsons Bay
Bosco di Ciliegi
Holy Fashion Group
Selfridges Group
Elie Taharie
DvF (Diane von Furstenberg)
ShopKo Stores
Babochka
Eddie Bauer
Wortmann Group
Lindex
Monsoon Accessorize
Barneys New York
Christian Louboutin
Ascena Retail Group
Liu Jo
New Era
Frederique Constant
Excellent Retail Brands
Groupe Zannier
Patagonia
Paul Smith
De Rigo S.p.A.
IC Grou
Mikimoto
Pepe Jeans Group
Sociedad Textil Lonia
Van de Velde
SMCP
Peek & Cloppenburg
Desigual
Barbour
True Religion
Onward Holdings
Esprit
Ted Baker
Damartex
Fossil
BCBG Maxazria
Rent the Runway
Supergroup

Why Exhibit?

The Canada International Textile and Apparel Expo provides an excellent opportunity to establish and strengthen business ties in Canada and the North American region, and expand the horizons of your business through representatives of wholesale companies and retail chains.

If you wish to acquire new customers, partners or wholesale buyers, dominate your market or outperform your competitors, the Canada International Textile and Apparel Expo is an event you must not miss.

The expo will help to increase your productivity, boost your sales and business turnover. This unique event is a trade show that is guaranteed to add high value to your business.

We want to make sure that exhibitors utilize all the benefits the expo has to offer. To do this, we are open to discussing bespoke exhibition packages -tailored to suit your organization's unique needs.

International Exhibitors

CITA Expo exhibitors come from over 18 countries including:





ADVERTISING

CITA Expo has an extensive print and digital attendee acquisition campaign including retargeting, native, paid social, full-page print ads and digital advertising featured in the most relevant and credible international trade and business publications and their websites, in Canada and worldwide.

CITA Expo also provides exhibitors with a variety of ways to promote their exhibition including branded and customizable digital ads and landing pages and opportunities to advertise in CITA Expo print and digital media.



TERTIARY MARKETING

CITA Expo extends invitations to national and regional trade and professional organizations to encourage them to hold their own special events in conjunction with CITA Expo. We also seek specific teams to hold special events relating to their unique trade and business needs.

Exhibitors can sponsor one of our on site show features, including the mobile show app, lanyards, entrance stairs or an on floor informative sessions.



DIGITAL MARKETING

Our permission-based email and newsletter campaigns target thousands of attendees to remind them of the benefits of attendance and to drive them to register.

CITA Expo uses email nurture campaigns to provide them with regular updates on the latest show news.

CITA Expo also provides exhibitors with customized HTML email invitations to send to your VIPs. It will link them to free registration, show information and your CITA Expo landing page.



DIRECT MAIL

Key decision makers will receive carefully-timed, targeted direct mailings explaining the benefits of attending CITA Expo and driving them to the website to register.

Full-color postcards packed with important information about CITA Expo are available to all attendees.



PR & SOCIAL MEDIA

Our messages appear in high-profile trade and business-to-business press, where we focus on the benefits of attending CITA Expo

You can access media lists, place your press kits in the Press Room and conduct a press conference during the show. Exhibitors can also distribute their press releases via canadatextileapparelexpo.com

Many leading publications have plans for special pre-show issues and extensive post-show coverage. CITA Expo also maintains and actively engages attendees via social media sites and CITA Expo blog.



FREE CANADATEXILEAPPAREL EXPO.COM EXHIBIT LISTING

canadatextileapparelexpo.com is up and running before and long after the event, and your free canadatextileapparelexpo.com exhibit listing lets you brand your exhibit among attendees who are researching, planning their attendance and doing post event follow-up.

You also have the option to upgrade your listing and create a streamlined mini site with your company logo and branding images, literature, press releases video presentations, email contacts and web links to drive traffic to your website.

Participation opportunities

Sponsorship & Exhibiting

*All sponsors receive: logo recognition in all event collateral materials, exhibit space, free registrations and an advert in the event guide.

PRESENTING SPONSOR (1 AVAILABLE) CA\$25,000

- The event would be named “**The Canada International Textile & Apparel Expo presented by (your organization’s name)**”
- Presenting sponsor logo recognition in all event collateral
- Presenting sponsor mention in pre and post event press releases. Plus, all platinum sponsorship benefits listed below:

PLATINUM SPONSOR - (2 AVAILABLE) CA\$10,000

- Premium Exhibition Space (x2)
- Speaking/presentation opportunity at event
- Swag bags insert (4,000+)
- Platinum sponsor recognition in Pre and post event publicity
- Dedicated breakout session
- Commercial or special message screened at the event
- Access to email list of attendees who opt-in to hear from event sponsors
- 4 registrations

GOLD SPONSOR (3 AVAILABLE) CA\$7,500

- Premium Exhibition Space (x1)
- Speaking/presentation opportunity at event
- Gold sponsor recognition in Pre and Post event publicity
- 3 registrations

SILVER SPONSOR - (4 AVAILABLE) CA\$5,000

- Premium Exhibition Space (x1)
- Silver sponsor recognition in Pre and post event publicity
- 3 registrations

Exhibition space (CA\$2,300)

Includes

- 3x2m exhibition space
- Sign board with your brand name
- 4 chairs, 1 table
- Lighting, literature rack, waste bin
- Complimentary meals and refreshments

Event Guide Advert (CA\$1,000)

Advertising in the event guide promotes your brand, solutions or services during and after the event. Full page and half-page advert spaces are available.

LUNCH & COFFEE BREAK SPONSOR - (2 AVAILABLE) \$4,000

The event features coffee breaks, lunch break, an opening reception, and after-hours networking. This package offers your organization exclusive rights to our fun and well-coordinated snacks, drinks, and meals at the event.

VIP LOUNGE SPONSOR (2 AVAILABLE) \$4,000

Exclusively display your marketing materials (including roll up banners, brochures, etc.) in the VIP lounge. Also screen your video exclusively on the giant screen in the VIP lounge.

LANYARD SPONSOR – (1 AVAILABLE) \$5,000

Logo on lanyard given to all attendees (provided by sponsor). This exclusive feature puts your brand around the neck of every attendee at the event – even your competitors!

OFFICIAL EVENT BAG SPONSOR – (1 AVAILABLE) \$5,000

Your logo is displayed on the official event bag and the souvenirs that are given to ALL attendees. Handed out as registrants pick their badges, your logo (on the bags) and your logo on souvenir are the first things they see at the event.

Reserve your space today.

**CONTACT CITA EXPO 2024
SHOW SALES**

Sales Team

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2024 SHOW HOURS

THURSDAY July 25, 2024, 10:00 am – 5:00 pm

FRIDAY July 26, 2024, 10:00 am – 5:00 pm

Note: The venue will open on Wednesday July 24 for set up
The venue will open at 9AM for all show days.

**CITA EXPO 2024 EXHIBITOR REGISTRATION KIT
INCLUDES THE FOLLOWING**

Event schedule move-in and move-out times, and general event rules.
Booth branding and furnishing options.
Exhibitor badge registration form.

CANADATEXILEAPPARELEXPO.COM/MANUAL