
MARKETING & SPONSORSHIP OPPORTUNITIES

We have developed STYLEMAX with your success in mind, and we believe it is through this partnership that we will produce an outstanding best-in-class Market in one of the world's great cultural cities. As STYLEMAX quickly approaches, we encourage you to take advantage of available resources to elevate awareness of your participation in the Show.

- **Extensive Direct Mail Campaign** – Targeting Department and Specialty stores, STYLEMAX mails over 50,000 mail pieces per show. These print pieces include important information about dates, travel, special events and deadline dates.
- **Exhibitor Website Link** – Drive traffic to your website by linking your company's website to the STYLEMAX website, include your website address when filling out your contract.
- **STYLEMAX Website** – Our website has become a very important tool for Buyers and Exhibitors. With information on travel, dates, line listings, special events and much more, our website is the go-to place for any questions about Market. Visit Stylemaxonline.com for all STYLEMAX information.
- **Mailing Lists** – All lists of the STYLEMAX attendees are available. Make your presence known at STYLEMAX by promoting your product line(s) to these high level buyers. Please fill out and return the [List Order Form](#) to receive lists.
- **STYLEMAX Tote Give-Aways** – STYLEMAX offers exhibitors the opportunity to donate an "item" for our STYLEMAX tote given to every buyer that attends. See [Tote Bag Form](#) to participate.
- **Show Guide Advertising** – Feature your advertisement in the STYLEMAX Show guide that reaches all of our buyers.
- **Very Important Buyer (VIB) Program** – Our primary goal for the VIB program is to continuously bring in the most influential and qualified buyers that have not attended SYLEMAX in the past year. Simply fill out the [Wishlist Form](#) with the stores you want to see here and fax it to us.
- **Special Events**
 - [STYLEwatch](#) – Merchandise is shown during the lunch hour for 3 consecutive days, on Saturday, Sunday and Monday in the STYLEMAX Café on professional models while Buyers enjoy our complimentary lunch.
- **Accessory Display Cases** – Accessory exhibitors have the opportunity to show merchandise in a display case that is set up for the duration of the market. See [Accessory Display Case Form](#) for details.
- **Late Night Shopping** – We are giving your Buyers the opportunity to shop until 7:00 p.m. on Sunday night while enjoying cocktails and snacks.

