

Sixth Annual

Carpet Design Awards

THE COMPETITION FOR OUTSTANDING DESIGN IN HANDMADE CARPETS

[Sponsorship Packages]



Following the resounding success of the Carpet Design Awards 2010, the partners in these awards, HALI, COVER: *modern carpets & textiles for interiors* and Deutsche Messe, the organiser of DOMOTEX HANNOVER, are delighted to announce that the 6th Carpet Design Awards will take place on 16 January 2011 in Hanover, Germany

CARPET
DESIGN
AWARDS 2011

Presented by

DOMOTEX
HANNOVER

HALI
CARPET, TEXTILE & ISLAMIC ART

cover
COVER: MODERN CARPETS & TEXTILES FOR INTERIORS

Supported by



Your invitation to become a Sponsor of the Carpet Design Awards 2011

The Sixth **Carpet Design Awards** will take place at DOMOTEX HANNOVER (15-18 January 2011).

For the first time, the competition will also be open to handmade carpet producers who do not exhibit at the fair. This new development ensures that the awards are the ultimate accolade worldwide for handmade carpets, confirming the stature of the winners and short-listed companies as truly at the leading edge of the industry. We look forward to a great event in 2011, which promises to be even more hotly contested than in previous years.

The newly augmented **Carpet Design Awards** are a highly effective marketing proposition, offering an outstanding sponsorship platform for international companies to market and brand themselves at this highly prestigious event. Previous

sponsors include: Booria CAD/CAM Systems, The Export Promotion Agency of Afghanistan (EPAA), Foxi-Graph International, Turkish Airlines and Degisim Turizm & Organizasyon.

Over the past five years the **Carpet Design Awards**, jointly organised by Deutsche Messe and Hali Publications, have become recognised as an industry benchmark, celebrating the commitment and innovation of leading new carpet producers. The awards highlight and reward the remarkable talent and creative energy that drives and motivates the handmade carpet industry.

The **Carpet Design Awards** are a valuable platform for sharing impressions and inspiration, offering an opportunity to appreciate and respond to emergent trends in the handmade carpet sector.



[Why Sponsor?]

- » DOMOTEX HANNOVER is the World Trade Fair for Carpets and Floor Coverings
- » The show attracts almost 40,000 visitors over the course of 4 days
- » An excellent opportunity to reach a targeted audience of designers, importers, carpet retailers and producers, and other influential specifiers in the carpet industry
- » Publicity in two leading publications: HALI and COVER, on the event's website and in the **Carpet Design Awards Review**
- » Sponsors' branding will be prominently displayed at the **Carpet Design Awards** stand and as part of the awards presentation graphics at the ceremony to be held on Sunday 16 January 2011

To take advantage of this unique marketing opportunity you can choose one of the two sponsorship packages on the next page.

[Sponsorship Packages]

Gold Package

[£3,570/€4,820/\$7,140]

Prior to the Event:

- » Your company logo to appear as branding on all marketing material which is still to be printed at the time of signing the sponsorship deal
- » Your company logo to be displayed on the HALI, COVER and DOMOTEX HANNOVER websites with a link to your website
- » A quarter page advertisement in HALI to the value of £680/€996/\$1,272
- » A quarter page advertisement in COVER to the value of £1,075/€1,575/\$2,011

At the Event:

- » Your company logo to appear as branding in the awards presentation area at DOMOTEX HANNOVER
- » Your company logo to appear as branding on the graphics for the awards presentation during the ceremony

Post Event:

- » A quarter page advertisement in the CDA Review which is distributed to all CDA Winners and Finalists, all HALI and COVER readers, and to relevant industry 'movers & shakers' and press lists

Platinum Package

[£6,425/€8,675/\$12,850]

Prior to the Event:

- » Your company logo to appear as branding on all marketing material which is still to be printed at the time of signing the sponsorship deal
- » Your company logo to be displayed on the HALI, COVER and DOMOTEX HANNOVER websites with a link to your website
- » A full page advertisement in HALI to the value of £1,495/€2,190/\$2,797
- » A full page advertisement in COVER to the value of £2,990/€4,379/\$5,831

At the Event:

- » Your company logo to appear as branding in the awards presentation area at DOMOTEX HANNOVER
- » Your company logo to appear as branding on the graphics for the awards presentation during the ceremony
- » You will be entitled to use the awards presentation area of the CDA stand for a promotional event/reception (details subject to confirmation)

Post Event:

- » A full page advertisement in the CDA Review which is distributed to all CDA Winners and Finalists, all HALI and COVER readers, and to relevant industry 'movers & shakers' and press lists

www.domotex.de/cda_e

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