Onboarding

31 January 2023

Agenda

1 About ITMAconnect

2 Subscription Plans & Add-ons

3 Accessing Frontend & Backend Systems

4 Timeline & Setting Up Digital Space

5 Exhibitor Marketing Kit (ITMA 2023)

6 Q&A

ITMAconnect

About ITMAconnect

What is ITMAconnect

AI-powered digital listing of global manufacturers in the world's largest textile and garment technology exhibition.

Source

24/7 AI-powered online sourcing platform for the textile & garment industry

Collaborate

Explore innovative technologies and be matched with the right business partners

Engage

Year-round online events, webinars and technical forums after ITMA 2023

ITMAconnect

Benefits For Exhibitors

1. Meet and connect with the **right audience** sourcing for textile solutions before, during and after ITMA 2023. Continue your engagement with the ITMA 2023 visitors between the 4-year gap to the next ITMA.

2. Quality of leads assured as compared to other generic digital tools.

3. Beyond an exhibitor listing. **Smart listing** with high value company and product information. Optimise search by adding **keywords** in your company and product description.

4. **Increase participation** and views for your events (virtual or live stream) by listing on Agenda (Ultimate plan only). Let the AI recommend your events to the right audience.

5. Be a part of the **world's largest global digital listing** of textile and garment technology manufacturers.

ITMAconnect

Connect with the Global Textile Community Before, During and After ITMA
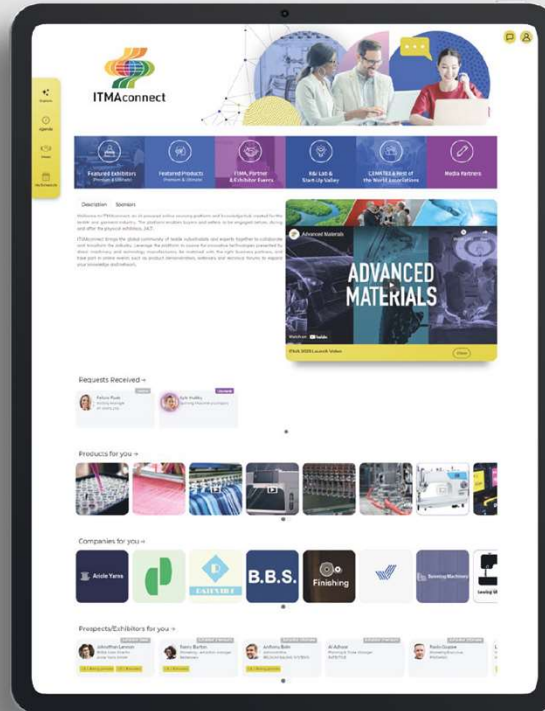
5 Key Features

Exhibitor Digital Space

Business Matching

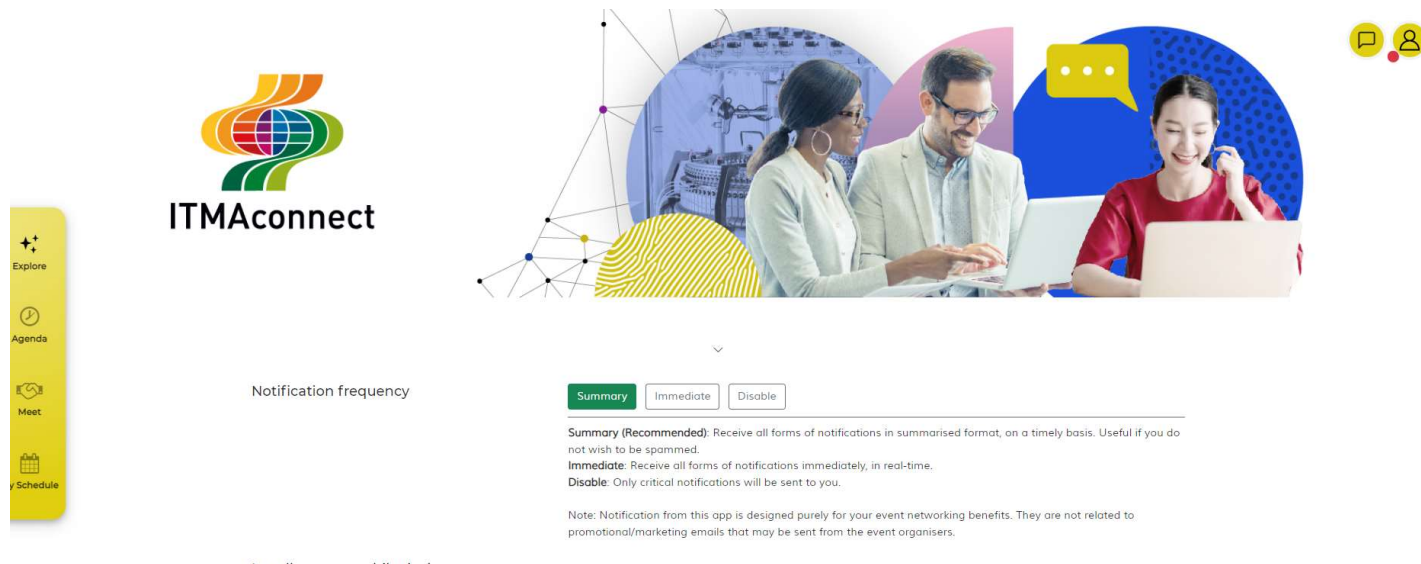**Smart Messaging with Video Call**

Agenda

Analytics

Be Notified Even When You are Offline!

ITMAconnect

Explore

Agenda

Meet

Schedule

Notification frequency

| Summary | Immediate | Disable |

Summary (Recommended): Receive all forms of notifications in summarised format, on a timely basis. Useful if you do not wish to be spammed.
Immediate: Receive all forms of notifications immediately, in real-time.
Disable: Only critical notifications will be sent to you.

Note: Notification from this app is designed purely for your event networking benefits. They are not related to promotional/marketing emails that may be sent from the event organisers.

Notification

Subscribe to real-time notifications with your preferred channel. Take note that all channels require internet connection except SMS (requires mobile network).

Facebook Messenger   WeChat 微信   WhatsApp   SMS

Notification from this app is designed purely for your event networking benefits. They are not related to promotional/marketing emails that may be sent from the event organiser. Your preferred notification channel is kept strictly private and will never be displayed or shared on this platform.

ITMAconnect

Sustaining Interest Beyond ITMA 2023

1. ITMA ORGANISED EVENTS

Virtual Business Xchange
- Week-long online sourcing festival held once or twice a year
- Focused on selected chapters

Thought Leaders Lectures and Technical Forums
- Regular half-day webinars to address trending topics of the industry. Experts from the different value-chain will be invited to conduct these lectures and forums.

2. EXHIBITOR EVENTS

- Promote Ultimate-tier exhibitor's events (live streaming or webinars) to the ITMAconnect community
- Sessions are recommended by AI to users based on their interests and browsing history
- Recording of past events can be hosted as "On-Demand" in Agenda and accessible by visitors for a period of 1 year

3. PARTNER EVENTS

- Work with industry partners to hold focus/theme events and promoted via ITMAconnect

4. ENGAGEMENT EMAILS

- Automated emails sent regularly to visitors to recommend exhibitors, people, products and events to encourage engagements
- Monthly ITMAconnect eNews to promote awareness of latest happenings and news to increase traffic to the platform.

ITMA SERVICES

Subscription Plans
& Add-on Packages

Welcome Onboard

Entitlements	Basic Complimentary	Standard €3,000/sub. Period	Premium €4,200/sub. Period	Ultimate (maximum 50 exhibitors) €6,200/sub. Period
Company Page				
Company Information	✓	✓	✓	✓
PDF Document Upload	1	3	6	9
Video on Main Company Page		✓	✓	✓
Product Showcase		6	12	12
Staff Account				
1 Staff Account per 50 sqm of stand space (maximum 10 staff accounts)	✓	✓	✓	✓
Additional Staff Accounts	1	3	5	5
Meet Prospects				
100 Connections per 50 sqm of stand space (maximum 1,000 connections)	✓	+ 300 connections	Unlimited connections	Unlimited connections
Welcome Lobby				
Featured in Company & Product Quicklinks			✓	✓
Agenda – Content Promotion				
1 x Exclusive Track to create and promote exhibitor events				✓

Exhibitors will automatically be enrolled on the basic subscription plan.

You may upgrade your plan according to your needs.

Log in to the eShop to upgrade now!

ITMAconnect

Add-On Packages

Depending on your subscription plan, you may also choose to upsize specific features of the platform to suit your needs.

Add-on Packages	Basic	Standard	Premium	Ultimate
Connection Package 1 @ €400				
100 Additional Connections per Company	✓	✓		
Connection Package 2 @ €1,600				
Unlimited Connections	✓	✓		
Staff Account Package @ €250				
1 Additional Staff Account	✓	✓	✓	✓
PDF Upload Package @ €900				
3 Additional PDF Uploads (Limited to 1 Order per Company)		✓	✓	
Product Showcase Package @ €1,200				
3 Additional Product Showcases (Limited to 1 Order per Company)		✓	✓	✓
Content Package @ €500				
1 concurrent session (E.g. for Breakout Sessions) per Event Day				✓

ITMAconnect

Annual Subscription – 4 Periods

(changeover to ITMA 2027 exhibitor list after Nov 2026)

1
15 Nov 2022
to
14 Nov 2023

2
15 Nov 2023
to
14 Nov 2024

3
15 Nov 2024
to
14 Nov 2025

4
15 Nov 2025
to
14 Nov 2026

Upgrade your subscription plan early to enjoy the features to the fullest!

ITMAconnect

Exhibitor Listing at Meet
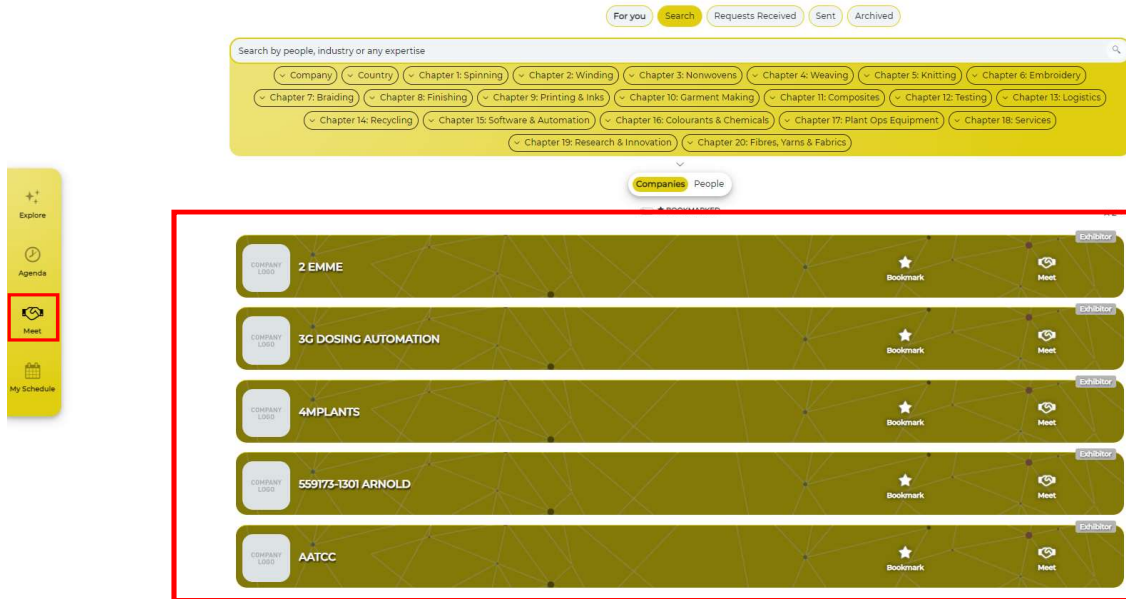
Personalisable exhibitor listing at Meet (for all subscription plans)
- Upload company logo
- Change the banner to better reflect your company branding

Example of personalised company logo and banner uploaded

Company Page Views - Basic vs Upgraded

Basic
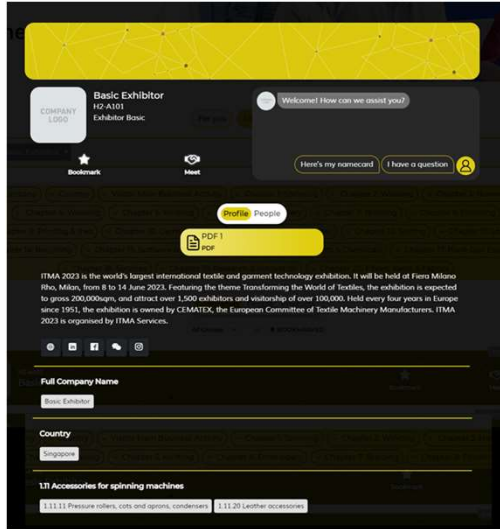
Upgraded - Standard, Premium and Ultimate (includes Agenda)
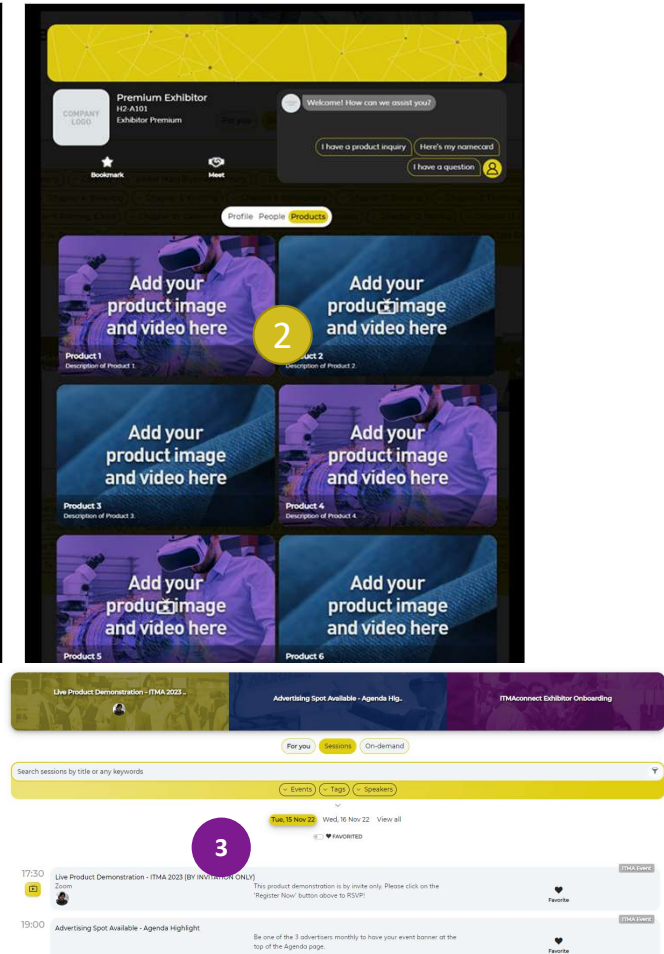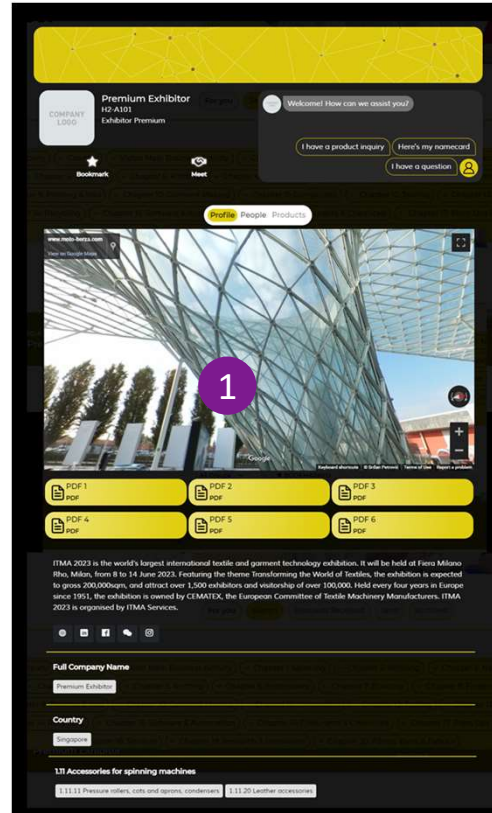
Upgraded subscription plans enjoy enhanced listing

1 Company video or image on Company Page

2 Product video or images with description. Optimise search with keywords

3 Event listing on Agenda for Ultimate plan

Exclusive Benefits for Premium and Ultimate Plan

1. Featured in company and product quicklinks on Welcome lobby
2. Unlimited connections
3. 12 product showcases
4. 6 pdf uploads for Premium and 9 pdf uploads for Ultimate plan

Exclusive for Ultimate Plan (limited to 50 subscribers only)
Event listing on Agenda
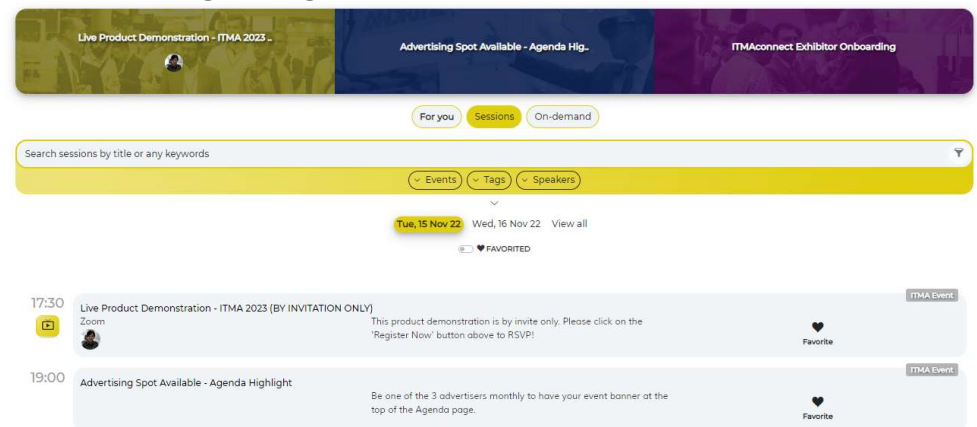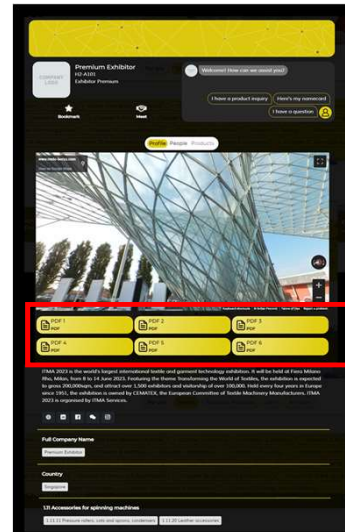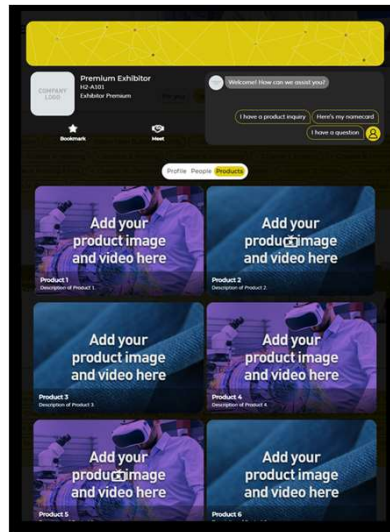
Accessing ITMAconnect
eShop and digital space

The 2 Systems of ITMAconnect

Frontend System – ITMAconnect Engagement Platform

- Accessible by staff account users only

- Log in to:
    - Set up your profile
    - Set up your company's digital space
    - Connect and engage with visitors and exhibitors

Backend System – ITMAconnect eShop

- Adminstrators can log in to:
    - Assign and manage administrator and staff account users
    - Upgrade subscription plan, purchase ITMAconnect advertising opportunities and add-on packages

- Staff account users can log in to:
    - Access their unique link to the ITMAconnect Engagement Platform (frontend system)

2 Access Levels for Administrator and Staff

	Admin	Staff
Manage administrators and staff accounts	✓	
Perform and manage transactions on eShop - Upgrade of subscription plan - Purchase add-on packages - Booking ITMAconnect advertising opportunities	✓	
Create events using Agenda Builder *(for Ultimate subscribers only)*	✓	
Access ITMAconnect engagement platform - Connect and engage with visitors and exhibitors - Set up company's digital space		✓
Number of Users	Unlimited	Depends on tier and add-ons

ITMAconnect

Activation Email to ITMAconnect e-shop

Link sent via Email
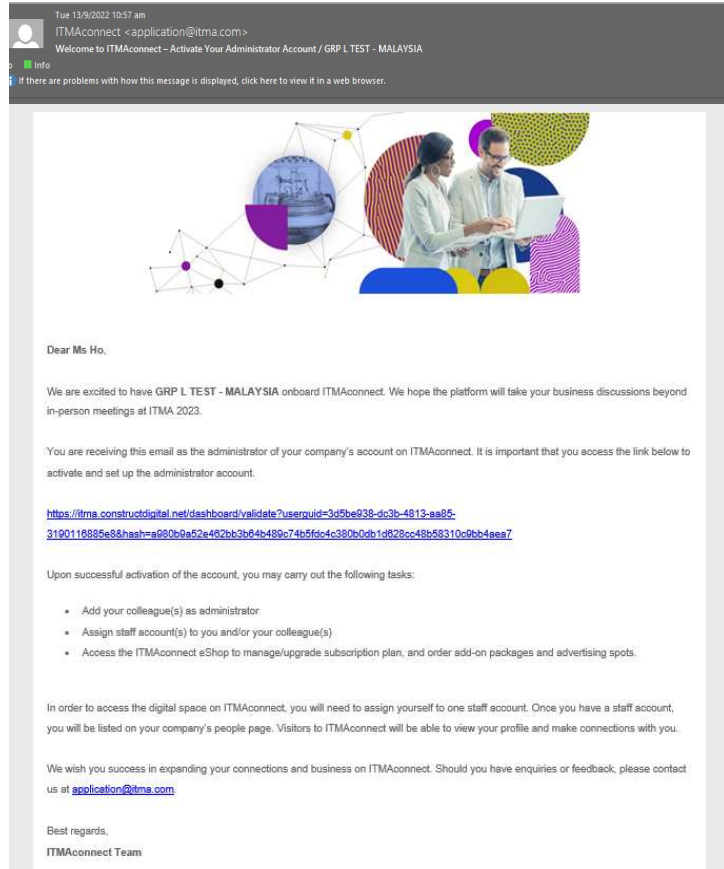
Welcome Email to ITMAconnect Engagement Platform

Add concierge@itma.com to your safe sender list

Welcome to ITMAconnect

Dear Exhibitor Basic,

Hello. I am Erica, your ITMAconnect concierge.

You would have received an earlier email to activate your ITMAconnect account. After activating your account, you may start uploading your photo on profile and set up your company's digital space. See below for more information.

I will be happy to answer any queries you may have regarding the platform. You should also expect to receive emails from me with recommendations of interesting exhibitors/visitors you should meet. I look forward to helping you get started with your connections!
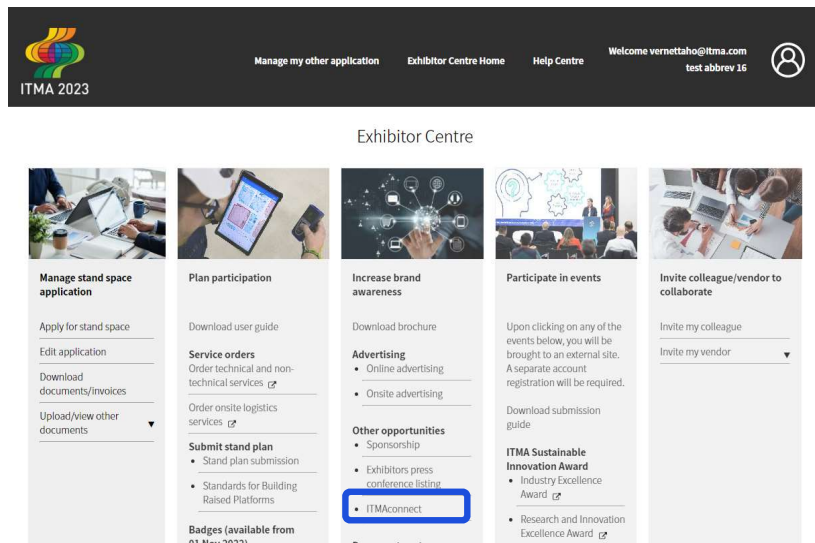
To ensure that my emails don't go into your spam box, please add **concierge@itma.com** to your list of safe senders.

To access your account, please click below:

Get to ITMAconnect

3 Easy Ways to Access ITMAconnect on Subsequent Logins

1. Exhibitor Centre

2. ITMA's Website

Easy Access to ITMAconnect On-The-Go with the ITMA App

Available for Download from 8 March 2023

Available on the **Google Play**
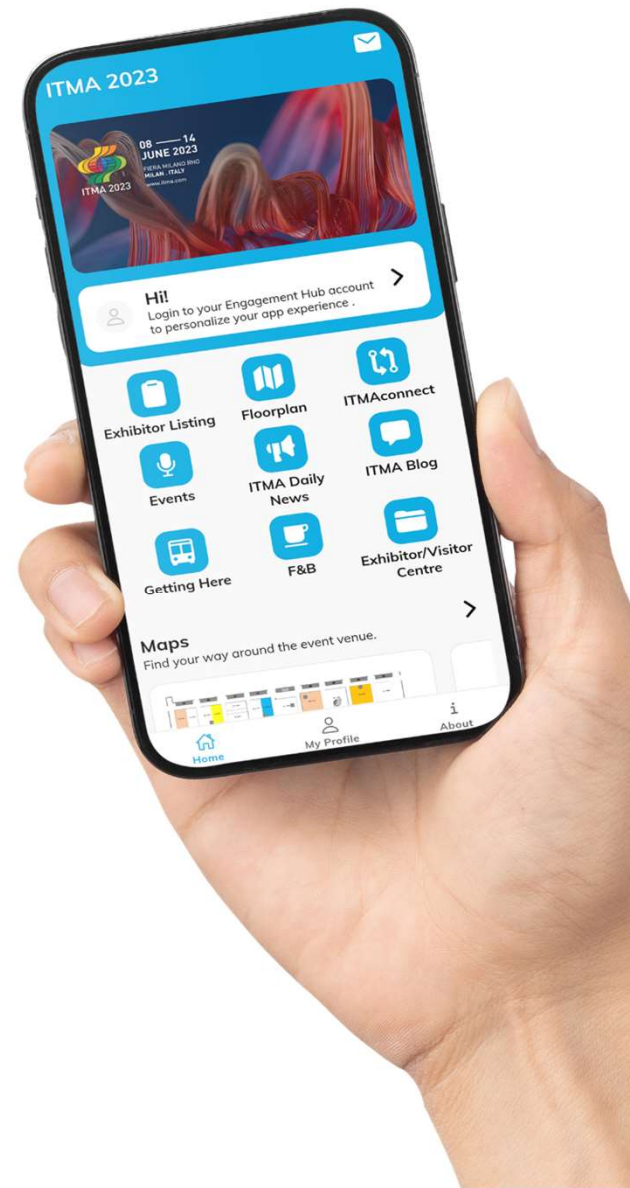
Download on the **App Store**

Access these key features
- Full exhibitor listing
- Exhibitor product listing
- Agenda of events and conferences
- Floorplan with wayfinding function
- Essential event information
- ITMA Blog
- F&B
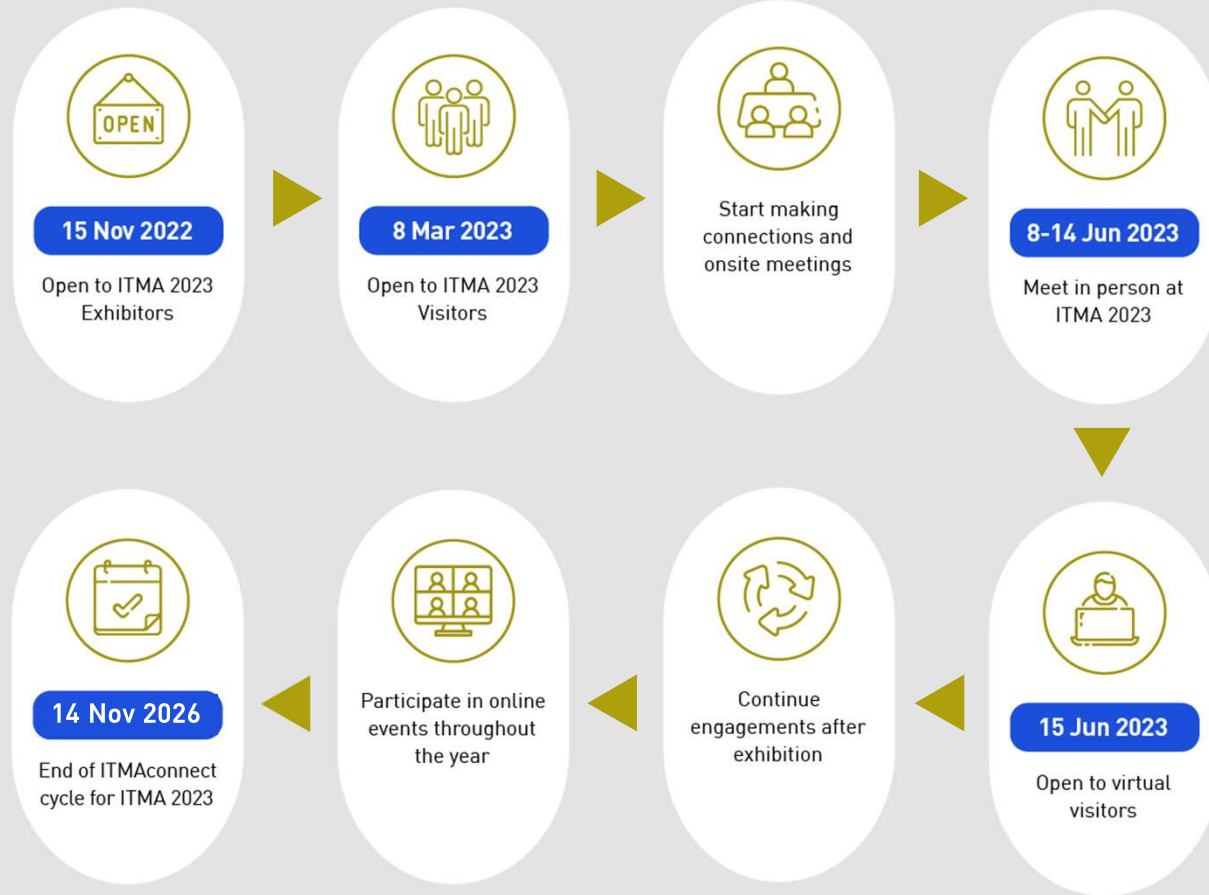- Getting To The Venue

Log in using your ITMAconnect account
- Schedule and accept meetings
- Messaging
- Receive meeting reminders

Timeline & Set-Up of Digital Space

Come Journey with Us

15 Nov 2022

Open to ITMA 2023 Exhibitors

8 Mar 2023

Open to ITMA 2023 Visitors

Start making connections and onsite meetings

8-14 Jun 2023

Meet in person at ITMA 2023

15 Jun 2023

Open to virtual visitors

Continue engagements after exhibition

Participate in online events throughout the year

14 Nov 2026

End of ITMAconnect cycle for ITMA 2023

ITMAconnect

Do These 3 Basic Set-Ups Before 8 March 2023

▶ **Upload company logo and banner**

▶ **Write company description**

▶ **Upload staff profile photo**

ITMAconnect

ITMAconnect

Reach out to us at
concierge@itma.com

Exhibitor Marketing Kit (ITMA 2023)

Exhibitor Marketing Kit

Announce your participation. Invite your customers. Drive traffic to your stand

Create a landing page

Create personalised email template

Customise banners for website, email signature and social media

Access your personal dashboard now!

- Link sent via email

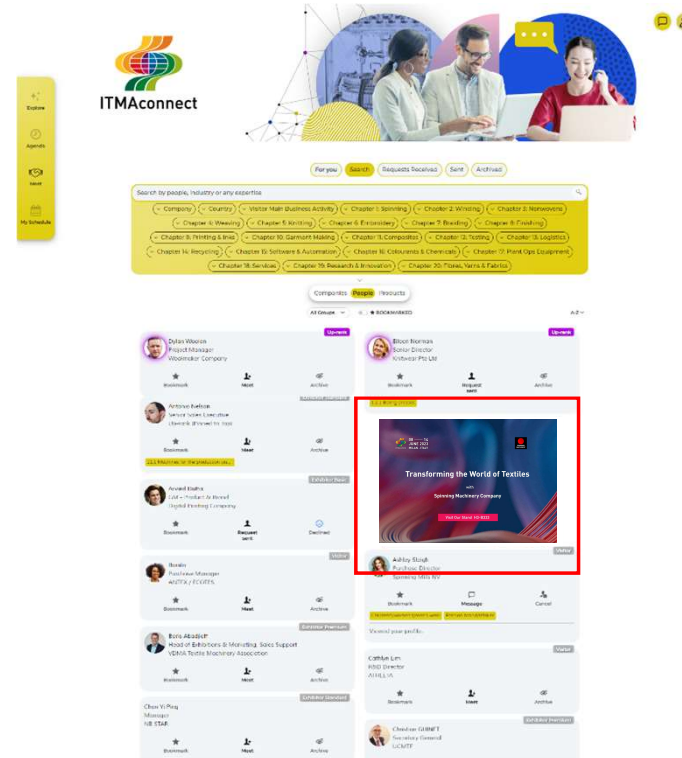- Link on Exhibitor Centre

Contact marcom@itma.com for assistance

ITMA SERVICES

Banner

Email Signature

Promotion

Thank You

Reach out to us at
concierge@itma.com