HFW

7-9 Feb'27

Marketing Manual:

We're delighted you've chosen to exhibit at HFW!

This guide has been produced to make you aware of all the ***opportunities available to you to help promote your presence at the show.*** Brands who take advantage of our marketing and promotional opportunities, coupled with their own pre-show promotion are ***proven to get more buyers to their stand.***

With your contribution, our goal is to increase the awareness of your brand and promote your collection to our whole database, helping you to gain the most return on exhibiting with us.
Click the sections below to find out more...

Download **Marketing Materials** *Here*

Exhibitor *Area*

Use your **Platform**

Promoting *Your Brand*

Additional **Coverage**

Use Your *Platform*

Banners & Logos

Please visit our exhibitor area to download the show logos and web banners and remember to add them to your own trade only area of your website, email signatures and anywhere else you think appropriate to promote your presence at the show. We have also attached them to the email that accompanied this manual.

Invite your own buyers?

The exhibitors who are most successful at exhibitions are those who've taken the time to personally invite their clients and prospects to the event. We will be creating a personalised invitation for each brand which you will receive from **kirsty@harrogatefashionweek.com.** You can also download our branded HFW social media assets and templates to post online and send to your current and potential customer base.



Download **Marketing Materials** *Here*

Get Social!

Connect with us on social media. Be sure to use all of your own social media channels to let people know you will be exhibiting. Tag us in your posts! **@harrogatefashionweek**

Promoting *Your* Brand

Take advantage of our ***complimentary promotional opportunities*** to increase brand awareness and encourage footfall to your stand at HFW.

Our dedicated marketing team are ***ready to support and promote your brand*** through our multi-channel marketing campaign.

Send Us *Your Latest* Images!

The sooner you send us your images, videos, logos and press releases, the more opportunity we will have to include you in our pre-show marketing activity. It is essential to keep us up to date with your latest collections so that we can promote you across our marketing platforms and begin building brand awareness pre-show.

Please send your imagery to **sarah@harrogatefashionweek.com** as soon as possible.



Extensive *Email Marketing* *to our* **Database**



Brand Profile *on our* **Website**



Print Advertising **in all Industry Titles**



Press Releases and *Emails with our* **Media Partners**



Social Media **Coverage**

Additional **Coverage**

Show Guide

Our show guide is handed to all buyers when they arrive at the show. As part of your stand package you receive a 1/3 of a page with your brand and contact details listed.

Full Page Advert

A full page advert in a prime location.

The cost is £300 + VAT

Enhance your Entry

with your logo plus a full page image opposite your entry

The cost is £250 + VAT

Add your Logo to your Entry

The cost is £50 + VAT

Carrier Bag Sponsor

Have your branding on one side of the official show bag. Handed out on the entrances free of charge. One side would have your company logo and on the reverse would be the show logo.

The cost is £2000 + VAT

Pen Sponsor

Have your logo printed on the pens together with the shows logo. These are given away free on the entrance for buyers to pick up and use.

The cost is £800 + VAT

Email

Have a personalised email to promote your brand to our large audience database. There is limited availability for these so please get in touch as early as possible to secure a space.

The cost is £500 + VAT

Lanyard Sponsor

Have your logo added onto the official HFW Lanyards.

The cost is £2000 + VAT

Prosecco Bar Sponsor

Have your logo included in all the marketing for the Prosecco bar, on the signage onsite, 2 x A0 posters and flyers on tables in the bar area

The cost is £1000 + VAT

Poster Sites

We have 3 poster sites available in both entrances – Hall A and Hall M. They are A0 sized and a great way to advertise your brand to buyers as soon as they enter the show. We need you to provide the artwork and we will arrange the rest.

The cost is £200 + VAT each

NEW Wall Planner Advert

Have your brand showcased on our Wall Planner.
Square: 42mm x 42mm Rectangle: 90mm x 42mm

The cost is £150 + VAT (Square advert)
The cost is £250 + VAT (Rectangle advert)



Show Guide - Advert



Show Guide - Enhanced Entry



Show Guide - Entry Logo



NEW Wall Planner - Advert



Bespoke Email

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Contact us!

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Our show *partners...* Drapers ATTIRE ACCESSORIES BRIDAL BUYER boutique. Footwear today underlines