

VIATT

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies

24 – 26.2.2027
Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City

Sponsorship marketing opportunities

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Sponsorship marketing opportunities

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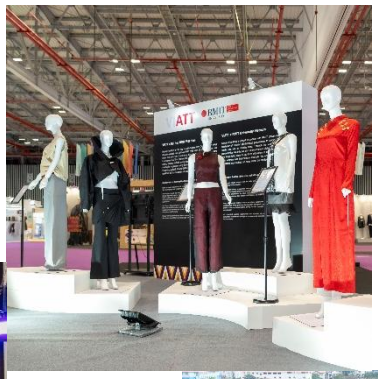
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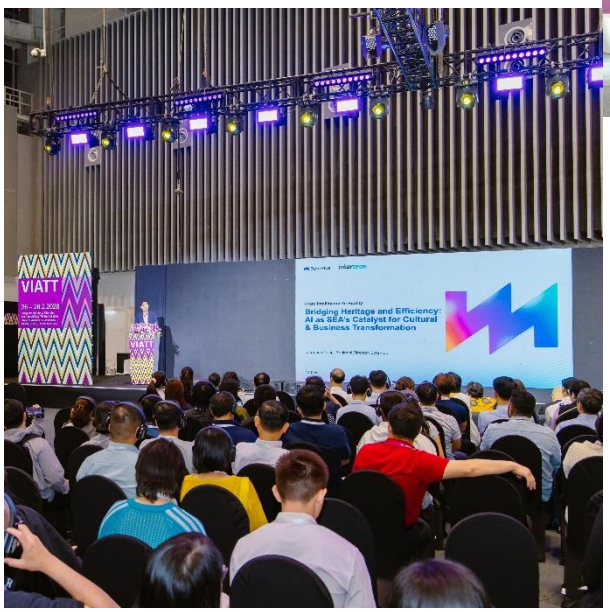
Customised sponsorship promotion plan

Connect all the fair's resources to carry out a series of sponsorship and advertising activities that will increase the exposure of your brands and products, making them a focus at the fair!

Create a customised and eye-catching promotional plan that aligns with your marketing goals. Static displays such as advertising onsite and in show's publications, title sponsorship opportunities at concurrent events and functional areas, and onsite souvenir distribution will all instantly enhance your brand penetration at the fair.

In addition to the items covered in this "Sponsorship Marketing Opportunities" brochure, please do not hesitate to contact us to discuss a tailor-made sponsorship marketing plan that will generate more business opportunities for your company!







A

Sponsorship options

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A01 Media centre

An exclusive area arranged for journalists during the show.

- The sponsor's brochure / flyer will be placed in the area#
- An advertising board with sponsor's advertisement will be displayed, the design must be approved by the organisers in advance

#Promotional materials provided by sponsor must be approved by the organisers in advance



Quantity: Joint sponsor (max. 3 sponsors)
Price: USD 2,000 / sponsor

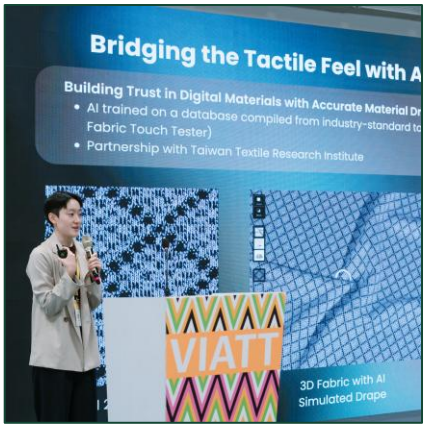
Application deadline: 15 January 2027

A02 Fringe programme

A series of innovative and practical-based workshops and/or seminars will be held during the show, with aims to offer information exchange and learning opportunity for industry players.

- Sponsors have the chance to co-organise the fringe programme with the organisers
- Sponsor's name and / or logo to be displayed on relevant onsite signage and materials
- Sponsor's brochure / flyer will be placed in the area#

#Promotional materials provided by sponsor must be approved by the organisers in advance



Quantity: Joint sponsor (max. 3 sponsors)
Price: USD 2,500 / sponsor
* Please contact organisers for more details

Application deadline: 20 November 2026

A

Sponsorship options

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A03 Show bag

Show bags will be distributed to the visitors free of charge at the registration halls. Advertising on the show bags will help increase your company's exposure both onsite and away from the fairground.

- Sponsor's logo (single unit) and / or advertisement will appear on one side, the show logo and / or advertisement will appear on the other side of the show bag
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee



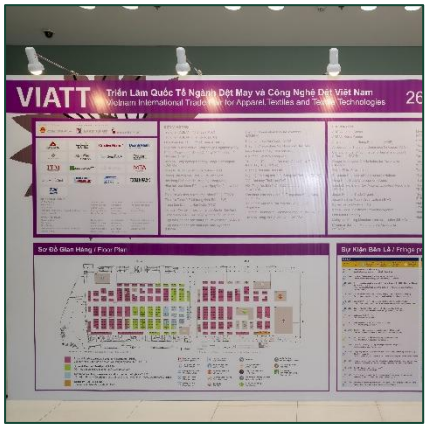
Quantity & Price: On request
* Please contact organisers for more details

Application deadline: 20 November 2026

A04 Sponsor's logo on the exhibition floor plan

Sponsor's logo (single unit) will appear on the floor plans to highlight their booth location to visitors.

The floor plan will be arranged in below onsite items:
- Onsite floorplan at registration hall
- Official fair catalogue
- Visitor guide



Quantity: Joint sponsor (max. 5 sponsors)
Price: USD 1,000 / sponsor

Application deadline: 15 January 2027

A

Sponsorship options

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A05 Show souvenir

Souvenirs will be distributed to visitors and attendees at the registration counters, information counters or during concurrent events and fringe programme.

- Sponsors should submit materials and information according to the souvenir specifications
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee



Quantity & Price: On request
* Please contact organisers for more details

Application deadline: 20 November 2026

A06 Onsite distribution service

Sponsor's information or souvenir will be distributed to visitors by official staff at specific locations.

- Materials or company souvenir must be provided by the sponsor#
- The exact location of distribution will be decided by the organisers
- Sponsorship fee includes staff and one backdrop

#Promotional materials for distribution and backdrop design provided by sponsor must be approved by the organisers in advance



Quantity & Price: On request
* Please contact organisers for more details

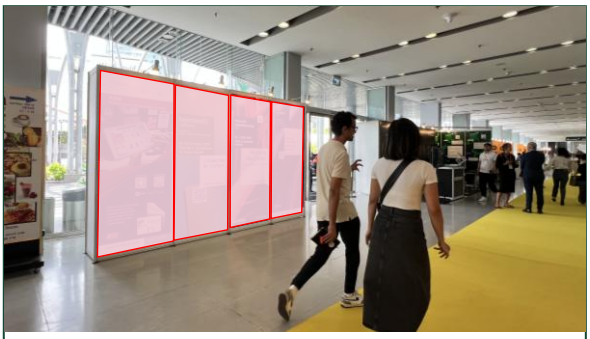
Application deadline: 15 January 2027

B

Onsite advertising

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B01 Advertising board – Registration hall & Corridor

Specification: (a) 2.5mH x 2mW
& Price: USD 1,800

(b) 2.5mH x 1mW
USD 1,000

Note: The submission deadline of application and material production files is 15 January 2027.
Prices include release and production.
The above pictures are for reference only. The real object should be considered as final.
Onsite advertisements are subject to availability. Please check with the organisers for the available location.

C

Publication advertising

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C01 Visitor guide

The visitor guide will be distributed to visitors free of charge at registration counters, it is an excellent tool for visitors scanning through exhibitor information.

- The design must be approved by the organisers in advance
- Price includes production fee

Publication trim size: 260mmH x 165mmW
+3mm bleeding on each side



	Item	Price (USD)
(a)	Inside front cover	1,800
(b)	Inside back cover	1,600
(c)	First page – opposite to inside front cover	1,500
(d)	Opposite to inside back cover	1,300
(e)	Run-of-page	1,000

Application deadline: 18 December 2026

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For more details, please contact:

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