

By now, you have heard about the **terrific success SEAMS members had by participating in last year's SPESA EXPO**. As your fellow members attest (see below), the small investment they made to participate **paid off even better than expected**. Now that you have the benefit of hindsight, you will certainly want to act on this important new opportunity.

### **PRESENTING AN EVEN BIGGER AND BETTER OPPORTUNITY TO MEET NEW CUSTOMERS AND GROW YOUR BUSINESS**

In Spring 2012, SPESA is joining with Messe Frankfurt USA to launch Texprocess Americas at the Georgia World Congress Center in Atlanta. Not only is this the new home for SPESA, it will also incorporate the Techtextil North America (technical textiles and nonwovens) and ATME-I Megatex (textiles machinery) shows. It will draw attendees from all over the world to see fabric, trim, equipment, technology, and a host of supply chain services. Simply put, Texprocess Americas will be the largest and best sewn products and equipment trade show of its kind in the hemisphere.

Of course, SEAMS will position its members at the center of this opportunity in the "**Supply Chain of the USA - Powered by SEAMS**" Pavilion. Based on last year's outstanding response and continuing favorable conditions for re-shoring, we expect our next pavilion to draw enormous interest from retailers, brands, and large companies looking for "Made-in-USA" products.

### **SITTING OUT THIS OPPORTUNITY MAY COST YOU BIG**

Missing the business opportunities that are sure to come from this event will cost you much more than the small cost to exhibit. No matter where you are positioned in the supply chain, YOU need to be a part of the SEAMS pavilion. To make it simple and easy for our members, we are offering a **SPECIAL SEAMS MEMBER BOOTH PACKAGE** that provides the carpet, furniture, signage, and other essentials you need to exhibit. To further ensure your success, SEAMS is providing comprehensive **MARKETING SUPPORT** designed to drive traffic to our pavilion and your individual exhibit. Signing up now maximizes your marketing efforts over a longer period of time.

### **NEED MORE REASONS TO JOIN THE SUPPLY CHAIN OF THE USA?**

Here's what fellow SEAMS members are saying about our 2010 Pavilion:

*"We travel to quite a few shows such as Los Angeles and Las Vegas. Many of the people that attended SPESA Expo 2010 came to see the equipment at the other end of the building. Of course, if they need something to sew on, they also need something to sew. As a fabric company, we thought SPESA Expo 2010 was a very, very successful show. We were able to get face-to-face time in a good, active atmosphere. It was very heartwarming to look down our Supply Chain of the USA Pavilion and see the people that were participating. It was busy all three days. We made some great contacts and solidified some situations. It was a wonderful show -- I'm glad we pursued it." -- Gerald Cauthen of Contemporaria Fabrics, Inc., Lumberton, NC*

*"SPESA Expo 2010 was a great show -- we made a lot of contacts. I think we're going to get some good work out of it. I got a call on my cell phone from a man I met at the Expo but hadn't given my number to. He had gone through the trouble to call one of my customers that we share and get my cell phone number so he could contact me because they're going to place some work with us. This is a perfect example of networking." -- Jim Garner of Creative Outlet, Morehead City, NC*

*"SPESA Expo 2010 was the best show I've ever attended from a supplier standpoint... people wanting to buy rather than asking questions. A lot of decision makers were in the crowd. We thoroughly enjoyed the Expo. We found it valuable with respect to conversing with current contacts as well as exploring business opportunities with new ones. We anticipate converting many of our leads into great business relationships. The SEAMS Association Members that exhibited were quite amazed at the number and quality of contacts that stopped at their respective booths -- many said they expect to gain new business from the show. Looking forward to the 2012 show!" -- Gerald Schwartz of Gerald Schwartz, Inc., Tucker, GA*

## RESERVE YOUR BOOTH TODAY

Texprocess Americas 2012 and "Supply Chain of the USA - Powered by SEAMS" is the business-building opportunity that you simply cannot afford to miss!

### **The SEAMS Special Booth Package Includes:**

- **10'x10' booth in the "Supply Chain of the USA" Pavilion with:**
  - Carpet (standard), and pipe & drape
  - 1'-6' long draped table (white), 1 wastebasket, 2 padded chairs
  - 7"x44" header sign hung on rear wall of booth with company name and booth#
- **Marketing support:**
  - Individual listing in Texprocess Americas 2012 Directory
  - "Supply Chain of the USA" page in Texprocess Show Publicity
  - Full page (8.5"x5.5") in the SEAMS "Supply Chain of the USA" Catalog
  - ID badge, ribbons, lanyards, and Made-in-USA hangtags
  - Media kits with your literature
  - Highly visible overhead signage: "Supply Chain of the USA" Pavilion
  - Floor signage placed in strategic areas directing to the "Supply Chain of the USA" Pavilion
  - "Supply Chain of the USA" Pavilion flyer in the registration area
  - Brochures and other PR (mailed and emailed) promoting the event

**The SEAMS Special Booth Package price is \$4500.**

### **Important Dates to Remember:**

<b>Contract Signing Date</b>	Initial Deposit due: \$3000
<b>December 1, 2011</b>	Balance due: \$1500
<b>January 2, 2012</b>	Deadline to submit design for the "Supply Chain of the USA" Catalog

**Questions? Call the SEAMS Office at 803-772-5861!**

### **Print this announcement and complete the form below and mail to:**

The SEAMS Association, 4921-C Broad River Road, Columbia, SC 29212 **with your initial deposit payable by check made out to SEAMS Association.**

**Accepted & Agreed to by:** \_\_\_\_\_ (print your name)  
Signature: \_\_\_\_\_ (sign your name)  
For: \_\_\_\_\_ (company name)  
On: \_\_\_\_\_ (date)