

TEXWORLD

USA

apparelsourcing

USA

 **fashionindex.com**

LOCAL LOFT VIRTUAL EDITION

JULY 21 – 23, 2020

ABOUT

Traditionally held in New York City, Local Loft will open its 2020 summer edition on a virtual platform. The online event will serve as an alternative platform for global manufacturers to continuously connect and network with US buyers as well as keep their presence in the US market.

BENEFITS

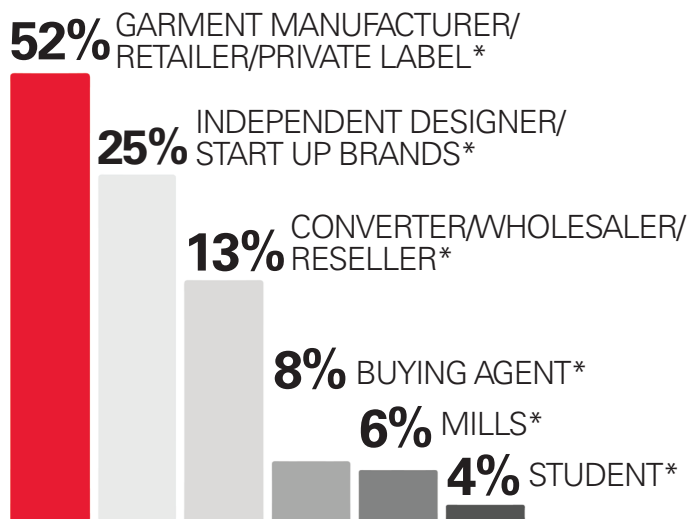
- Extend brand presence and visibility in the US market
- Garner more leads through a robust matchmaking program
- Contact and connect with previous and potential clients through videochat
- Showcase your latest products on your customizable profile page
- Reach new customers by captivating the audience from our well-attended sessions
- No logistics cost
- Branding and sponsorship opportunities



VISITOR PROFILE

who will you meet?

Agents
Buying Offices and Sales Representatives
Chain Stores
Clothing and Accessory Manufacturers
Department Stores
Designers
Garment Retailers and Wholesalers
Jobbers
Large Scale Retailing
Private Labels
Trading Companies



*COMBINED NUMBERS FOR TEXWORLD USA,
APPAREL SOURCING USA & HOME TEXTILES SOURCING

*DATA PRESENTED BASED ON COMBINED SUMMER 2019
ATTENDEES FOR TEXWORLD USA, APPAREL SOURCING USA
& HOME TEXTILES SOURCING



90%
VISITORS FROM U.S.*

6,391
ATTENDEES*

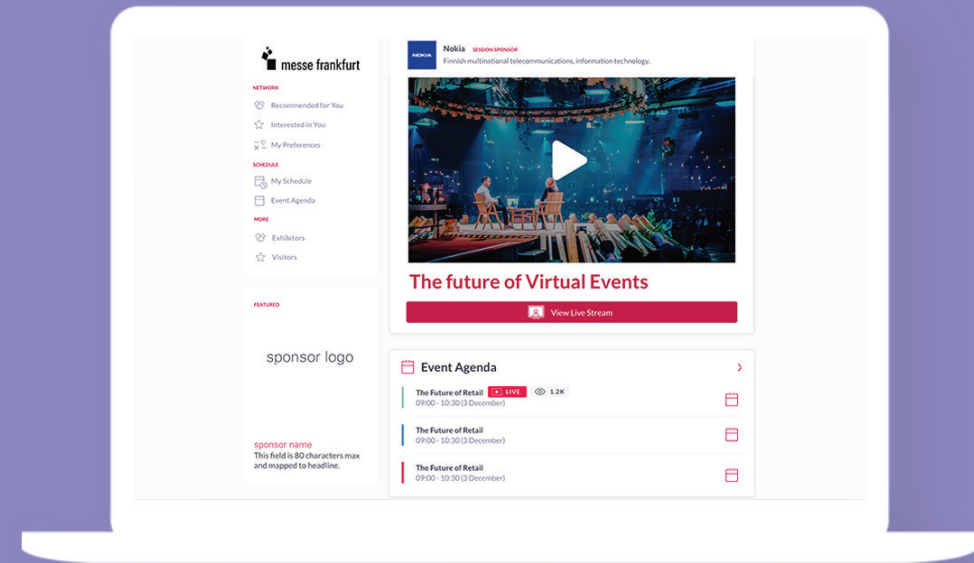
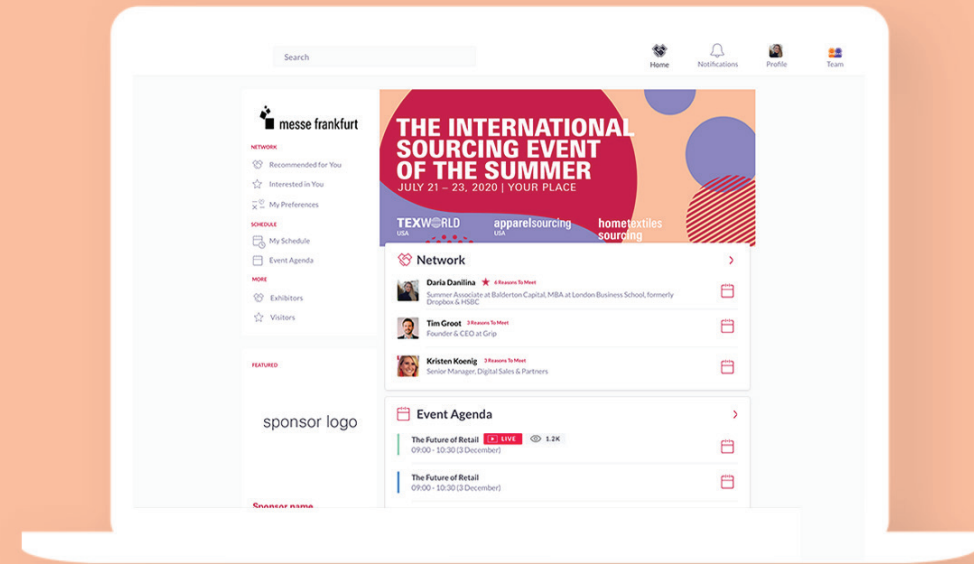


88%
MAKE PURCHASING
DECISIONS*

THE PLATFORM

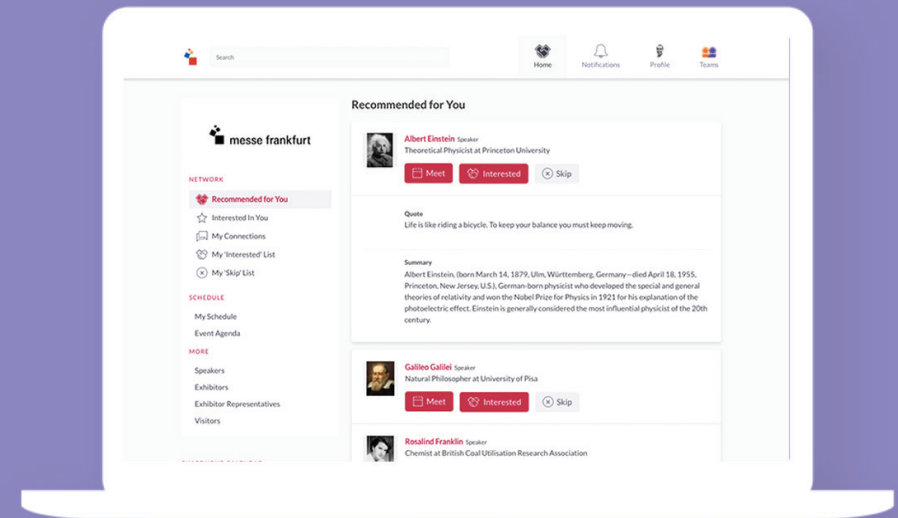
key features at a glance

- ✓ **AI-POWERED MATCHMAKING**
- ✓ **PERSONALIZED EXHIBITOR PAGE**
- ✓ **1:1 VIDEO CALLS**
- ✓ **CHAT FUNCTIONALITY**
- ✓ **MEETING + AGENDA SCHEDULING TOOL**
- ✓ **INTEGRATED LIVE STREAMING**
- ✓ **SEAMLESS USER EXPERIENCE**



AI-POWERED MATCHMAKING

- The platform uses an Artificial Intelligence-powered networking engine that delivers smart recommendations of people to meet, exhibitors to visit and sessions to attend
- The platform's AI-powered matchmaking engine is a self-learning system that will continually deliver more intelligent recommendations the more users engage with the platform
- This is a pre-planning tool that will help people get a massive return on users time by enabling users to connect and meet the most relevant people
- The platform will remain open for networking 45 days after the event



Recommended for You



Albert Einstein Speaker
Theoretical Physicist at Princeton University

Meet Interested Skip

Quote

Life is like riding a bicycle. To keep your balance you must keep moving.

Summary

Albert Einstein, (born March 14, 1879, Ulm, Württemberg, Germany—died April 18, 1955, Princeton, New Jersey, U.S.), German-born physicist who developed the special and general theories of relativity and won the Nobel Prize for Physics in 1921 for his explanation of the photoelectric effect. Einstein is generally considered the most influential physicist of the 20th century.



Galileo Galilei Speaker
Natural Philosopher at University of Pisa

Meet Interested Skip

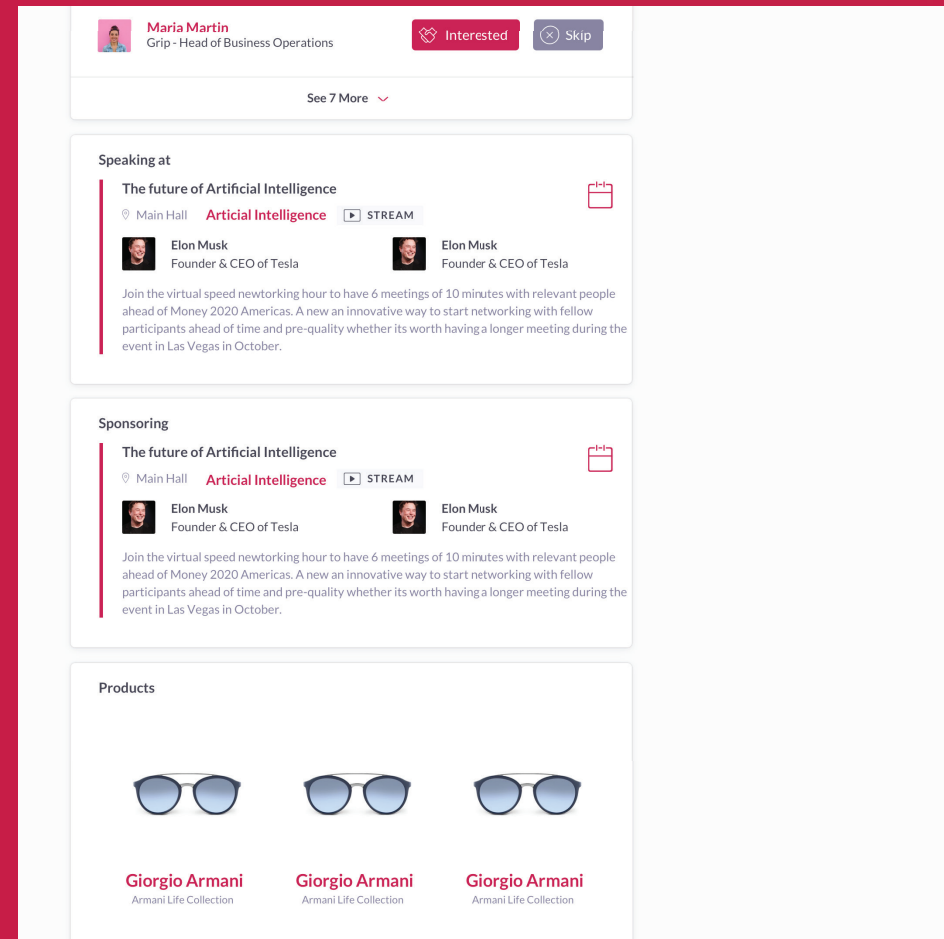
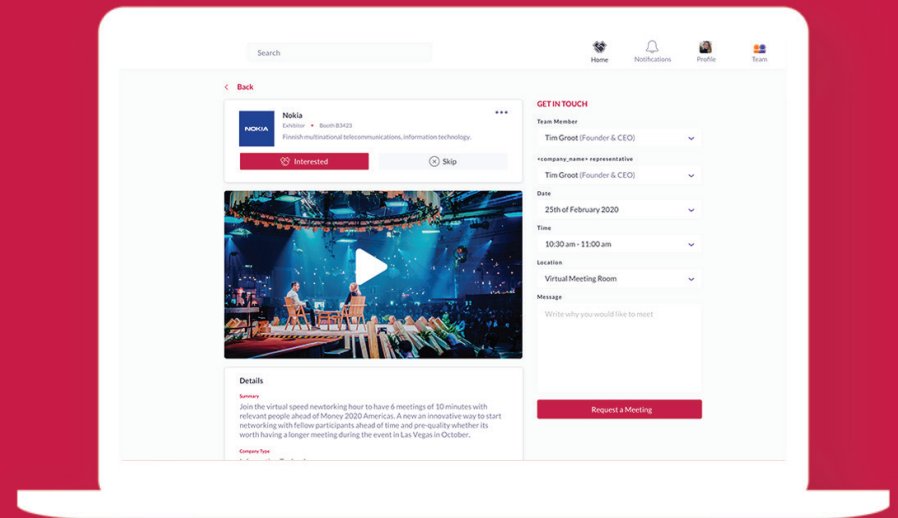


Rosalind Franklin Speaker

PERSONALIZED EXHIBITOR PAGE

Exhibitors will be able to personalize and add:

- Company description
- List products offered
- Website and other relevant links
- Embed a promotional video
- Showcase your product listings
- Add links to product brochures
- Set up meetings during the event
- Review and control meeting calendar as needed
- Manage company staff (assign admin and team members)



1:1 VIDEO CALLS

The virtual platform's powerful 1:1 meeting scheduling solution is seamlessly embedded in the platform. No need to download any extra software and works across both web and mobile.



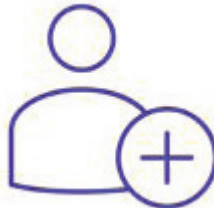
Browser based (no downloads)



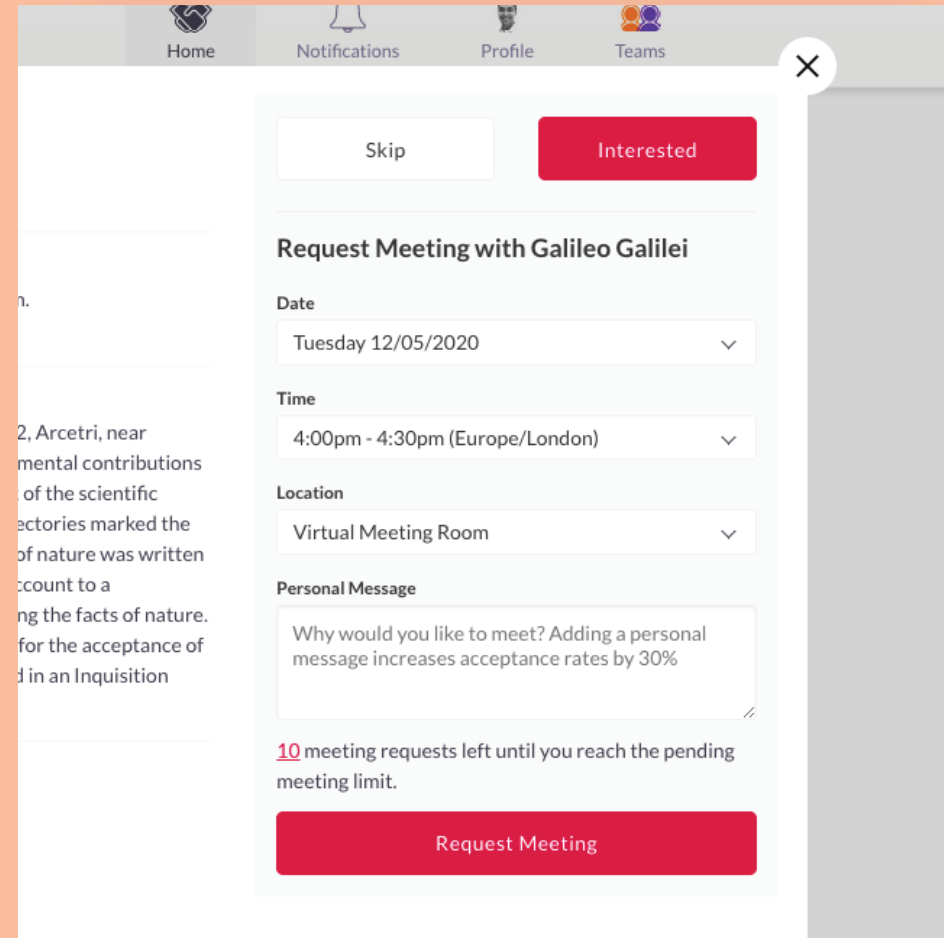
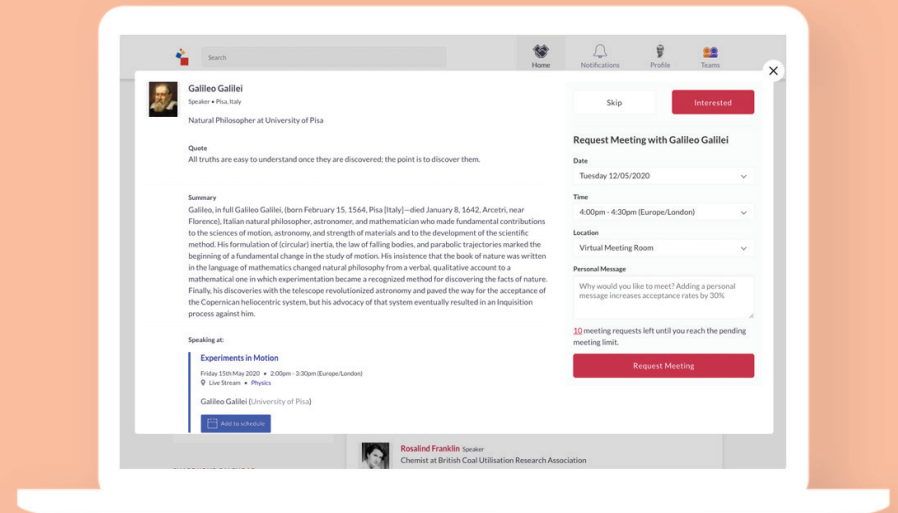
Screen sharing support



Video & Audio Support



Person Joined Notifications



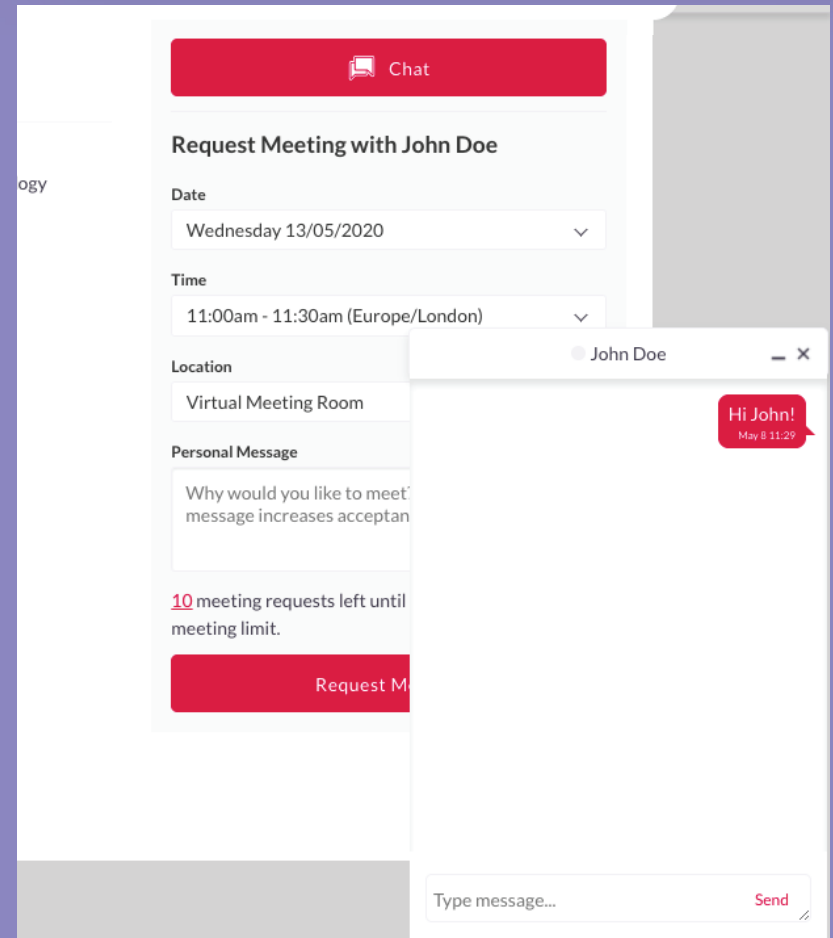
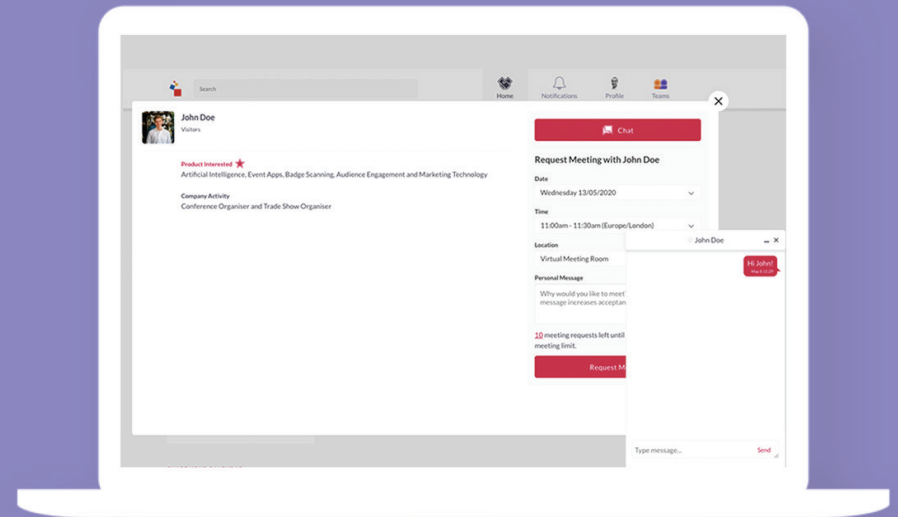
CHAT FUNCTIONALITY

The chat functionality (IM), makes it more convenient for visitors that have matched to reach out to each other immediately.

Enable chat option when:

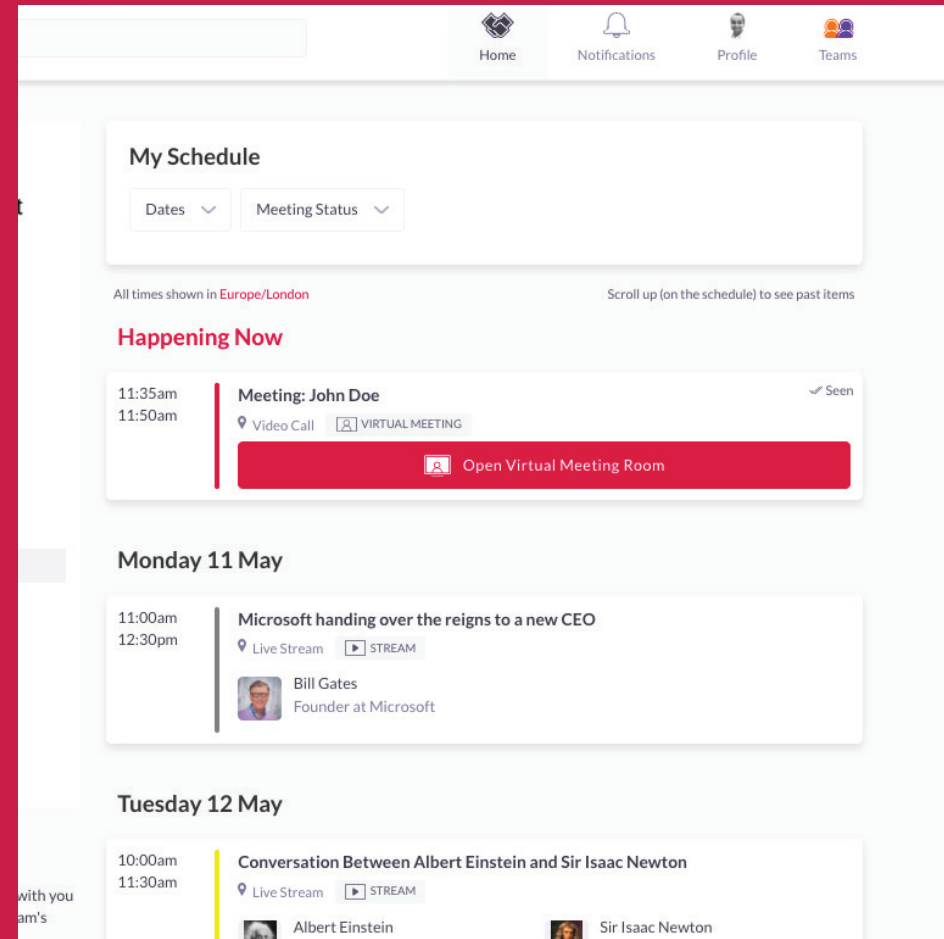
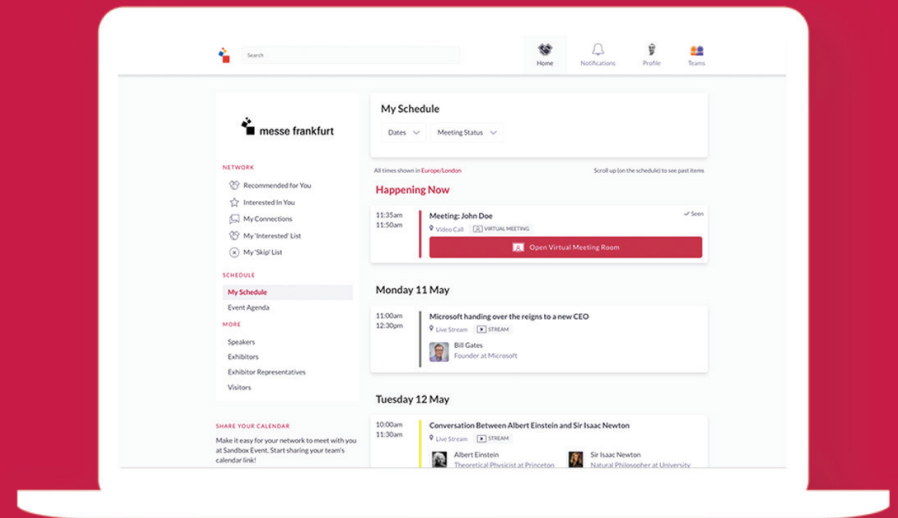
- Buyers and exhibitors can set a scheduled meeting with each other
- Exhibitors offerings meet buyers' qualifications and specifications

Once there is a scheduled meeting or a mutual interest with visitors, all chat connections will be available in the section "My Connections".



MEETING + AGENDA SCHEDULING TOOL

- Easy calendar integration
- Conveniently keeps schedules of visitors all-in-one place
- Ability to preview schedule
- Manage daily meetings
- Collaborate with buyers in real time
- Intuitive to use
- Overview team productivity



INTEGRATED LIVE STREAMING

All Texworld USA, Apparel Sourcing USA and Home Textile Sourcing sessions will be streamed live straight in the platform while enabling visitors to join the session chat or network with other visitors.

Exhibitors will have the opportunity to sponsor one or multiple sessions.

All sessions will be available for users to stream for **45 days** after the show.

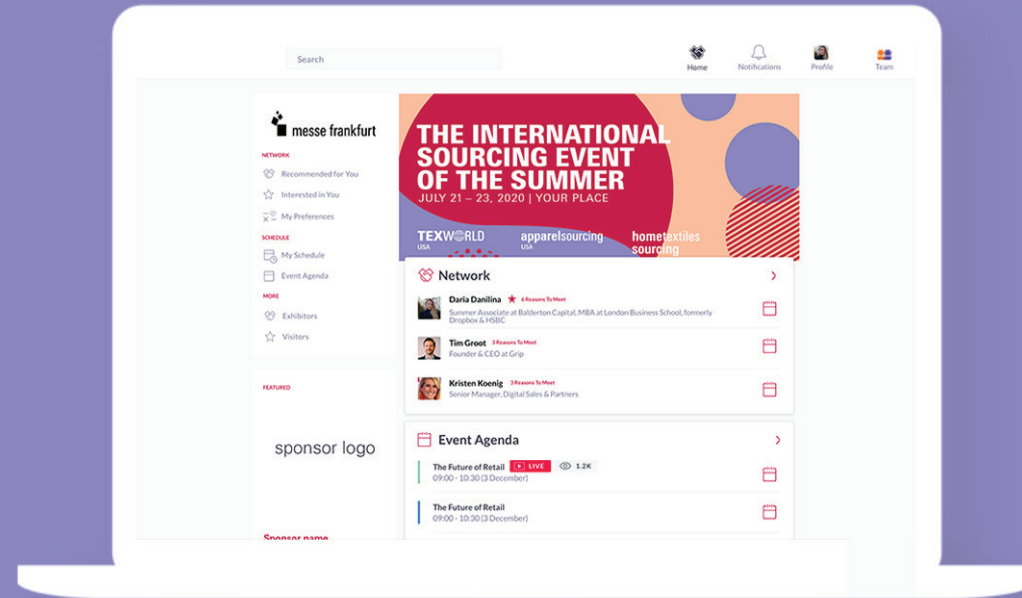


SEAMLESS USER EXPERIENCE

The virtual platform was developed with networking at its core. Combining an engaging user interface with smart personalized recommendations to drive truly productive events.

The intuitive networking system lets exhibitors and visitors make valuable connections without the drawbacks of wading through thousands of unwanted messages.

The virtual platform will be available to use on web and mobile devices.



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