

PLATFORMS TO LAUNCH CREATIVE NEW FASHION VISIONARIES

**IdeoEvents Fresh Fashion
Showcase 2009 (FFS 2009)**

MEDIA SPONSORSHIP PROGRAM

Held in Prestigious Yet
Intimate Shanghai Venues
May, 2009





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MEDIA PARTNERSHIP PROGRAM

IdeoEvents Fresh Fashion Showcase 2009 (FFS 2009)

The Event: the fresh fashion designers cutting edge contemporary collections showcase attraction is complemented with coordinated partner attractions such as theme oriented activities, cutting DJ sets, or other performance art features held in prestigious yet intimate Shanghai venues. The event includes:

- The fresh fashion designers cutting edge collections showcase
- A unique opportunity for luxury branding marketing avenues to an affluent audience
- Musician performance: cutting DJ sets: acclaimed British solo DJ in house
- Fashion Industry Networking opportunities
- All accompanied with an invigorating Promotional Drinks Package Theme

Media Partners: Our event media partners are influential players in the realm of the consumer media market, including TV, news print, magazine and Web-oriented publications that cater to viewer/readerships concerned with attaining the latest fashion news & trends, lifestyle improvement choices, recreational options, and social technology gadget advances amongst others.

The Event Media Partnership Program Options:

- Your media organization's logo with link presented on the main page of the IdeoEvents FFS 2009 web portal.
- Invitation to your media organization's journalist to attend the IdeoEvents FFS 2009 event.
- Media presentation exchange:
 - Your media organization's logo will be prominently presented in all IdeoEvents FFS 2009 promotional materials and Event signage.
 - In exchange, your organization provides access for its readership to certain promotional information or stories about the IdeoEvents' Fresh Fashion Showcase event program on your organization's website as well.



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Our media partners benefit greatly through associating with a vibrantly fresh Event program that delivers the cutting edge of Fashion creation to audiences whose lives are immersed in fashion culture, and are always eager to find new avenues of social culture information.

- Promote your publication to a new high end potential readership.
- Gain associated prestige for the publication to reinforce its trend setting image.
- Add a fresh avenue to emerging Fashion talent story ideas and concepts.

If you are interested in joining the Event Media Partnership program, please feel free to contact

Nicole Zhang on (+86) 5157 1209
or via nicolezhang@ideomarketing.com

We are looking forward to coordinating with you and your organization to enjoy a mutually successful relationship in the IdeoEvents FFS 2009 event media partnership program.



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