LAUNCHING SEPTEMBER 2020

SOURCING at MAGIC

ONLINE EVENT

PRODUCED BY

informa markets
Fashion
Sourcing at MAGIC and Footwear Sourcing at MAGIC
3-Month Online Event

WHY SOURCING AT MAGIC ONLINE EVENT?

• Informa Markets is the world’s largest exhibition organizer and producer of fashion and apparel events in NYC, Las Vegas, Miami, and Tokyo. Showcasing highly curated established and emerging brands in categories including men’s, women’s, and children’s apparel, accessories, and footwear, we create connections and commerce.

• As sister show of MAGIC Marketplace, Sourcing at MAGIC is the largest and the most comprehensive sourcing event in North America representing the entire fashion supply chain from fiber to finished good. Connecting 1500 apparel, footwear and accessories manufacturers, fabric and trim suppliers, print design studios, service and technology providers from around the globe.

• Opportunity to be promoted to our reach of 26,000 + Sourcing buyers using segment and marketplace-focused promotional outreach and social media accounts to amplify your business and tapping into our established media partners.

• Our community of retailers and buyers are active and dynamic throughout the year.

• Unlike other online trade shows, Sourcing at MAGIC Digital platform offers you 90 day online presence and visibility in the US and Global markets.
POTENTIAL MARKET REACH WITH DIGITAL

- Since 2016, consistent 26K+ buyer attendance at SOURCING at MAGIC.
- With focused digital and social marketing strategy, your potential buyer reach is limitless.
- Omni-channel marketing and promotion to 130K+ MAGIC buyer audience
- Crossover marketing with Informa’s Fashion Branded shows such as MAGIC, COTERIE, PROJECT, MICAM Americas and Children’s Club.
BUYERS WILL ACCESS YOUR ONLINE PROFILE 24/7

FROM A SURVEY CONDUCTED IN JUNE 2020, OVER 925 SOURCING AT MAGIC BUYERS REVEALED:

<table>
<thead>
<tr>
<th>67%</th>
<th>75%</th>
<th>75%</th>
</tr>
</thead>
<tbody>
<tr>
<td>of buyers are top decision makers</td>
<td>of buyers see value in a digital marketplace</td>
<td>of buyers are looking to source new suppliers when they join our digital event</td>
</tr>
</tbody>
</table>

### TOP SOURCING AT MAGIC BUYERS

| Amazon | ABERCROMBIE & FITCH | ALDO | ASOS | BEALLS | BLOOMINGDALES | BURLINGTON STORES | CINTAS | COSTCO | DDS | DILLARDS | DISNEY | DSW | FOOTLOCKER | FOREVER 21 | FREE PEOPLE | GAP INC. | GUESS? | HAGGAR | HOT TOPIC | J BRAND | JC PENNEY | KELLWOOD | KOHLS | KROGER | LANDS' END | LANIER CLOTHIERS | LEVIS | LUCKY BRAND | MACY'S | NEIMAN MARCUS | NORDSTROM | PAC SUN | PVH | ROSS STORES | RUE 21 | SAKS FIFTH AVE | SPEEDO | TILLYS | TJX | TOMMY BAHAMA (OXFORD INDUSTRIES) | TORRID | URBAN OUTFITTERS | VF CORP | VOLCOM | WALMART | WSS | ZAPPOS | ZULILY |
Highlights of Sourcing at MAGIC Online Event
Intuitive merchandised Product Category and Neighborhood Easy for buyers to navigate:

- Apparel
- Footwear
- Accessories
- Fabric & Trim Prints
- Fashion Tech & Packaging
- White Label/Private Label/Ready Stock
- PPE/Medical/Non-Medical
- Sustainability
- Fashion Tech Service Providers
- Low Minimum
- HOME Textile
Shop and Search by Country of Origin

Focus country Highlight
Seminar, Learning and Resources
Provided by Industry’s Top Experts and Influencers

EDUCATION & INFORMATION

SEMINARS & EVENTS
LEARNING
RESOURCES

FEATURED SPONSOR #2
Programs/Events
Active and Dynamic Programs and Events Driven by Industry leaders, attendee and Exhibitor’s Content

Upcoming Programs

LIVE SEMINARS
Sep 15, 2020 - Dec 15, 2020

SOURCE TALKS
Sep 15, 2020 - Dec 15, 2020

REGIONAL PARTNER PRESENTATION
Sep 30, 2020 - Sep 30, 2020
Industry News

Providing insights and marketing intelligence relevant to your business

INDUSTRY NEWS

Kim Jones Debuts Dior Men's Spring Collection at Tokyo Pop-up

WWD

The store sells customizable T-shirts, as well as exclusive items from the range featuring the iconic Dior bee redrawn by artist Kaws.

Citing racial bias, Jay-Z seeks to halt arbitration against Iconix

Fashion Network

Jay-Z on Wednesday sued to halt his private arbitration with clothing company Iconix Brand Group Inc, saying the company’s inability to find an African-American arbitrator to hear the trademark dispute was unfair.

Intu buyout deal cancelled

Drapers

An offer to buy shopping centre owner Intu has been withdrawn after months of negotiations as a result of “uncertainty” in the market.

MEN'S BRAND SWET TAILOR RAISES $1.5 MILLION IN FIRST ROUND

MR Magazine

Swet Tailor will utilize the financing to expand distribution and drive customer acquisition through strategic marketing opportunities, increased team personnel, and more.
Updates on your Company profile, Products and Collection on the community Feed to be visible and be seen by buyers to proactively generate new leads

NEW & UPDATED COLLECTIONS

Golden Apparel
Mercury Footwear G
Extra Fancy Hats
Fashion Industries

View This Showroom
Post in the community to connect with your current connected buyers and possible make new connection and generate new leads.
Tell Your company’s story and stand out from your competition

24/7 access to your account with multiple people allowance
Creating an immersive digital profile
Showcase your products and customize your company profile with links and video capabilities
Profile optimization opportunities, such as Featured Sellers, Popular Products and New and Updated Showrooms
Privacy settings to allow you to select who access to your full company profile
Lead Generation

- Lead generation through a robust buyer keyword search
- Frequently updates your company profile, products and show room to be seen in the community, lead will be generated every time when a buyer click on your updates
- Post live updates on seller-generated community feed to proactively find buyers and make the connections
- Lead generation through SalesMatch
SalesMatch

- SalesMatch provides matchmaking automatically based on the information provided by buyers in its search criteria and seller's Preference settings.
- Setting your preference on what kind of buyers you are interested in. The criteria can be by region, by products, by gender, by type of store etc.
- You will receive suggested buyers matching your preference every 7 days.
- You can organize your leads by HOT, Warm.
- You can set up meeting via meeting calendar.
Data Analytics for your business

- Dashboard with date range
- Products viewed
- Profile viewed
- Show room viewed
- Who viewed
- Data Analytics provide you the market intelligence on which products or collection being viewed the most, you can then make your product/collection adjustment accordingly
Pricing, Timeline and Onboarding Service

Contract deadline: August 30
Platform Launching date: September 15
Exhibitor Onboarding: August 1, exhibitor can started working on the platform

INCLUDES
• Company profile
• Unlimited collections and product pages
• Upload images, brochures, videos and presentations
• 1:1 video calling and chat functionality
• Lead generation and matchmaking
• Buyer connections and appointment setting
• Inquiry tracking, reporting and analytics
• Onboarding and IT support
• B2B community platform
• Marketing and social media opportunities
• And more!

SINGLE DIGITAL PROFILE

$1,995

CONNECT WITH GLOBAL BUYERS
THREE MONTHS
SEPTEMBER 15 - DECEMBER 15, 2020
Contact

• Bob Berg
  • Senior Sales Manager/International
  • Bob.berg@informa.com
  • Cell 740-755-8333