



Sayı: 77572889-TİM.UİB.GSK.FUAR.2024/374-5105
Konu: Functional Fabric Fair Spring 2025

Bursa, 25/12/2024

**ULUDAĞ TEKSTİL İHRACATÇILARI BİRLİĞİ ÜYELERİ'NE
SİRKÜLER NO: 668**

Uludağ Tekstil İhracatçıları Birliği tarafından üyelerimize yeni ihracat pazarlarının kapısını açabilmek ve mevcut ihracat potansiyelimizin artırılması amacıyla 15-16 Nisan 2025 tarihleri arasında ABD'nin Portland şehrinde gerçekleşecek olan Functional Fabric Fair Spring fuarı'na yönelik milli katılım organizasyonu yapılacaktır.

Functional Fabric Fair Spring 2025 Fuarı Milli Katılım Organizasyonu
Fuar katılım bedeli;

- Tier 1 Köşe Stand– \$10,545
- Tier 2 Köşe Stand – \$10,020
- Tier 2 Inline Booth - \$9,420

Başvuru Linki: <http://bit.ly/3D5tdFX>

Functional Fabric Fair fuarı, aktif giyim, performans giyim, hazır giyim, dikişsiz giyim, polyester, viskon, anti-bakteriyel, UV-kesim, ısı düzenleyici, su ve yağ itici, geotekstil, kişisel koruma, tıbbi,hijyenik spor ve askeri giyim ürünlerinin sergilendiği bir fuardır.

Fuara katılmak isteyen üyelerimizin [yukarıdaki başvuruyu linkinden](#) ulaşabilecekleri elektronik başvuru formunu katılımcı kişi için doldurmaları gerekmektedir

Bilgilerini ve gereğini rica ederim.

Mümin KARACAKAYALILAR
Genel Sekreter

Uludağ İhracatçı Birlikleri Genel Sekreterliği

Organize San. Bölgesi II. Gelişim Sahası Kahverengi Cad. No:11
Nilüfer 16140/ BURSA
Tel: +90 224 219 10 00 (PBX) Fax: +90 224 219 10 90
E-posta: uludag@uib.org.tr Elektronik Ağ: www.uib.org.tr
Kep: uib@hs01.kep.tr

Ayrıntılı bilgi için: Alpay ÖZTÜRK - Şube Müdürü
Hale Nur KIRMIZIKUŞAK



TİM TÜRKİYE
İHRACATÇILAR
MECLİSİ



ULUDAĞ
İHRACATÇI BİRLİKLERİ
GENEL SEKRETERLİĞİ

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Katılım Ücretine Dahil Hizmetler
-Fuar alanında her katılımcıya

Her Standda Sert Duvar Paketi, 1 Masa, 3 Sandalye, Çöp Sepeti, 2 Tekerlekli Raf, Logolu Şirket Tabelası, Halı, katılımcı/ziyaretçi rozet tarayıcı (Katılımcıların bir etkinlikte satış fırsatlarını dijital olarak toplamak için kullanabileceğimiz bir cihaz).

Ödemeler için Birliğimizin USD banka hesap numarası:

VAKIFLAR BANKASI / TİCARİ ŞUBESİ
NİLÜFER VERGİ DAİRESİ VN : 8880035592
MÜŞTERİ NO 007296431509
USD HESAP NO 0158048012268401
IBAN NO : TR820001500158048012268401

Ödemeler yapılırken, fuar adı ve katılımcı adı dekont üzerinde belirtilmesi ve dekontun bir kopyasının e-posta ile heyet yetkilisine iletilmesi rica olunur.(**Ödemeyi yaptıktan sonra, banka dekontu ile birlikte Online Başvuru Formu' nu doldurmayı unutmayınız ve ulaştığına dair teyit alınız.**) Katılım bedeli ödemelerinde sıkıntı yaşamamanız açısından; fuara katılım bedeli ödemelerinin firmanız banka hesabından Birliğimizin banka hesabına aktarılması, bankaya elden ödeme yapılmaması gerekmektedir.

Başvuru ve Detaylı Bilgi İçin:

ULUDAĞ İHRACATÇI BİRLİKLERİ GENEL SEKRETERLİĞİ

Fuarlar ve Heyetler Şubesi Tel : 0 224 219 10 00
Functional Fabric Fair Spring 2025
İlgili Kişi: Hale Nur KIRMIZIKUŞAK Dahili: 1909
E-posta:kirmizikusakh@uib.org.tr

Uludağ İhracatçı Birlikleri Genel Sekreterliği

Organize San. Bölgesi II. Gelişim Sahası Kahverengi Cad. No:11
Nilüfer 16140/ BURSA
Tel: +90 224 219 10 00 (PBX) Fax: +90 224 219 10 90
E-posta: uludag@uib.org.tr Elektronik Ağ: www.uib.org.tr
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Hale Nur KIRMIZIKUŞAK



TİM TÜRKİYE
İHRACATÇILAR
MECLİSİ

THE BODYWEAR COLLECTIVE

Encompassing categories including underwear, swimwear, shapewear, wellness in motion, performance sportswear anexus of innovation and collaboration.



BOOTH INFORMATION

Your booth at Functional Fabric Fair will be set up when you arrive. Each booth includes a standard fixture package with everything you need for a successful event. Additional furnishings are available for purchase.



STANDARD 10X15 BOOTH INCLUDES:

- Veloce Fabric system structure @ 8ftH back wall and 6ft H side wall
- Lights : 2 arm lights in LED
- 1 table
- 3 chairs
- 2 T-racks
- 1 company logo
- 1 waste basket
- 1 outlet

FUNCTIONAL FABRIC FAIR

POWERED BY PERFORMANCEDAYS

APRIL

14

DAY 0 (ZERO) CONFERENCE

APRIL

15-16

EXHIBIT HALL & EXPERT TALKS

2025

OREGON CONVENTION CENTER



Tier 1 Corner

\$10,545

Tier 2

\$9420

Tier 2 Corner

\$10,020

Tier 1 Upgrade \$425

Corner Fees \$600



STANDARD 10X15 BOOTH INCLUDES:

- Veloce Fabric system structure @ 8ftH back wall and 6ft H side wall
- Lights : 2 arm lights in LED
- 1 table
- 3 chairs
- 2 T-racks
- 1 company logo
- 1 waste basket
- 1 outlet

*additional fixtures are available for purchase

STAND OUT AMONG YOUR COMPETITORS

Gain a competitive advantage taking advantage of our packaged sponsorship opportunities.

Textile Insight Sponsor:

- Gold Showroom Listing
- Countdown to Show Banner
- Textile Insight Magazine - Half Page

Upgrade Your Showroom: buyers who attend Functional Fabric Fair always create their schedule before heading to the show. They use our online exhibitor directory as a tool to look for new products and exhibitors to start assigning their purchasing budget.

While every booth receives our Bronze showroom level, we recommend upgrading to our Silver or Gold Showroom in order to increase your exposure ahead of the event!



7x

more profile views were generated in 2024 by switching to Silver alone!

Combine it with some off our onsite sponsorships which you can view in our Media Kit, [here](#).

FUNCTIONAL FABRIC FAIR

POWERED BY *PERFORMANCEDAYS*

APRIL
14-16

2025

OREGON
CONVENTION
CENTER

Welcome to FUNCTIONAL FABRIC FAIR SPRING PORTLAND — the most successful textile trade show in North America. We pride ourselves on curating only the finest suppliers, ensuring that our exhibition floor is a showcase of unparalleled quality, innovation, and sustainability.

**SOURCING WITH
A CONSCIENCE**



FUNCTIONAL FABRIC FAIR

POWERED BY **PERFORMANCEDAYS**

SOURCING WITH A CONSCIENCE

At **FUNCTIONAL FABRIC FAIR SPRING**—powered by **PERFORMANCE DAYS®**— we hold ourselves responsible for setting sustainability standards and are fully committed being a driving force that pushes environmentally conscious initiatives forward in the textile industry.

MEETING CENTERS



We commit fully to minimizing our environmental footprint by partnering solely with meeting centers dedicated to reducing waste. The Oregon Convention Center is at the forefront of championing green building techniques and adopting environmentally conscientious business practices.

EVENT MATERIALS



In order to significantly reduce waste at our events, all exhibitor booths and decorative show floor furniture are reusable and regenerative. Additionally, all elements of the Functional Fabric Fair show floor are made from fully recycled material.

EXPERT TALKS



Our Expert Talks Program brings sustainability-focused education directly to the show floor, allowing knowledgeable experts to share best practices and new initiatives with designers, product, purchasing, & material managers.

FOCUS TOPIC

**COLORIZATION: CHEMISTRY
IS EVERYWHERE**

“Colorization: Chemistry is Everywhere”, our 2025 Focus Topic that will stretch across our 3 editions, explores the exciting aspects of the field of chemistry and its relation to coloring, including dyeing techniques and materials.



FUNCTIONAL FABRIC FAIR

POWERED BY **PERFORMANCEDAYS**

DAY 0 (ZERO) CONFERENCE: SUSTAINABILITY WORKSHOP

The **Day 0 Conference: Sustainability Workshop** will take place on April 14, 2025, one day before the exhibit hall opens, uniting leading brands, manufacturers & industry experts for an interactive workshop around industry sustainability.



Format:

The conference will be a hands-on workshop including roundtable discussions with some of the best of the best in our industry!

Objective:

To establish a foundational level of understanding on what really matters when approaching the sustainability of your products and materials.

Desired Outcomes:

A solid foundation for understanding the biggest drivers for, components of, and most effective levers of, sustainable action within your brand or company. Further, with interactions between manufacturers and brands, we can (hopefully) improve the empathy for each other's situation and seek understanding that builds trust and cooperation and allows for mutually beneficial solutions.

Primary Target Audience:

From Brand: This is for an attendee with any and all experience in sustainability. It could be a Material Designer or Developer, Materials Manager, Product Designer or Product Technical Designer, Sourcing Manager, Sustainability Analyst/Specialist or similar.

From Manufacturer: Those who frequently interface with brand personnel



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2024 QUICK FACTS



260+

EXHIBITORS



2,100+

INDUSTRY
PROFESSIONALS



7,125+

TOTAL LEADS



13

CONFERENCE
SESSIONS



140+

DAY (0) ZERO
ATTENDEES

“The clients that we are meeting at Functional Fabric Fair are great, it’s a very professional atmosphere. Great buyers, great companies. Plus of course, the whole crew of suppliers we like to meet, it’s like a reunion every year.”

- **Dennis Lau, Rudholm Group**

“Functional Fabric Fair gives us a great opportunity to reintroduce ourselves to the next generation of people who are going to be making the decisions that’s going to effect the environment and everything else.”

- **Chad Doub, Naia from Eastman**



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ATTENDEE HIGHLIGHTS



Calvin Klein



J.CREW



L.L.Bean



patagonia



SIMMS

SPANX



ORVIS



VUORI



Wilson

YETI



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AATCC

Founded in 1921 as the American Association of Textile Chemists and Colorists (AATCC). AATCC connects the global textile community to empower a more innovative, informed, and sustainable future.

CALIFORNIA ApparelNews

CALIFORNIA APPAREL NEWS

California Apparel News is a multi-channel media group that covers the largest apparel center in the country with over 25,000 subscribers. California Apparel News publishes advertisements on behalf of Functional Fabric Fair with over 75,000 individual impressions on digital ads.

WWD

WOMENS WEAR DAILY

Women's Wear Daily is the global go-to media outlet for breaking news, trend reporting, iconic imagery and brand exclusives in the fashion industry. Women's Wear Daily's digital, experiential, social and print platforms power and propel the industry forward. WWD has sent out over 163,000 emails with over 43,000 opens in partnership with Functional Fabric Fair.

SUPPORTERS



SOURCING JOURNAL

SOURCING JOURNAL

Sourcing Journal is a leader in B2B trade media that produces publications and events as a top resource for the fashion industry. Sourcing Journal has deployed over 758,000 emails on behalf of Functional Fabric Fair and digital advertisements reaching around 230,000 impressions.

TEXTILE INSIGHT

TEXTILE INSIGHT

Textile Insight is a Formula4Media publication designed to serve members of the performance textile industry throughout the entire supply chain. Textile Insight produces the on-site show directory for Functional Fabric Fair along with both print and digital advertising spots.



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DIGITAL MARKETING

EMAIL MARKETING

Weekly emails to attendee and prospect database of **18,712 unique contacts**

15,110 total **email subscribers**

8,509 Behind the Seams newsletter sends

SOCIAL MEDIA FOLLOWING



820+

Facebook followers



2300+

LinkedIn followers



440+

Twitter followers



7,400+

YouTube views



3,590+

Instagram followers

FUNCTIONALFABRICFAIR.COM



420,000+

page views



117,000+

users



162,000+

sessions

SOCIAL MEDIA ANALYTICS



9.8+ Million

impressions



12,900+

daily average post



1,150+

audience gained



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EXHIBITOR HIGHLIGHTS



VIRTUAL SOURCING

- Showcase your products and promote your brand with your **365 Digital Supplier Showroom**, available to thousands of potential buyers on The Loop
- Connect with customers via chat and receive **product sample requests** at the touch of a button
- Share company news and updates to the **Exhibitor Media Room**

- Submit your products for consideration into the highly anticipated **TREND FORUM** at no cost
- At least one swatch from each exhibitor will be showcased in the **TREND FORUM** for each edition

- Access a toolkit of **personalized marketing materials** to promote your showroom on The Loop



* You must be a part of the show edition to receive access to the Loop. From there, your company profile must be active in order to log in and add/update your company information.



FUNCTIONAL FABRIC FAIR

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TREND FORUM

The esteemed **TREND FORUM** serves as a vital tool for designers, buyers, and product managers across the industry by providing insight into the latest cutting-edge textile and accessory innovations. Every season, the **TREND FORUM** showcases the best fabrics and accessories that have been hand selected by our panel of experts to represent a diverse range of industry categories.

If selected into the **TREND FORUM**, your product will be displayed among the best-of-the-best at Functional Fabric Fair Spring and online for buyers to view on The Loop!



Exhibitor's who join The Loop can submit their products for consideration into the **TREND FORUM** at no cost
At least one swatch from each exhibitor will be showcased in the **TREND FORUM** for each edition



TURNKEY BOOTH SETUP

Your booth at Functional Fabric Fair will be already set up and ready to go right when you arrive at the event!

Each booth comes with a standard fixture package that includes all the basics you need for a successful event, with additional furnishings available for purchase.



STANDARD 10X15 BOOTH INCLUDES:

- Veloce Fabric system structure @ 8ftH back wall and 6ft H side wall
- Lights : 2 arm lights in LED
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SUSTAINABILITY LOUNGE



THE SUSTAINABILITY LOUNGE is a dynamic space where collaboration converges to shape the trajectory of sustainability in the functional textile industry. Positioned directly on the showfloor, the Lounge serves as a nexus for partners to showcase the latest sustainable advancements and articulate visionary pathways for progress within the industry. The Lounge serves as an immersive environment carefully crafted to facilitate meaningful exchanges where stakeholders can engage in dialogues that transcend traditional boundaries and foster collective action that drives transformative change. With its strategic design and atmosphere, the Lounge stands as an ideal platform for igniting discussions, forging connections, and catalyzing the momentum necessary to propel future sustainability initiatives forward into fruition.



FUNCTIONAL FABRIC FAIR

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APRIL
14-16

2025

OREGON
CONVENTION
CENTER

DATES & HOURS

DAY 0 (ZERO) CONFERENCE: SUSTAINABILITY WORKSHOP

Monday, April 14, 2025 | 8:00 AM – 6:00 PM

EXHIBIT HALL + EXPERT TALKS

Tuesday, April 15, 2025 | 9:00 AM – 6:00 PM

Wednesday, April 16, 2025 | 9:00 AM – 5:00 PM

OREGON CONVENTION CENTER | PORTLAND, OR

FOR MORE INFORMATION CONTACT:

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SOURCING WITH A CONSCIENCE

