



AFW AMERICAS FASHION WEEKTM
& TRADESHOW

November 11-15, 2024

Welcome to Americas Fashion Week (AFW) - where we celebrate the vibrant, colorful, and elegant tapestry of fashion from across the Americas. AFW is set to captivate the Magic City of Miami, Florida, from November 11-15th, 2024. Join us in this unique fashion journey, showcasing the fusion of centuries-old artisan techniques with contemporary influences.



Our Mission

Highlight and showcase the diversity of the Americas' fashion industry.

- ❑ United States
- ❑ Mexico
- ❑ Canada
- ❑ Central America
- ❑ South America
- ❑ Caribbean Island Nations

Unite buyers, designers, manufacturers, investors, suppliers, media, celebrities, models, and fashion influencers.

Present cutting-edge and sustainable garments & accessories to a global audience.



Fashion, Sourcing, Manufacturing, & Awards

- Live Runway Shows
- Awards Gala
- Networking Parties
- Educational Seminars
- Luxury Brand Exhibits
- Buying & Sales Opportunities

Why

We bring together buyers, designers, manufacturers, media, celebrities, models, and more, to highlight the ultimate in design and sustainability made in the Americas (Canada, USA, Mexico, Central & South America, and the Caribbean Island Nations) to clients worldwide.

When

November 11 - 15 2024
Additional activities and activations through the weekend after the Fashion Week Dates.

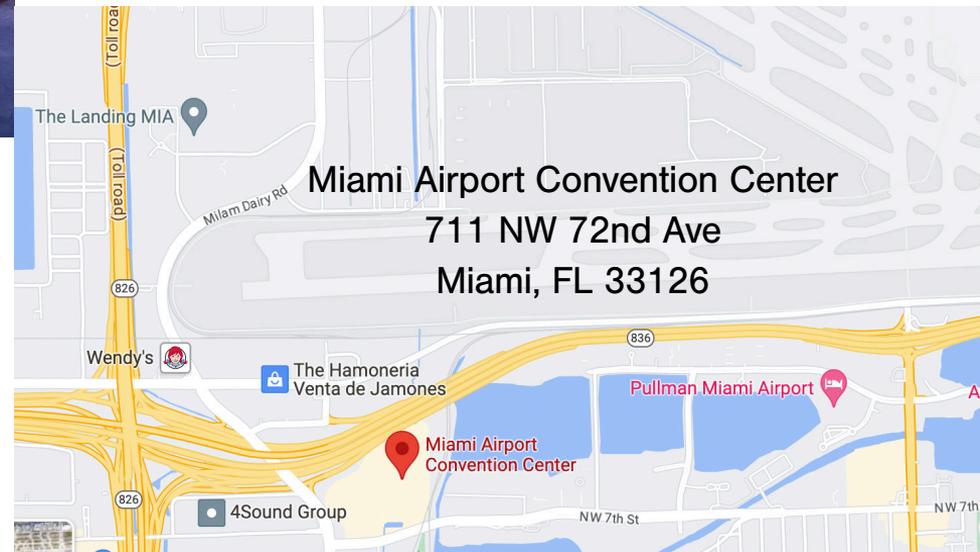
Where

The Miami Airport
Convention Center
(MACC)





- Enjoy over 172,000 sq ft of fashion expo
- Panels/Talks on the second floor of the MACC
- Stay at the DoubleTree Hotel on Location
- Minutes from Miami International Airport



AFW consists of producing three distinct events in one week including a speaker's series, nightly networking activations, and parties.

AFW AMERICAS FASHION WEEK
& TRADESHOW

AMERICAS SOURCING™

AMERICAS MODA™

AFA AMERICAS FASHION AWARDS™



AMERICAS MODA™

- Showcase designers from Canada, USA, Mexico, Central & South America, and the Caribbean.
- Perpetual runway shows during AFW Tradeshow hours and nightly networking activities.
- Exclusive opportunities for participating designers to present their collections.

AMERICAS SOURCING

- One-stop opportunity for designers and brands to source everything needed for market success.
- Turnkey packages, equipment, technologies, textiles, design, manufacturing, labels, packaging, shipping, and fulfillment.
- AFW Tradeshow is a hub for trade professionals to explore and engage within the industry.

AFA AMERICAS FASHION AWARDS™

Official closing event of AFW.

Networking reception, dinner, awards gala, and dance party.

Honoring industry greats from the past, present, and trend-setting mavericks.

Awards determined by the committee
and people's choice voters.

Fashion Show Runway Spot

\$12,000 Includes:

- Thirty (30) minute runway time
- Fifteen (15) models (Looks) provided
- Additional models (\$500.00 USD) each.
- Hair and makeup for the 15 models
- Lighting, Sound & Video Walls to project your video/brand message
- Video of the runway show
- Five (5) VIP tickets
- Digital & Traditional marketing in all media portals Americas Fashion Week utilizes.
- Press Alerts to participating media/influencer outlets

Tradeshow Booth

\$6,000 Includes:

- One (1) 10' x 10' tradeshow booth
- Two (2) VIP tickets to all AFW networking activities and Americas Fashion Awards Gala.
- Digital/Traditional marketing in all media portals Americas Fashion Week utilizes.
- Press Alerts to participating media/influencers outlets
- 1 on 1 meetings with participating buyers

**Combination Booth & Runway
Package Deal
\$15,000**

Country Pavilion

\$100,000 Include:

- Twenty (20) booths during AFW Tradeshow (Americas MODA & Americas Sourcing)
- Four (4) spots on The Perpetual Runway Show for Designers/Brands to showcase their collection.

Includes all the benefits outlined individually for each component of the Americas Fashion Week (AFW) (Americas MODA, Americas Sourcing and The Perpetual Runway Shows) at a discounted rate.

Contact us to customize your package with ad-ons and additional features.



Why Sponsor AFW?

Exposure

- Reach a diverse and global audience.
- Align your brand with cutting-edge fashion and sustainability.

Networking

- Connect with key industry players, retailers, brands, and influencers.

Recognition

- Position your organization as a supporter of innovation and excellence in fashion.



Sponsor/Partner Packages

	Title Sponsor negotiable(Exclusive Category)	Presenting Sponsor negotiable(Exclusive Category)	AFW Diamond Level \$100,000	AFW Platinum Level \$75,000	AFW Gold Level \$50,000	AFW Silver Level \$25,000	AFW Swag Bag \$20,000	AFW Lanyard & Badge - \$15,000	AFW Official Poster Sponsor - \$15,000
Branding, Marketing & Ads in Traditional & Digital Media	☑	☑	☑	☑	☑	☑	☑	☑	☑
Logo & Company on Signage Throughout The Event	☑	☑	☑	☑	☑	☑	☑	☑	☑
Blog Posts, Emails & Website Promotions	☑	☑	☑	☑	☑	☑	☑	☑	☑
Access to Americas Fashion Week Events	☑	☑	☑	☑	☑	☑	☑	☑	☑
1 Year Miami Brickell Chamber of Commerce Membership	☑	☑	☑	☑	☑	☑	☑	☑	☑
Pre & Post event Marketing.	☑	☑	☑	☑	☑	☑	☑	☑	☑
Access to VIP Lounge.	☑	☑	☑	☑	☑	☑	☑	☑	☑
VIP Passes	60	40	30	25	15	10	5	3	3
Commemorative Gift Bag & Official Event Poster Signed by the Artist *Option to Contribute a swag item for Gift Bag.	60	40	30	25	15	10	5	3	3
'10x10' display booth for your organization	4	3	2	1	1	1			
1 Minute Branded Video Commercial on the MBCC & Americas Fashion Week for Social Media & Email Lists	☑	☑	☑	☑					
Data Package & Information	☑	☑	☑	☑					
Host sponsor at networking Parties	☑	☑	☑	☑					
Street Banners throughout Miami Announcing The Festival (as per availability)	20	10	5	3					
Speaking Opportunity for Corporate Executives	6	4							

IMPORTANT SPONSORSHIP NOTICE

If you and your organization did not find a Sponsorship opportunity package in this deck, please feel free to contact us and together we can craft a custom made package in order for your brand to showcase and exceed your strategic Imperatives by partnering with Americas Fashion Week, Americas Moda, Americas Sourcing, and Americas Fashion Awards.

Thank You for your consideration..

For any questions, please feel free to
contact us:

Evelio Medina
Producer (AFW)
Americas Fashion Week
WhatsApp: +1 305-725-0707
info@americasfashionweek.com

Mildred Mattos
Director (AFW)
Americas Fashion Week
WhatsApp: +1 786-346-7532
info@americasfashionweek.com