



Serving as the go-to resource for the textile industry since 1990, ITMA has recently undergone a total rebranding, resulting in its new name: International Textile Alliance (ITA). After updating its vision and mission statements, the association and its board chose the name ITA for its ability to communicate the organization's many benefits beyond the Showtime Market—for which it is most closely associated.

Uniquely positioned at the center of the textile, leather and trimmings industries, ITA is focused on providing resources and opportunities to its membership that promote industry advancement through education, awareness, advocacy and technology. While the Showtime Market is a key benefit of membership, the organization provides a variety of leadership, networking and educational opportunities throughout the year. These events are designed to support individual member businesses, as well as advance the industry.

ITA is a non-profit business association, whose core membership consists of mills, converters, distributors, agents, tanneries, and trimming manufacturers that produce decorative coverings for the home furnishings industry and like manufacturers. All members are legal entities, which have full material and intellectual titles to the entire collections marketed. All members pay an annual membership fee, which provides the financial support needed to support the association's objectives and produce ITA Showtime.

M I S S I O N :

Advancing the textile industries through the promotion of education, networking and collaboration.

V I S I O N :

Uniquely positioned at the epicenter of the textile, leather and trimmings industries, ITA is focused on providing resources and opportunities to its membership that promote industry advancement through education, awareness, advocacy and technology.

V A L U E :

The ITA is the go-to resource for textile professionals. It offers leadership, networking and educational opportunities designed to support individual businesses and advance the entire industry.

International Textile Alliance
336-885-6842 \ info@InternationalTextileAlliance.org
305 W. High Ave., Floor 9 High Point, NC 27260
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Membership Levels

SPONSOR

(AVAILABLE TO MAJOR INDUSTRY SUPPLIERS)

Sponsors get the most out of Showtime with full ITA membership benefits and maximum exposure.

- Full benefits of ITA Membership
- Identified as a sponsor in all press releases and other publicity as it relates to Showtime
- Logo identification on Showtime website and mobile app
- Opportunity to host educational seminars during each Showtime
- Vertical strip ad in both December & June issues of Showtime Magazine
- Full page ad in Showtime Pocket Guide

CORE MEMBER

(FABRIC MILLS, CONVERTERS, LEATHER SUPPLIERS, TRIMMINGS MANUFACTURERS OR DISTRIBUTORS)

Only ITA Members are allowed to exhibit at Showtime. Join today!

- Participate in Showtime
- Access to buyer attendee list
- Free listing with logo in ITA Directory
- Free listing & exclusive advertising
 - Showtime Magazine
 - Showtime Pocket Guide
 - ITA/Showtime website & App
- Use of String & Splinter Membership
- Eligibility for Founders' Scholarship
- Internship Support
- Education and Advocacy

SUPPLIER MEMBER

For companies who wish to provide products and or services to ITA members and their customers.

- Participation in Showtime
- Free listing with logo in ITA Directory Supplier Section
- Free listing Showtime Magazine & Showtime Pocket Guide
- ITA/Showtime website & App
- Euro business card size ad in Showtime Magazine
- Two 2' x 4' tables in Supplier Section
- Signage

REP MEMBER

(REPRESENTATIVES OF ITA MEMBER COMPANIES)

We love representatives! Enjoy discounts and a COMPLETE listing in the ITA Directory and online at InternationalTextileAlliance.org

- Discounts on rental car/hotel, office supplies
- Furniture Market Access with IHFRA pin
- Insurance discount opportunities: personal property/liability, health, auto/home
- Service Discounts: mobile phones, shipping, legal
- Additional Discounts: trade publications, clothing, equipment/electronics
- COMPLETE listing in ITA Directory including non-member companies

ITA Membership Dues

Dues are based on the ITA's fiscal year, September 1 – August 31, and are renewed each September 1. ITA membership dues may not be pro-rated and are non-refundable.

- Sponsor** ○ Contact the ITA Office for more information

- Core Member** ○ **First time applicants** or returning companies who have had a lapse in ITA membership are **\$2,000.00**. Renewals for members joining in 2016 – 2017 are \$1,600.00. (based on invitation to renew)

- Supplier Member** ○ **\$1,600.00** current exhibiting package / \$800.00 non-exhibitor

- Rep Member** ○ **\$110.00** per year with anniversary date renewal

Application for ITA Membership

Companies wishing to become members of the ITA must apply in writing using the appropriate form, which must be filled in correctly, completely and legibly, dated and signed. Completed applications must be received by May 1 for consideration for inclusion in the June show and November 1 for inclusion in the December show. For an application to be considered complete it must be accompanied by the following:

1. Product samples that best represent the applicant's line, along with legal documentation of pattern ownership, or license to use such design, for the designs represented on such samples.
2. At least one letter of recommendation from a current ITA member in good standing.

Submission of an application for membership implies full and irrevocable acceptance of all of the regulations, terms, and conditions issued in connection with ITA Showtime including, without limitation, those contained within this ITA Compendium as the same may be modified from time to time in ITA's sole and absolute discretion. The ITA Board of Directors and organizers of ITA Showtime reserve the right to reject any application for membership, as well as exhibitor, product, service, or promotional material whose presence at ITA Showtime is not in accordance with the professional character, objectives, image, or prestige of the show.



MISSION :

Offering the most important biannual trade show dedicated to the growth and success of the textile industries.



MISSION :

Ensuring the future of the textile industries through education, scholarship and career development initiatives.

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Only ITA Members are allowed to exhibit at ITA Showtime. Suppliers to our members, manufacturers of textile related products, fiber producers, publishers of trade literature, etc. are also accepted under a Supplier Membership. *A separate membership is required for each brand and/or subsidiary of a corporation in order to receive ITA member benefits including participation in ITA Showtime®.*

What is ITA Showtime?

ITA Showtime is a semiannual tradeshow produced by and for the members of the International Textile Alliance (ITA). ITA Showtime brings all segments of the home furnishings industry together, in one place, at one time. This internationally acclaimed show offers the most thorough textile, leather, and trimming presentations in the United States. ITA Showtime is generally held during the first week of June and December each year.

Testimonials

“The only fabric show, completed fabric show, in the country.”
 -Farshad Melamed, Belagio

“Showtime is the core of our business.”
 -Melissa Anderson, Ramtex

“As a charter Showtime exhibitor, we’ve found that the expertise of the buyers continues to improve resulting in productive meetings and sales.”
 -Stefanie Wotton c/o Greg Tarver, Covington

“Great opportunity to see a large amount of customers in a short time...
 it’s the beginning of the process.”
 -Kyle Klawetter, Bartson

“Showtime is the perfect venue for us to be together as a company to refocus and present our products in the best possible light and to show the value that we offer.”
 -David Lappert, Robert Allen

ITA Showtime Buyers Include:

Furniture	Apparel	Costuming	Jobber
Retail	Accessories	Workroom	Table
Window	Hospitality	Outdoor	Pillow
Catalog	Transportation	Designer	Handbag

Exhibiting at ITA Showtime

After a successful application submission and acceptance to the International Textile Alliance is granted, your organization is eligible to participate in ITA Showtime. There are many options for exhibiting at ITA Showtime. Exhibit space can be permanent at the Market Square Complex or off-site. Temporary space is available in the Suites at Market Square in which a lease agreement with Market Square AC IV, LLC/ International Market Centers (IMC) is required. This location is currently leased for **\$12.00 per square foot**. All payments for the space and requested equipment will be made directly to Market Square AC IV, LLC/International Market Centers.

- a) All decisions on the allocation of temporary space are made by the organizers after due consultation with the exhibitors. However, no exhibitor shall be entitled to deem themselves released from their liabilities should it not be possible to assign them the desired stand.
- b) Provided their membership is current and the member is in good standing, exhibitors at a preceding show have first claim on their former space. When a larger space is requested, this first claim shall only hold insofar as it does not conflict with the rights of other exhibitors.
- c) Under no circumstances may an assigned space be completely or partly sublet to a third party without the prior formal written consent of the ITA Showtime organizers.



ITA Showtime Rules & Regulations

- Exhibitors and their staff must wear their trade show badges at all times during the trade show.
- Exhibitors must have at least one representative at their booth space at all times during trade show hours. No Exhibitor or staff shall stay on property after hours.
- All Exhibitor activities and displays must be contained within their assigned booth space. No displays shall exceed ten (10) feet in height. Exhibitors may not attach materials to or hang materials from columns within the showroom. Fabrics cannot be draped over or below any lights or sprinklers within the showroom. All displays must comply with applicable Fire Department rules.
- Exhibitors may not distribute advertising and/or publicity materials outside of their assigned booth space. Exhibitors may not solicit visitors in the halls or aisles between booths. Exhibitors are prohibited from using public address and/or speaker systems within booth spaces with an area of four hundred (400) square feet in size or smaller. Exhibitors can use monitors (with attached speakers) and/or demonstrate equipment at their booth space provided that the volume levels associated with the same do not constitute a nuisance to neighboring booths. ITA and/or showroom landlord personnel shall determine when and if such noises constitute a nuisance.
- Exhibitors are not permitted to dismantle their exhibits prior to 12:00 p.m. on the official closing date of any given ITA Showtime trade show. It is agreed that your display will remain intact and properly attended by you and/or your representative until such time. Any Exhibitor who begins dismantle prior to 12:00 p.m. on the official closing of the trade show shall forfeit their right of booth preference for the next ITA Showtime trade show and may, in ITA's sole and absolute discretion, may be prohibited from presenting at future ITA Showtime trade shows. May result in a fine. ***see addendum***

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ITA Showtime Rules & Regulations Continued

- Smoking is prohibited on the trade show floor, including in booths and common areas.
- Any Exhibitor found trespassing in another booth will be permanently dismissed from the trade show. All payments are non-refundable and non-transferable.
- Any Exhibitor copying, photographing, cutting or defacing any part of another Exhibitor's product or display will be permanently dismissed from the trade show and shall be prohibited from presenting at future ITA Showtime trade shows. All payments are non-refundable and non-transferable.
- Lack of adherence to any specific rules and regulations set forth by Market Square AC IV, LLC/ International Market Centers (IMC) in connection with ITA Showtime may constitute dismissal from the trade show and may result in prohibition from presentation at future ITA Showtime trade shows. All payments are non-refundable and non-transferable.



- All ITA Showtime Exhibitors agree and understand the strong respect that the ITA and other entities associated with the organization of ITA Showtime have for the intellectual property rights of all of its exhibitors. Exhibitors fully and completely agree that all fabric designs they shall exhibit at any particular ITA Showtime trade show are that Exhibitor's documentable sole and absolute intellectual property or, in the alternative, that Exhibitor is an authorized licensee of the intellectual property contained therein. Exhibitors agree that they will not exhibit any materials at any particular ITA Showtime trade show that infringe on the intellectual property of any third party, including other ITA Showtime exhibitors. Violation of this rule shall, in ITA's sole and absolute discretion, constitute grounds for the immediate removal of an Exhibitor from any particular ITA Showtime trade show, the termination of their ITA Membership as well as a prohibition on exhibiting at future ITA Showtime trade shows. In the event that any Exhibitor presenting at a particular ITA Showtime trade show is accused of displaying a product that infringes on the intellectual property rights of another exhibitor also presenting at that same ITA Showtime, all Exhibitors agree to the use of the following dispute resolution procedure: 1) Upon notification to ITA officials that one Exhibitor feels another Exhibitor is displaying a product with an infringing design both parties will be informed of the accusation; 2) Following notice of such accusation of infringement, all Exhibitors displaying a product bearing such specific questioned design shall be removed from display, including those shown by the Exhibitor alleging the claim; 3) Impacted Exhibitors shall have the opportunity to present clear and convincing documentary proof of ownership to ITA officials demonstrating an Exhibitor's ownership of or license to use such design; 4) ITA, following a good faith review of such documentary proof by an official of ITA's selection, in its sole and absolute discretion may elect to deem one Exhibitor's rights to a particular design to be superior to another and allow only such Exhibitor with superior rights to re-display the product in question; 5) If ITA's good faith review of such documentary proof of the ownership or license to a design AS PRESENTED BY BOTH EXHIBITORS is inconclusive AS TO WHICH EXHIBITOR HAS THE SUPERIOR CLAIM then all Exhibitors agree that all impacted products shall BE RETURNED TO display for the duration of the trade show and 6) All Exhibitors consent to ITA's role as decision maker within the context of such disputes and fully disclaim and waive and release any and all claims and causes of action that such duty.
- These general regulations are deemed to constitute a contract between the Exhibitors and ITA.

Addendum to ITA Showtime Rules & Regulations

As stated in the ITA Showtime Rules & Regulations... Exhibitors are not permitted to dismantle their exhibits prior to 12:00 p.m. on the official closing date of any given ITA Showtime trade show.

Out of respect for fellow ITA members and patrons of ITA Showtime, we expect all exhibitors to honor this rule. Any exhibitor who refuses to comply will be met with the following disciplinary action:

- First Offense: Exhibitor will receive a written warning.
- Second Offense: The exhibitor will receive a fine of \$3.00 per square foot of exhibit space. Fine must be paid prior to lease signing deadline or third offense discipline will take effect.
- Third Offense: Exhibitor will forfeit the right of booth preference for the next ITA Showtime trade show.

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