

DAX

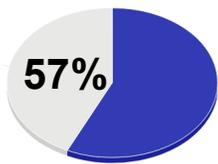
Decorated Apparel Expo

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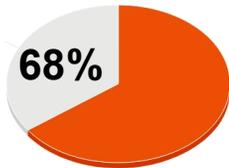


DAX at a Glance...

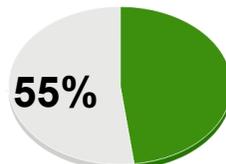
Reaching the *Right* attendees...



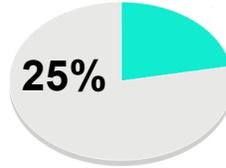
Screen Printers



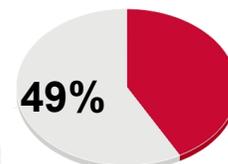
Embroidery Professionals



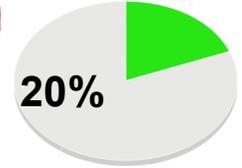
Heat-Applied Graphics



Sporting Goods

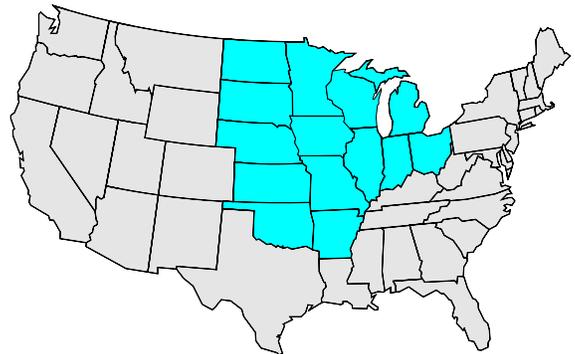


Digital Decorator



Advertising Specialty

Serving nearly 9,000 garment decorating professionals in an area other shows miss.



... at the *Right* price.

DAX **\$1899**

Others **\$3300+**

Cost of a single booth space

We've been where *you* are...

DAX is run by people who have worked in this industry and had exhibited at the other shows for many years.

Who Comes to DAX?

By Profession:

At an average DAX show our attendees identify themselves with these activities (more than one may apply per person)

Screen Printing	57%
Embroidery	68%
Heat-applied graphics	55%
Sporting Goods	25%
Digital Decorator	49%
Ad Specialty	20%

Average number of people from a single company attending a show:

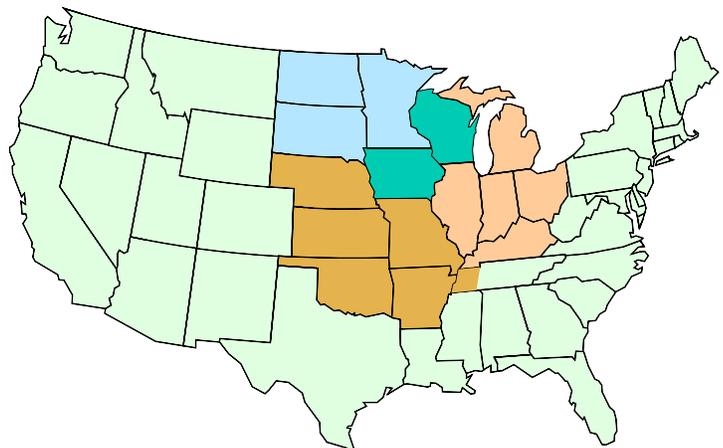
2.33 persons

By Region:

In 2019, DAX welcomed nearly **9,000 attendees** through the doors of 3 shows.

Kansas City	2634 attendees
Minnesota	2375 attendees
Chicagoland	3872 attendees

Studies for industries similar to ours show that between 91% - 97% of persons who attend a trade show will not attend another in the same year. **That means it's unlikely to meet DAX attendees at any other show**, and if you aren't here to show your product—you've likely lost your opportunity.



- States served primarily by Minnesota show
- States served primarily by Kansas City show
- States served primarily by Chicagoland show
- States served by multiple shows

2023:

The pandemic affected every aspect of our lives and economy. DAX attendance actually fared better than most trade shows, and some exhibitors reported their best trade show sales ever.

Kansas City	1927 attendees
Minnesota	1869 Attendees
Chicagoland	2857 attendees

Attendee demographics were not appreciably changed.

DAX Gives you MUCH More for Your Trade Show Dollar!

Booth Costs:

The efficiency gained from our vertically integrated structure enables us to provide a value that is completely unmatched in nearly *any* industry by *any other* show. While other shows charge a minimum of \$3300 per booth, our approach allows us to offer these rates per individual booth space:

\$1799 if reserved by 8/30/23

\$1849 if reserved by 12/31/23

\$1899 after 12/31/23

Additional discounts apply for companies renting 3 or more booth spaces at a show. A \$50 discount for paying booth fees by company check is also available*.

All the Trimmings—Included!

When you exhibit at DAX you get those attractive extras that other shows charge extra for, included at no additional cost:

- Enhanced exhibitor listing at our website with logo, contact information and even room for a video! - *No extra cost.*
- Placement in the 'Show Specials' list with logo and description of your show offering. —*No extra cost.*
- Placement in sidebar ads at our website —*No extra cost.*

Drayage & Labor:

No exhibitor is required to hire drayage or outside labor at a DAX show. You are encouraged to set your own booth! You can utilize the loading docks without charge and you may wheel or carry your materials into the exhibit hall.—No hassles. Drayage is available for items you ship to the show, and your materials will be waiting in your booth.

A Free Lunch!

Trade shows are all about hospitality, so why are some shows so inhospitable to exhibitors? At DAX we know that people don't sell well on an empty stomach. We provide up to 2 box lunches per booth rented on each show day. Our exhibitor / Attendee mixer after the show is unparalleled too.

Other Costs

We negotiate rates for electric, tables & chairs and other services for the best rates. While booth fees are just the beginning at most shows, that's not so at DAX. Most of our expo halls are even carpeted so you won't have to buy floor covering.

Locations

The vast majority of U.S. garment decorators operate in *suburbs* or *small towns*. They don't feel at home fighting downtown traffic, paying for parking, or pricey hotels to attend a trade show. DAX has found fantastic venues in less urban settings. DAX attendees don't pay for parking or put up with hassles getting to the show. They come in happy and ready to buy.

Lead Retrieval

Attendee badges are coded with a PDF417 barcode containing complete contact information. You can use your own equipment to scan badges, or rent from us for as little as \$100.

Isn't it time you enjoyed exhibiting at a trade show?

The logo for DAX is rendered in a bold, blue, sans-serif font. The letters are slightly shadowed and appear to be floating above a dark, horizontal brushstroke that has a textured, painterly quality. The overall effect is modern and energetic.

*Booth fees must be paid on time to receive discount

Dedicated to Garment-Decorating Professionals (but welcoming associated trades)

If you market a product to garment decorating professionals, then virtually every person on a DAX expo floor is a potential customer.

Some shows market to numerous industries, from screen printers to trophy makers, and that's not all bad, but DAX markets exclusively to:

- Screen Printers
- Embroidery Professionals
- Heat Applied Graphics
- DTG

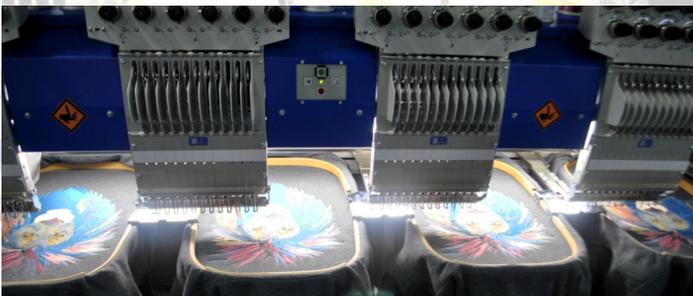
Our more narrow focus means that nearly every person who walks past your booth at a DAX show is a potential prospect. Yes, we get our share of ad specialty, sign shops and trophy dealers too—but only the ones who are also garment decorators or looking to expand.



Exhibitor Retention

Statistics for industry trade shows state that most shows boast 30% - 37% new vendors each year. That sounds great until you realize that this statistic indicates that at least 25% of vendors don't return!

At DAX, 91.7% of vendors at an average show return the next year. Most of our vendors have a record of exhibiting at DAX for more than 10 years, and 34% of exhibitors who exhibited in 1999 were still exhibiting in 2019.



Attendee Retention

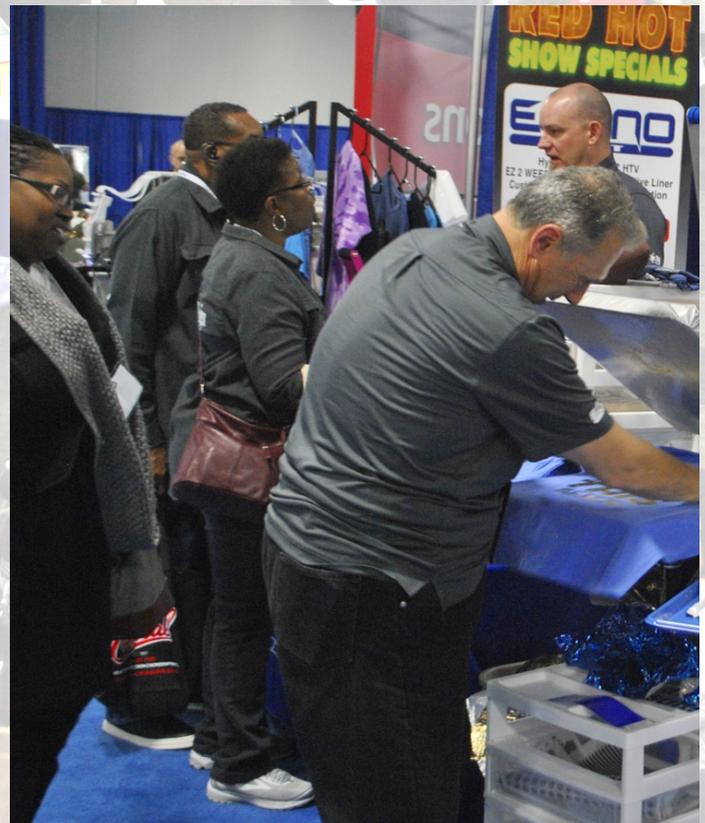
At an average DAX show, **30.6% of attendees will be attending a show for the first time.** (Presumably new to the industry)

That leaves 70% of attendees who attended a previous show and have *returned*. Of those persons:

- More than 40% returned 3 of the last 4 years.
- Roughly 8% have returned 8 out of the last 10 years

These are stable customers!

Statistics based on pre-pandemic shows



The *ONLY* vertically-integrated trade show run by professionals from this industry.

Vertically Integrated:

Unlike other trade shows, DAX uses vertical integration to create a more efficient operation. We have our own:

- **Print Shop:** The DAX print shop provides almost all printed materials the show consumes, from wide-format signage to screen printing on textiles or vinyl. We also have our own high-speed mailing equipment to save on advertising.
- **Software Company:** DAX absorbed SMR Software in 2008. SMR created the software that runs virtually every aspect of our show from our website to registration. Other shows spend tens of thousands—or even \$100,000—for registration service *at every show*.
- **Show Equipment:** DAX Owns it's own audio-visual equipment, registration desk / equipment, and sign making.

Our in-house capabilities make us more responsive to make changes and save us hundreds of thousands of dollars. We can pass our savings and efficiency on to you in the form of lower booth fees and complimentary services that other companies charge additional to provide.

Run by professionals from our industry:

DAX president, Scott M Ritter printed his first shirt in 1975, then opened what would become a chain of custom printing / embroidery stores in 1983, offering contract embroidery by 1987.



He is the author of over 200 articles featured in Printwear Magazine, The Press, Impressions, Embroidery Business News, Shirts Illustrated and ScreenPlay magazines since 1990. Scott served on the Board of Directors of SGIA and was a long-term speaker at most industry shows for more than a decade.

Scott began programming software in 1971 and created SMR Software in 1991. SMR Software's flagship product: *Pricelist Professional* was in use in roughly 2000 screen printing / embroidery shops worldwide at the turn of the century.



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