



International Exhibition of Light Industry

13 14 15

NOVEMBER 2026

Organizer

prom[®]
EXPO

Co-Organizer



General Support



Sports and Concert Complex
After Karen Demirchyan

OBJECTIVE

The project aims to establish a collaborative platform that fosters the sustainable development of Armenia's textile and light industry by bringing together local and international manufacturers, designers, investors, industry experts, and other relevant stakeholders. The exhibition will serve as a strategic vehicle for facilitating business partnerships, promoting the exchange of knowledge and best practices, showcasing innovative solutions, enhancing the international visibility of Armenian products, stimulating export growth, and strengthening international cooperation within the sector.

EXPECTED RESULTS

The exhibition will contribute to strengthening business cooperation among companies operating in the sector, expanding access to new markets, and increasing export and investment opportunities, while reinforcing the position of Armenia's textile and light industry in international markets. It is also expected to foster new partnerships, promote the development of trade relations, enhance the global visibility of the sector, and improve the competitiveness of Armenian products.

MAIN EXHIBITION SECTORS

- Apparel Manufacturing and Fashion
- Knitwear and Hosiery Production
- Textiles and Fabrics
- Home and Technical Textiles
- Yarns
- Raw Materials and Supplies
- Leather and Fur Products Manufacturing
- Fashion Accessories and Sewing Notions
- Textile and Garment Machinery and Technologies
- Packaging, Logistics, and Supply Chains
- Sustainable and Circular Production
- Design and Fashion Industry Organizations



TERMS OF PARTICIPATION

Registration Fee: AMD 80,000 *Mandatory Fee

The price includes:

Placement of company information in the official digital exhibition catalog

Promotion of the participating organization through the exhibition's official social media platforms

2 Badges



TERMS OF PARTICIPATION

Unequipped Exhibition Space

1 sq. m – AMD 60,000 (excluding stand construction)

The price includes:

Exhibition space in the hall
One table and two chairs
220V power supply (up to 2 kW)
Area security
Cleaning of the exhibition space

** Construction of a custom exhibition stand is mandatory.*



STAND CONSTRUCTION TERMS

Official Stand Construction Partner of the Event: Prom Expo Company

The exhibitor has the right to engage third parties for the construction and design of the exhibition stand only with the approval and authorization of the Organizer.

The engaged individual or organization must apply to PromExpo Company at least 15 working days prior to the commencement of stand construction and sign a stand construction and authorization agreement.

TERMS OF PARTICIPATION

Unequipped Exhibition Space

1 sq. m – AMD 48,000 (excluding stand construction)

The price includes:

Exhibition space in the hall
One table and two chairs
220V power supply (up to 2 kW)
Area security
Cleaning of the exhibition space

** Construction of a custom exhibition stand is mandatory.*



STAND CONSTRUCTION TERMS

Official Stand Construction Partner of the Event: Prom Expo Company

The exhibitor has the right to engage third parties for the construction and design of the exhibition stand only with the approval and authorization of the Organizer.

The engaged individual or organization must apply to PromExpo Company at least 15 working days prior to the commencement of stand construction and sign a stand construction and authorization agreement.

TERMS OF PARTICIPATION

Equipped Area

1 sq. m – 80,000 AMD (standard booth construction)

Minimum area – 9 sq. m

The price includes:

Indoor exhibition space

Advertising backdrop (3 m height, printed)

One table and two chairs

220V power supply (up to 2 kW)

Waste bin

Exhibition area security

Area cleaning

** In case of building a special stand, 1m2 - 60,000 AMD (without back wall)*



TERMS OF PARTICIPATION

Equipped Area

1 sq. m – 64,000 AMD (standard booth construction)

Minimum area – 6 sq. m

The price includes:

Indoor exhibition space

Advertising backdrop (3 m height, printed)

One table and two chairs

220V power supply (up to 2 kW)

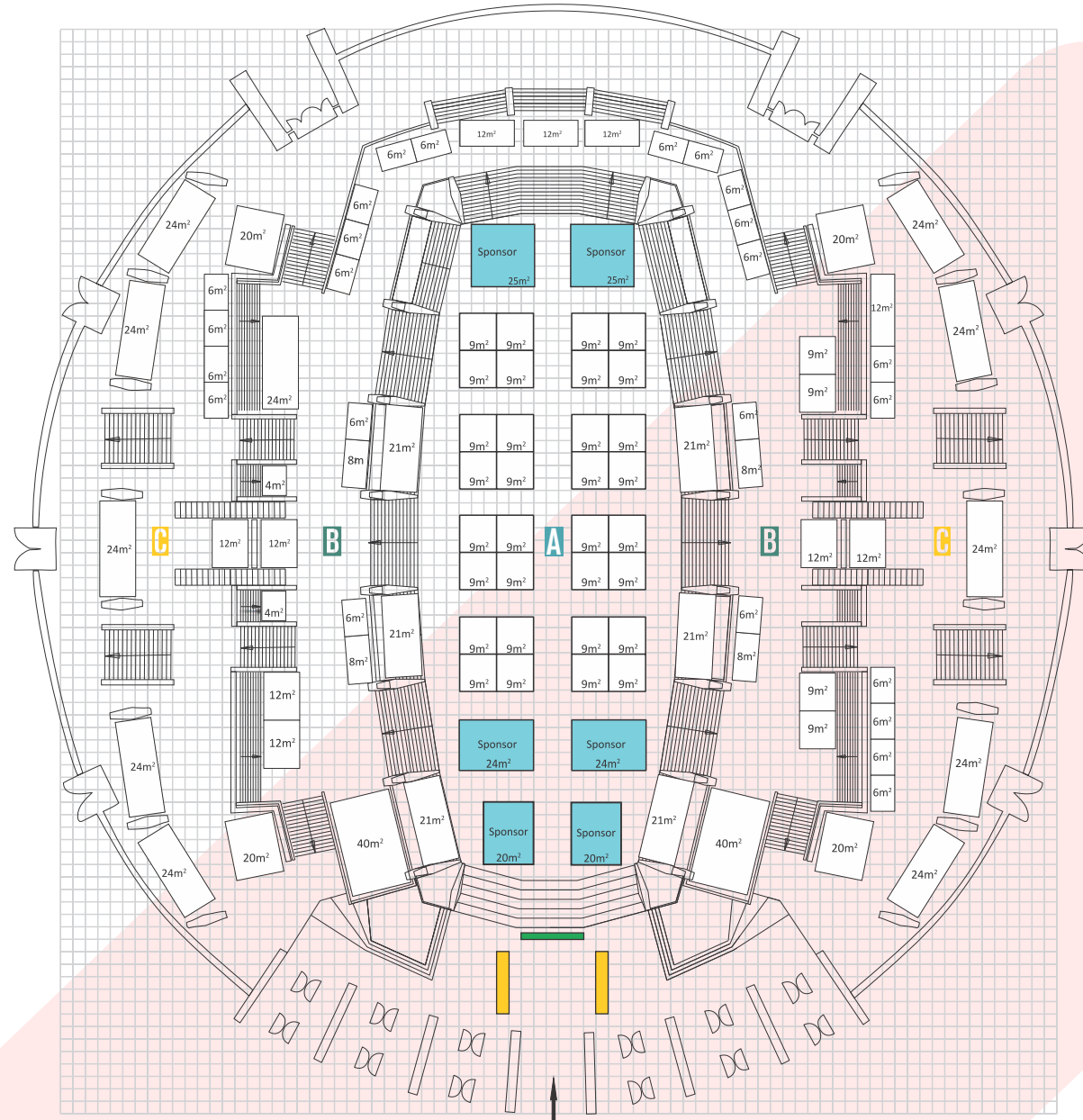
Waste bin

Exhibition area security

Area cleaning

** In case of building a special stand, 1m2 - 60,000 AMD (without back wall)*





ENTER

SPONSORSHIP PACKAGES

	Sponsors	Official sponsors	Main sponsor
	5,000,000 AMD	12,000,000 AMD	25,000,000 AMD
Exhibition space	✓ 10 m ²	✓ 30 m ²	✓ 50 m ²
Promotional campaign coverage			
• Television	–	–	✓
• Radio	–	✓	✓
• Headlines / press features	–	✓	✓
• Advertising billboards	✓	✓	✓
• Printed materials	✓	✓	✓
• Online advertising	✓	✓	✓
• SMS messaging	✓	✓	✓
Logo placement			
• On banners of the event website	✓	✓	✓
• In advertising materials with status indication	✓	✓	✓
• On exhibition invitations	–	✓	✓
• On posters, website, and social media pages	✓	✓	✓
• On badges	–	–	✓
• In event video materials	✓	✓	✓
During the event			
• Commemorative sponsor gift	–	–	✓
• Opportunity to speak at the official opening ceremony	–	✓	✓
• Opportunity to speak at the closing ceremony	✓	✓	✓
• Media coverage by journalists	–	–	✓
• Booth coverage by invited participants and business visitors	–	–	✓
• Hosting a guest representing the brand from abroad	–	–	✓

PROPOSED INDIVIDUAL OPPORTUNITES

Exclusive Gala Dinner Partner for VIP Business Networking	3,000,000 AMD
Branded Charging Station with Hashtag Activation	2,500,000 AMD
Branding of Digital Screens in Zones B and C	1,800,000 AMD
Branding on Wi-Fi Landing Page in Main Lobby	1,500,000 AMD
Custom Branded Bags (100 pcs)	1,200,000 AMD
Advertising Banner Placement (Zone A, D – 14–72 m²)	400,000 - 1,000,000 AMD
30-min Product Presentation in Thematic Hall (50–90 people)	720,000 AMD
Branded Bottled Water (500 pcs)	500,000 AMD
Floor Signage with Company Logo and Number (25 pcs)	500,000 AMD

WHY PARTICIPATE?

1. **Entering New Markets and Acquiring New Customers**The ArmTex exhibition provides an opportunity to meet local and international buyers, distributors, retail chains, and business partners, expanding sales and export opportunities.
2. **Establishing Business Partnerships**Participants can establish direct connections with manufacturers, suppliers, investors, and industry organizations, creating a foundation for long-term and mutually beneficial cooperation.
3. **Increasing Brand and Product Awareness**ArmTex offers a unique opportunity to showcase company products, new collections, and technological solutions to a professional audience and the general public.
4. **Market Feedback and Insights**ArmTex enables manufacturers to receive direct feedback from potential customers and industry professionals. This feedback can be invaluable for improving and developing products, as well as understanding market trends and consumer demand.
5. **Customer Engagement**ArmTex provides participants with a unique opportunity to interact directly with consumers, answer their questions, address their concerns, and create memorable experiences. This can help build brand loyalty and foster long-term customer relationships. The event will also welcome invited international guests and organizations.
6. **Access to International Expertise and Innovations**Participants will have the opportunity to explore the latest industry trends, new technologies, equipment, and modern management approaches.
7. **Expanding Export and Investment Opportunities**ArmTex will bring together international delegations, trade organizations, and investors, contributing to the development of new contracts, investment projects, and joint ventures.
8. **Becoming Part of Armenia's Leading Industry Platform**Participation in the ArmTex exhibition will allow companies to position themselves as active and competitive industry representatives, strengthening their reputation and presence in both local and international markets.



CONTACT INFORMATION



+ 374 91 777 051

promexpo@promexpo.am

www.promexpo.am

+ 374 44 929 298

info@tiof.am

www.tiof.am