

# Press

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## Contact

Techtextil North America  
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## Early Bird Registration Now Open for Techtextil North America 2021

ATLANTA, GA – March 16, 2021 – Early bird registration for [Techtextil North America 2021](#), being held August 23-25, 2021 in Raleigh, North Carolina, has officially opened.

Techtextil North America's tiered pricing structure provides significant savings to those who register in advance. All Symposium registrations include three days of exhibit hall access. Early bird pricing ends on April 15<sup>th</sup>, so be sure to take advantage of the below savings before it's too late!

- **\$650 for Full Symposium** pass, offering the best value for education
- **\$350 for One Day Symposium**, Monday, August 23<sup>rd</sup> or Tuesday, August 24<sup>th</sup>
- **\$115 for One Day Symposium**, Wednesday August 25<sup>th</sup>
- **\$65 for Exhibit Hall only**

Decision makers from all of the major industries that touch technical textiles and nonwovens attend Techtextil North America to conduct business and discover the latest product developments and industry trends. After the most successful odd-year show to date in 2019, and as the first major textile industry tradeshow in the US since COVID-19 shut down tradeshows in 2020, this year's event will bring together leading manufacturers, suppliers and service providers with industry executives, buyers, engineers, technical directors, plant managers, product development managers, and more to resume in-person business interactions over three days of networking, education & innovation.

## Show Highlights

**Premier Symposium:** The Techtextil North America Symposium provides attendees the opportunity to listen and learn from industry leaders and subject matter experts as they discuss some of the most pivotal advancements in research and technology and shed light on the current global economic state and its effects across industries. Those who purchase symposium passes will have the chance to attend sessions on topics including:

- Reinventing and Reimagining the Supply Chain
- Digital Transformation Strategy
- Government Laws and Regulations
- Sustainability in Laundering and Textile Care
- Circular Economy
- Fabric and Materials ID
- Nonwovens and PPE

Full session descriptions and speaker announcements coming soon!

**Tech Talks:** A must-attend complimentary feature at Techtextil North America, Tech Talks will feature a line-up of complimentary mini-sessions and panel-style discussions highlighting groundbreaking technical advancements across industries.

**The Lab:** The Lab will return to Techtextil North America after its debut in 2019 to standing room only crowds. These show-floor mini sessions will address the latest in textile testing and standards. Participation in The Lab provides exhibiting companies with amazing opportunities for additional exposure and gives visitors the chance to experience textile testing first hand and educate themselves on the latest in industry standards.

**Student Research Poster Program:** The Poster Program has become a must visit show floor attraction for visitors at Techtextil North America. The program is open to undergraduate students, as well as those pursuing their Master's or Ph.D. Students from around the world will have a platform to share their research findings with peers and potential employers/sponsors, and a chance to present their research in front of a captive audience during the three days of Tech Talks on the show floor.

**Texprocess Americas Pavilion:** This year, Techtextil North America will include the first-ever Texprocess Americas pavilion, supported by SPESA, featuring

machinery, equipment, and technology suppliers for the sewn products industry. In lieu of a Texprocess Americas event in 2020, the pavilion at Techtextil North America 2021 is designed to foster new business opportunities and strategic partnerships across industries. Leaders from across the industry will be given the chance to meet, learn, and see equipment functionality firsthand.

Advanced pricing will begin on April 16<sup>th</sup>, 2021, and standard pricing will run from June 19<sup>th</sup> through the last day of the show. Full pricing details can be found on the show's [website](#). Additional discounts are available for students and military, for discount inquiries, contact:

[peyton.rowe@usa.messefrankfurt.com](mailto:peyton.rowe@usa.messefrankfurt.com).

Registration can be accessed [here](#). For more information on the upcoming edition of Techtextil North America, August 23-25, 2021 in Raleigh, North Carolina, please visit: [www.techtextilna.com](http://www.techtextilna.com).

To receive the latest updates and announcements, from show features to new exhibitors, to educational content and more, subscribe [here!](#)

#### **Stay connected:**

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#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide

range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com).

\* preliminary figures 2020

Messe Frankfurt North America is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces and manages 10 shows within the United States, Canada and Mexico. In addition to Techtextil North America, the North American portfolio of events includes Texworld New York, Apparel Sourcing New York, Home Textiles Sourcing, Texprocess Americas, The Clean Show, INA PAACE Automechanika Mexico City, Waste & Recycling Expo Canada, Festival of Motoring US and PROCESS EXPO.

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