



AJ MAGAZINE

INTERNATIONAL FASHION EXCHANGE

23 - 25 AUGUST, 2019

event organized by ALITI Productions & Talent Agency (USA | UAE)

INTERCONTINENTAL
KANSAS CITY AT THE PLAZA
401 Ward Parkway
Kansas City, Missouri 64112, USA



THE AJ MAGAZINE INTERNATIONAL FASHION EXCHANGE, KC (IFXKC)

AJ Magazine is pleased to present its first annual international fashion showcase and exhibition:

THE AJ MAGAZINE INTERNATIONAL FASHION EXCHANGE, KC (IFXKC)

Date: 23 - 25 August, 2019

Venue: INTERCONTINENTAL KANSAS CITY AT THE PLAZA

Kansas City, MO 64112, USA

The event will provide a rich array of international cultural display on the runway, the first event of its kind to ever be seen by the Kansas City community.

Attendees should expect to step into an atmosphere filled with designers, exhibitors, models and guests from all over the world; inclusive of international ambassadors and embassy consul-generals, business professionals, media representatives from our local Kansas City media outlets, international media professionals and bloggers.



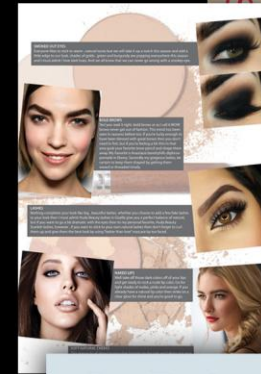


AJ FASHION & LIFESTYLE MAGAZINE

AJ Magazine was first published in Kansas City, Missouri in August 2016.

Each publication is carefully compiled with vibrant images and high-quality writing to provide its readers with engaging stories that cover topics ranging from fashion, to culture, to art, music, fine dining, motherhood, education, world issues, hospitality and tourism, and more.

The launch of its first publication propelled AJ Magazine into being a part of the leading frontier that exposes the world to the exuberant fashion, lifestyle and culture of Kansas City, Missouri; while simultaneously bringing bits of the world to Kansas City, Missouri one publication at a time.





MAHJABEEN (JAY) ZAIDI

Founder, owner and Editor in Chief, Mahjabeen (Jay) Zaidi has found her passion in life by connecting people all over the world via the variety of events she has previously conducted in Kansas City, Missouri. Her passion to share the fashion and culture of Kansas City, Missouri with the rest of the world, and to be able to bring the international nature of fashion to the doorstep of every US resident, lead to the launch of AJ Fashion & Lifestyle Magazine.

A philanthropist by nature; aside from being the Owner and Editor in Chief of AJ Magazine, Jay handles the international chapter for the AZAD FOUNDATION (www.azadfoundation.org) – Azad Foundation Worldwide. The Azad Foundation is an international organization that has partnered with UNICEF, the British Council, Social Welfare Department, the National Commission on Child Welfare and Development (NCCWD), and many other implementation and strategic partners to keep children all over the world off the streets.

Jay was also the Commissioner to the Pakistan Chapter for the Ethnic Enrichment Commission of Kansas City, Missouri; which is comprised of members from 66 different countries and ethnic groups. She has hosted several events under this title; such as the annual Indian-Pakistani cultural event at the Nelson-Atkins Museum of Art.

Jay is excited to be acquiring the events management services from ALITI Productions & Talent Agency (www.alitipt.com) to conduct the first annual AJ Magazine International Fashion Exchange in Kansas City, Missouri (IFXKC); the first of many AJ Magazine fashion and lifestyle events to come.



EVENT AGENDA

The AJ Magazine International Fashion Exchange, KC (IFXKC) is an event designed to bring the world to Kansas City, Missouri, and to showcase the beauty of Kansas City to the world.

This three day event will consist of an opening ceremony to remember; highlighting the cultural diversity of the event. There will also be two days of all-day exhibitions; further boosting the commerce and trade opportunities between Kansas City, Missouri and the rest of the world.

The gem of the event's agenda will be the evening runway showcase of our guest designers' collections, and the festivities will conclude on the third day with a closing banquet.



AJ MAGAZINE INTERNATIONAL FASHION EXCHANGE KC

DATE: 23 - 25 August, 2019

VENUE: INTERCONTINENTAL KANSAS CITY AT THE PLAZA
Kansas City, MO 64112, USA

EVENT AGENDA

DAY 1 – FRIDAY

- Opening Ceremony

DAY 2 – SATURDAY

- Exhibition
- Runway Shows

DAY 3 - SUNDAY

- Exhibition
- Closing Banquet
 - o Panel Discussions



DESIGNERS

AJ Fashion and Lifestyle Magazine proudly uses its publications to provide its readers with a window to view the rest of the world, and further brings to light the rich culture of the Kansas City region.

AJ Magazine has collaborated with ministries and embassies from all over the world to bring designers from the following countries to showcase their collections in Kansas City, Missouri this 2019:

1. NORTH AMERICA:

- o USA – KC & NATIONWIDE
- o CANADA
- o MEXICO

2. SOUTH AMERICA:

- o BRAZIL
- o VENEZUELA
- o ARGENTINA

3. EUROPE:

- o UK
- o FRANCE
- o ITALY

4. ASIA:

- o PAKISTAN
- o UAE
- o THAILAND

5. OCEANIA:

- o AUSTRALIA
- o FIJI
- o INDONESIA

6. AFRICA:

- o NIGERIA
- o GHANA
- o KENYA





EXHIBITION

As a magazine born to the region of Kansas City, AJ Magazine's mission is to contribute to the growth of the community in every way possible. It is for this reason that AJ Magazine has incorporated an exhibition into the IFXKC's line of events to contribute to the further stimulation of the Kansas City economy.

Exhibitors from all over the world will be flying down to Kansas City, Missouri to exhibit their goods and services; in-turn providing national and international purchasing and supplier trade opportunities to our exhibiting and attending Kansas City local businesses.





MEDIA

To document what will be an epic moment for the Kansas City region, AJ Magazine is determined to ensure that The AJ Magazine International Fashion Exchange, KC (IFXKC) will receive media coverage from our local Kansas City news broadcasting stations, media outlets from across the nation and from the international countries our guest designers will be flying in from.

A press release will be conducted to further highlight the nature of the event, to give credit to the event's partners and sponsors; whose support will ensure that the vision for this event is brought to life, and to provide an interview opportunity for the local designer who will be representing not only Kansas City, Missouri, but the USA, down The AJ Magazine International Fashion Exchange, KC (IFXKC) runway.



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23-25 AUGUST 2019

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SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR: \$20,000USD

BENEFITS:

1. Will receive the credit of being the event's "Main Sponsor" for the first event of its kind in Kansas City, Missouri;
2. VIP guest seating for 5 company representatives at the event opening ceremony;
3. VIP guest seating for 5 company representatives at the runway shows;
4. Exposure of company's sponsorship weight, products and/or services to the attending 500+ KCMO and nationwide guests;
5. Company logo to be projected on the runway prior to the commencement of the event;
6. Brief company advertisement provided by company or created by the AJ Magazine team to be projected on the runway at the intermission of the opening ceremony;
7. Speaking opportunity for company representative at the launch of the event's runway shows;
8. Company logo and products/or services will be projected on the runway in between runway shows;
9. Announcement by emcee to inform guests where company's products and/or services can be purchased prior to the closing of the event;
10. Company logo will be displayed on site on all event branding and marketing material;
11. Company logo to be enlarged and highlighted in comparison to other logos on the event's photo pop-up wall (stand) at the entrance of the event;
12. Company logo & contact information will be present in the event brochure that will be handed out to all attending guests to take home;
13. Company brochure and/or gift will be placed in event gift bags to be handed out to attending guests;
14. Company will receive further nationwide and international media exposure via the event's media coverage;
15. Company representative will be interviewed by nationwide and international media post event;
16. Company logo and website link will be displayed on all AJ Magazine website and social media platforms;
17. Company AD will be displayed on all AJ Magazine social media platforms;
18. Images of company's products and/or services will be displayed on all AJ Magazine social media platforms;
19. Company will have access to the event's professional video footage via the AJ Magazine YouTube channel;
20. Company will receive event photographs from the event to add to Company's professional portfolio;
21. 5 FREE VIP Access Passes to the AJ Magazine International Fashion Exchange, KC (IFXKC) After-Party.



GOLD SPONSOR: \$10,000USD

BENEFITS:

1. Will receive the credit of being a sponsor for the first event of its kind in Kansas City, Missouri;
2. VIP guest seating for 4 company representatives at the event opening ceremony;
3. VIP guest seating for 4 company representatives at the runway shows;
4. Exposure of company's sponsorship weight, products and/or services to the attending 500+ KCMO and nationwide guests;
5. Company logo to be projected on the runway prior to the commencement of the event;
6. Company logo and products/or services will be projected on the runway in between runway shows;
7. Company logo will be displayed on site on all event branding and marketing material;
8. Company logo to be highlighted in comparison to other logos on the event's photo pop-up wall (stand) at the entrance of the event;
9. Company logo & contact information will be present in the event brochure that will be handed out to all attending guests to take home;
10. Company brochure and/or gift will be placed in event gift bags to be handed out to attending guests;
11. Company will receive further nationwide and international media exposure via the event's media coverage;
12. Company logo and website link will be displayed on all AJ Magazine website and social media platforms;
13. Company AD will be displayed on all AJ Magazine social media platforms;
14. Images of company's products and/or services will be displayed on all AJ Magazine social media platforms;
15. Company will have access to the event's professional video footage via the AJ Magazine YouTube channel;
16. Company will receive event photographs from the event to add to company's professional portfolio;
17. 4 FREE VIP Access Passes to the AJ Magazine International Fashion Exchange, KC (IFXKC) After-Party.



SILVER SPONSOR: \$5,000USD

BENEFITS:

1. Will receive the credit of being a sponsor for the first event of its kind in Kansas City, Missouri;
2. VIP guest seating for 3 company representatives at the event opening ceremony;
3. VIP guest seating for 3 company representatives at the runway shows;
4. Exposure of company's sponsorship weight, products and/or services to the attending 500+ KCMO and nationwide guests;
5. Company logo to be projected on the runway prior to the commencement of the event;
6. Company logo to be displayed on the event's photo pop-up wall (stand) at the entrance of the event;
7. Company logo & contact information will be present in the event brochure that will be handed out to all attending guests to take home;
8. Company brochure and/or gift will be placed in event gift bags to be handed out to attending guests;
9. Company will receive further nationwide and international media exposure via the event's media coverage;
10. Company logo and website link will be displayed on all AJ Magazine website and social media platforms;
11. Images of company's products and/or services will be displayed on all AJ Magazine social media platforms;
12. Company will have access to the event's professional video footage via the AJ Magazine YouTube channel;
13. Company will receive event photographs from the event to add to company's professional portfolio;
14. 3 FREE VIP Access Passes to the AJ Magazine International Fashion Exchange, KC (IFXKC) After-Party.



BRONZE SPONSOR: \$2,500USD

BENEFITS:

1. Will receive the credit of being a sponsor for the first event of its kind in Kansas City, Missouri;
2. VIP guest seating for 2 company representatives at the event opening ceremony;
3. VIP guest seating for 2 company representatives at the runway shows;
4. Exposure of company's sponsorship weight, products and/or services to the attending 500+ KCMO and nationwide guests;
5. Company logo to be displayed on the event's photo pop-up wall (stand) at the entrance of the event;
6. Company logo & contact information will be present in the event brochure that will be handed out to all attending guests to take home;
7. Company brochure and/or gift will be placed in event gift bags to be handed out to attending guests;
8. Company will receive further nationwide and international media exposure via the event's media coverage;
9. Company logo and website link will be displayed on all AJ Magazine website and social media platforms;
10. Company will have access to the event's professional video footage via the AJ Magazine YouTube channel;
11. Company will receive event photographs from the event to add to company's professional portfolio;
12. 2 FREE VIP Access Passes to the AJ Magazine International Fashion Exchange, KC (IFXKC) After-Party.





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