

'Know Your Designer, Know Your Fashion'

EcoRunway is Changing the Landscape for Fashion



Virtual EcoRunway Showcase (VERS), is an effort to enable and strengthen the critical connection between Eco Fashion Sellers, Buyers, and Investors worldwide.

VERS is a fast growing international B2B network of Individuals, Enterprises and Organizations in Fashion Industry and Eco Commerce.

VERS raises awareness, educates, reduces barriers to market entry, brings Eco Design into mainstream markets - achieves the following:

- Accelerates the transfer of Eco Innovation
- Demonstrates the Benefits of Eco Design
- Communicates to Targeted Audiences
- Cultivates Sustainability and Resilience
- Empowers and Inspires
- Fosters Eco Innovation
- Stimulates Demand
- Builds Connections
- Boosts Commerce
- Expands Access
- Creates Jobs

Why VERS?

There is a fast growing interest in Eco Lifestyle and demand for Eco Fashion worldwide. To make the most of local and regional opportunities, the Chamber of Eco Commerce (CEC) is producing Virtual EcoRunway Showcase (VERS), and enabling more effective marketing of Eco Fashion.

What is VERS?

VERS is an international collaborative marketing and learning platform for individuals and organizations.

VERS brings together industry leaders and learners, pioneering B2B marketing and education portal committed to business growth within global marketplace.

VERS showcases the most innovative and compelling Eco Design, through online events.

Events

VERS offers individuals an opportunity to gather and network. VERS delivers Designers and their latest Eco-inspired collections. Key audience include buyers of fashion, and executives and financiers. VERS fosters trade, investment and strategic partnerships. Each event is unique, featuring cutting edge designers, powerful speakers and a panel of experts, along with plenty of networking opportunities.

Fashion Shows

VERS features Eco Fashion, designers, brands, emerging companies, and technology. The live and online events draw audiences across communities, industries, and continents.

Executive Forums

VERS selects Designers and invites them to pitch their unique business concepts to Eco Commerce and Fashion industry Executives and Financiers.

Education

VERS workforce training program presents cutting edge topics and solutions to industry professionals, featuring emerging technology, marketing strategies, resilience, fundraising, and more.

News

VERS reports on current activities in the emerging business arenas sharing success stories and offering exclusive interviews with industry leaders and topics of interest from the experts around the planet.

Partners

VERS partners include: Individuals, enterprises, and organizations in Fashion, Finance, Technology, Retail, Luxury, Marketing PR, Media, Entertainment, Food and Beverage, Trade, NGO, Non-profit, Government.

VERS attracts audiences through hosted live and online events, special sales promotions, and social media marketing efforts, and giving back to community projects through for-profit and non-profit partners.



World Tour 2013-16

The EcoRunway World Tour is produced by Chamber of Eco Commerce (CEC). The tour strives to film events with the overall goal of raising awareness of Eco Lifestyle and increasing demand for Eco Fashion.

CEC works with enterprises, trade organizations, foundations, and higher education institutions, to recruit and develop local talent, and provide an avenue for firms, entrepreneurs and students to effectively market their Eco-inspired products to motivated buyers, and business opportunities to accredited investors.

As part of our commitment to grow demand for Eco Fashion, our marketing strategy involves working with key business decision makers across communities, industries, and continents, to create new sales and networking opportunities. We accomplish this by attracting customers through hosted live and online events, special sales promotions, and social media marketing efforts, and giving back to community projects through for-profit and non-profit partners.

What to Expect For the VERS?

The combined efforts of the production team and industry partners help VERS strive to produce inspiring events with the overall goal to bring more awareness to Eco Design, Innovation and Commerce.

Mentoring

We inspire Designers to create more Eco collections, and help helps them market and to formulate collections to meet specific Eco standards and requirements.

Official Salon

We help transform the look of the models, on and off the Runway, with Eco creative.

Consulting Stylist

We bring in the latest Eco Fashion styles to each promotional shoot.

Decor & Set Design

We inject Eco Inspired art and aesthetic to Runways, VIP lounges and special events.

Official Photographer

We produce the promotional posters, flyers and other event visuals.

Event Photographer

We capture Eco-inspired events.

VERS Live Event (by invitation only)

VIP event with its exclusive Launch Party and Designer Showcase featuring cutting edge designers, sponsors, and members of local Eco Fashion community. Models are styled by local Designers.

Designers

If you have Eco Collection, you want to show off, VERS is a Must-Attend event! You can showcase your collection, and attend VERS Pitching Workshop. During this workshop we will completely deconstruct your elevator pitch, and work with you on formulating a clean and concise elevator pitch giving the important information that buyers and investors NEED to hear to make an educated decision on your collection/company!

Then you get to give your new 3 Minute Elevator Pitch in person to the Panel of Buyers and Investors during the event! There is limited number of spaces in each Workshop. Bring your latest in Eco Fashion!

Interested in Meeting Decision Makers and Members of the Press?

If you are a Designer, Marketing Professional, Buyer, or Investor, VERS is a Must-Attend-event!

Agenda - two panels for the day:

1. Growing Your Business

Smarter Marketing

We will be discussing trends, unique challenges and opportunities in marketing: things that are most important to Business/Designers when they are selling their products, and Buyers when they are considering a purchase; the best and worst things a designer, an entrepreneur, a sales professional can do to get attention and grow their business; additional advice for entrepreneurs and business leaders; and, of course, the best ways to reach motivated buyers.

2. Access to Funding

Early-Stage Investing, protecting your Innovation/intellectual property.

How to meet investors, pitch them, and what it really takes to get them to write you a check.

There will be plenty of time for networking with the speakers, investor panelists, both before & after the panels, and at the networking Lunch and Cocktail Event!

Speakers

Business leaders in Fashion and Eco Commerce; Sponsors to moderate panels, exhibit and meet attendees; Motivated Investors; and Members of the Press to deliver breaking news.



Sponsorship

We invite enterprises and organizations to sponsor/ co-host live regional events. During these events, we will shoot local EcoRunway shows, VIP receptions and workshops.

The standard live VERS event is a 3-part event:

Part 1 (2 hours)

Marketing Workshop

Attendees learn from experts how to create effective Integrated Marketing Communications (IMC) Program, and how to reach motivated customers globally.

Part 2 (2 hours)

Funding Workshop

Attendees learn from experts how to formulate a clean and concise elevator pitch, and how to reach motivated investors globally.

Part 3 (2 hours)

The Main Panel Event

Usually consist of 100-125 Entrepreneurs and Investors. During this session we will have networking, registration, welcoming announcements, a panel discussion moderated by our sponsor, elevator pitches by the Part 1 and 2 workshop attendees, and Q&A from the audience to the panel.

Networking

We will also have networking and a chance for the attendees to shake hands with the panel at the end of the event. This event will conclude with a cocktail party reception and personal introductions.

Sponsor benefits

The sponsor will be featured in all communications including pre-event registration and promotion through VERS global network. We will handle promotion of the event, and all registrations of attendees and panel speakers.

The sponsor's logo will be featured on the VERS website; Email Blast; Event email goes out multiple times before the events and mentions the sponsors; Web Marketing; The event will also be promoted using all social networking features including: Facebook, Twitter, and LinkedIn.

VERS Event Postings

Events are posted on relevant media partners.

Outside Press

VERS has a targeted list of press contacts that we invite to our events.

Promotional Material

Materials are distributed to each event attendee and speaker during Registration Check-in. The sponsor may distribute any information, promotional items, and business cards on the table and hand them out to attendees. Materials for the event will contain the sponsor logo and information as well. Post-event "thank-you" email to event attendees with Sponsor's information and contact information. The Sponsor should include a Mention of the VERS Sponsorship and Link to the VERS in the News or Events section of their website.

LINKS

[Virtual EcoRunway Showcase \(VERS\)](#)

[Smarter Marketing](#)

[More Sponsor Benefits](#)

Sponsorships, please contact:
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