

Fact sheet 2012ENG



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INTERNATIONAL TRADE FAIR FOR TEXTILE PRINTING,
EMBROIDERY, TRANSFERS AND FLOCKING

TecStyle
Visions **TV**

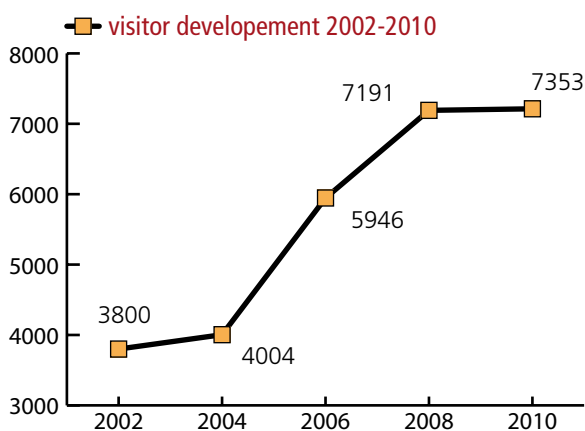
Messe Stuttgart **02.-04. February 2012**

TV TecStyle Visions 2012

TV TecStyle Visions is the international trade fair for textile printing, embroidery, transfers and flocking. As the most successful industry-leading trade fair TV TecStyle Visions presents textiles, techniques and trends all about textile decoration and Promotion in a two-year period. New focal points of the TV TecStyle Visions are Rhinestone applications, Laser engraving and also IT technologies.

TV TecStyle Visions visitor structure

- Textile printers (screen & transfer printing etc.)
- Embroiderers
- Flockers
- Advanced textile decorators (rhinestones, doming, engraving etc.)
- Textile and clothing industries
- Wholesalers of advertising media
- Advertising agency specialists
- Advertising technicians
- Sports goods retail and wholesale
- Clubs & Societies
- Advertising and marketing specialists from industrial enterprises
- Sports teams and merchandise specialists
- Print shops and gift shops
- Associations
- Trade journals
- Miscellaneous



Source: Landesmesse Stuttgart GmbH



TV 2010 structure Top 12 countries represented:

Germany, Switzerland, Poland, France, Belgium, Ungaria, Luxembourg, Great Britain, the Netherlands, Slovenia, Spain, Denmark

Key points:

- Decision-making power when purchasing: 93%
- Keen to invest: 92%
- Intend to visit again: 97%
- Satisfaction: 95%
- Intend to recommend: 99%

Economic sectors:

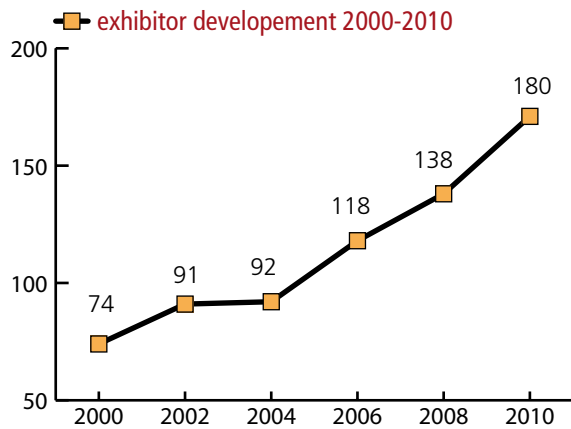
42% Trade
27% Industry
48% Services
5% Other
2% University / Profession School

Area of activity:

58% Business/Company management
37% Manufacturing/Production
31% Purchasing, procurement
27% Marketing, sales
16% Planning, work preparation
13% Manufacturing and quality control, etc.



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Source: Landesmesse Stuttgart GmbH

Facts TV 2010:

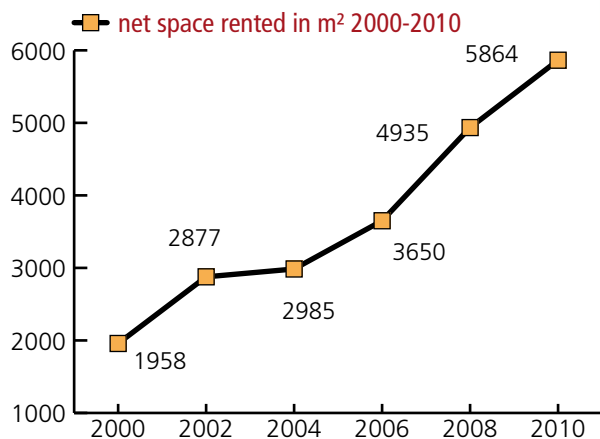
Exhibitors: 180
 Visitors: 7.353
 Gross Space: 20.900 m²

Expectations TV 2012:

Exhibitors: 200
 Visitors: 9.000
 Gross space: 21.000 m²

Main exhibition areas of TV TecStyle Visions

- Textile silk-screen printing
- Transfer printing
- Digital textile printing
- Flocking
- Embroidery
- Rhinestone applications
- Laser engraving
- Textiles and clothing
- Education and further training/
Schools Services



Source: Landesmesse Stuttgart GmbH

The exhibitors of TV TecStyle Visions 2010 say:

● **Bettina Kutien, Marketing Manager/Product Development, Falk & Ross Group Europe, Sembach:**
 "The trade fair went very well even though the number of visitors was slightly lower due to the current economic climate. The quality of the visitors was excellent, all of whom showed themselves to be willing to purchase."

● **Isabelle Attal, International Marketing Coordinator, Sol's, Paris/France:**
 "We are happy with how it all went and would like to have a bigger stand at the next TV event in order to expand our business in Germany even more."

● **Jürgen Korge, Global Sales Manager, Madeira, Freiburg:**
 "TV 2010 was a great event. It was important for us that customers from the small, medium and large companies active in the area of embroidery came to our stand. They appeared to be impressed with the subject matter and the event in general, also because all the suppliers were present. All in all, I'd have to say that the event was superb and the atmosphere second to none."



● **Jan Baden, Accounts Manager/R&D Application Specialist, Multi-Plot Europe GmbH, Bad Emstal:**
 "We had achieved what we set out to do by the middle of the second day. We are expecting successful follow-up trading. We were even able to generate business directly at the trade fair."

● **Rolf Daiber, Managing Director, Gustav Daiber GmbH, Albstadt:** "We came with high expectations and they were met. The right visitors were there and we can confidently predict successful follow-up business."

New Stuttgart Trade Fair Centre

- Directly adjacent to Stuttgart Airport
- Located directly off the A8 motorway
- S-Bahn (suburban railway) connection to Stuttgart Airport
- Good connection to cultural and leisure activities in Stuttgart city
- Europe's state-of-the-art trade fair grounds
- 105,200m² of innovative and multifunctional hall space
- 18,000 car parking spaces

Stand areas and stand construction prices for 2012

Rental per sq. metre:

- Row stand: 130,- Euro
- Corner stand: 144,- Euro
- End stand: 148,- Euro
- Island stand: 153,- Euro

- AUMA fee per m²: 0,60,- Euro
- Media flat rate: 375,- Euro

(Free allotment of ticket codes)

Stand construction package per sq. metre:

- Basic Maxima 40 Special: 75,- Euro
- Complete Maxima 40 Special: 109,- Euro
- Basic White Special: 75,- Euro
- Complete White Special: 109,- Euro

Do you need help with the planning, organising and implementation of your trade fair visit?

Simply contact us!

The Stuttgart Messe Service SMS provides support and assistance for all questions regarding your trade fair participation.

Customer service for exhibitors and trade fair organisation

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Nima Yusufi, Christin Fügner

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Offizieller Medienpartner

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www.tecstyle-visions.com

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