



Messe Stuttgart



Fact sheet

TV TecStyle Visions 2010



join the textile
community!

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

**TecStyle
Visions**



04.02.-06.02.2010
Messe Stuttgart

L-Bank Forum / Multifunctional hall/ Hall 1

www.tecstyle-visions.com



TV TecStyle Visions 2010

TV TecStyle Visions is the international trade fair for textile printing, embroidery, transfer and flocking. With this direction, the TV trade fair has impressively succeeded over the last ten years in merging the themes of textile printing, embroidery, transfer and flocking, as well as textile advertising and corporate fashion, and combining the industries of textile decoration and textile promotion. Originally starting out with 70 exhibitors, the TV trade fair had more than double this figure exhibiting in 2008. The number of visitors has also more than doubled from 3,000 to 7,322.

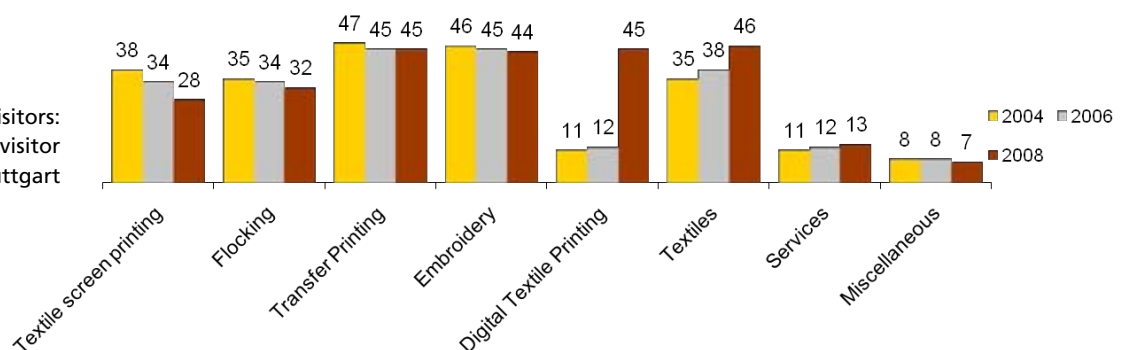
TV visitors

TV structure

- Textile printers (screen & transfer printing etc.)
- Embroiderers
- Flockers
- Advanced textile decorators (strass, doming, engraving etc.)
- Textile and clothing industries



Areas of interest to TV 2008 visitors:
Source: TV 2008 exhibitor and visitor survey, Messe Stuttgart



- 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



TV 2008 structure Top 12 countries represented:

Germany, Austria, Switzerland, Poland, the Netherlands, Belgium, Slovenia, Czech Republic, Croatia, Luxembourg, France, Spain

Key points:

- Decision-making power when purchasing: 94%
- Keen to invest: 93%
- Intend to visit again: 97%
- Satisfaction: 92%
- Intend to recommend: 98%

Economic sectors:

- 42% Trade
- 28% Industry
- 46% Services
- 7% Other

Area of activity:

- 57% Business/Company management
- 37% Manufacturing/Production
- 25% Purchasing, procurement
- 22% Marketing, sales
- 14% Planning, work preparation
- 14% Manufacturing and quality control, etc.

TV 2008 exhibitors

Exhibitor opinions

"This is our first time at TV and we are extremely happy with the trade fair. The quality of visitors is really good. We have acquired new customers at the trade fair and strengthened existing business relationships. The new Stuttgart Trade Fair Centre is the nicest trade fair centre I know. The architecture is fabulous!"

- Odette De Pasquali, Sales Manager, Lotus Transfers

"The trade fair is incredibly busy and is a great platform for us to display our entire collection. Sometimes we had so many visitors that we had to group several customers together and hold a mini-presentation."

- Franziska Emmer-Adolff, Sales & Administration at Anvil

"This is our first time exhibiting and in our opinion it was a great trade fair, great architecture."

- Timo Spörle, Executive Board of Bopp Casual Wear

Main exhibition areas of TV

- Textile screen printing (manufacturers and retailers of machines + materials)
- Flocking (manufacturers and retailers of machines + materials)
- Transfer printing (manufacturers and retailers of machines + materials)
- Embroidery (manufacturers and retailers of machines + materials)
- Digital textile printing (manufacturers and retailers of machines + materials)
- Textiles/stock (manufacturers and retailers of promotion/sportswear, corporate fashion)
- Services (see target visitor groups)
- Training and further education/colleges



TV 2010 accompanying programme

3rd Golden Shirt Award: Mix it in red

The trade journal TVP, media partner of the TV trade fair, will present the Golden Shirt Award for the third time in the category "Best textile finishing". The theme is "Mix it in red". The presentation of the Golden Shirt Award, as well as the special award "Flock Award", will take place during TV TecStyle Visions.

TV specialist forum: Informative & current

Specialist seminars on themes regarding textile printing, embroidery and flocking will take place several times during the day. A real treat for textile finishers and decorators.

Fashion Show: Current trends: trendy & colourful

The latest trends and collections will be presented on stage several times during the day.

Special show: Industry innovations

Special shows with alternating themes will display innovations from the area of textile applications.

Exhibitor evening: Join the textile community!

A classic event with an enjoyable programme and interesting opportunities to make contacts for exhibitors and invited guests.



join the textile community!

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
- 100,000m² of innovative and multifunctional hall space
- 18,000 car parking spaces

Stand areas and stand construction prices for 2010

Rental per sq. metre:

- Row stand: 125,- €
- Corner stand: 137,- €
- End stand: 140,- €
- Island stand: 145,- €
- Co-exhibitor: 250,- €

- AUMA: 0.60,- € per m²
- Media fee: 115,- €

Stand construction package per sq. metre:

- Basic silver: 75,- €
- Complete silver: 109,- €
- Basic black: 81,- €
- Complete black: 145,- €

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.

Contact for stand construction + service:

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Advertising, framework programme and fair coordination

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