



TV TecStyle Visions 2010

International trade fair for textile printing, embroidery, transfer and flocking

1. Statistics

	Total	Germany	International
Exhibitors	171	123	48
Visitors	7,353	6,324	1,029
Net exhibition area in qm	5,864	4,865	999
Gross exhibition area in qm	20,000		

2. Selected results of the visitor survey

Germany	86%
International	14%

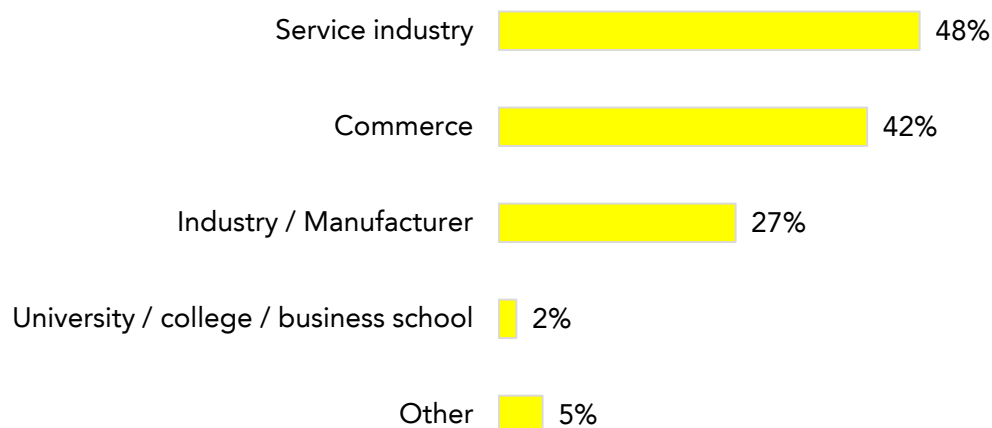
2.1 Origin of visitors from Germany

Baden-Württemberg	46%
Bavaria	19%
North Rhine-Westphalia	8%
Hessen	6%
Rhineland-Palatinate	5%
Lower Saxony	4%
Rest	13%

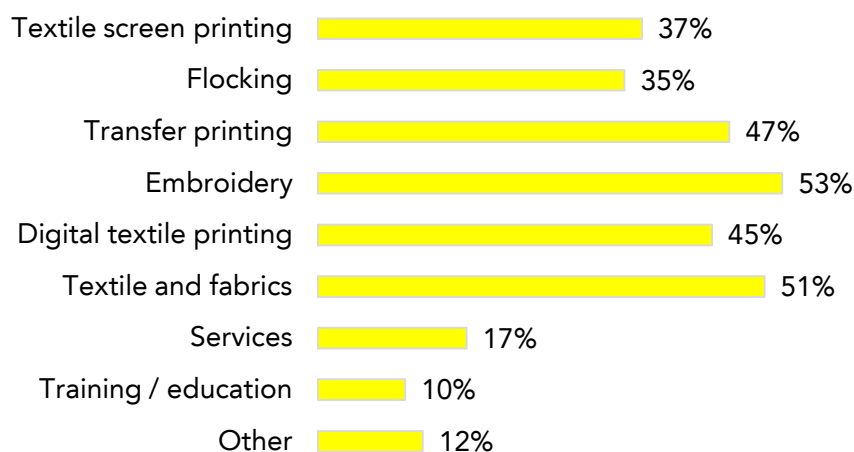
2.2 Origin of visitors from Abroad

Austria	34%
Switzerland	27%
Poland	6%
France	3%
Belgium	3%
Hungary	3%
Rest	24%

2.3 Industrial Sector



2.4 Interest in the offer



2.5 Decision-making authority of visitors

Decisive	62%
Together with others	21%
Advisory	10%
Not involved	4%
Student / pupil / other (non working)	3%

2.6 Investment / purchase intention

Yes	54%
Perhaps	38%
No	8%

2.7 Satisfaction with the opportunities for contact and information

Satisfied / rather satisfied	95%
Rather not satisfied / not satisfied	5%

2.8 Intention to recommend TV Tecstyle Visions to others

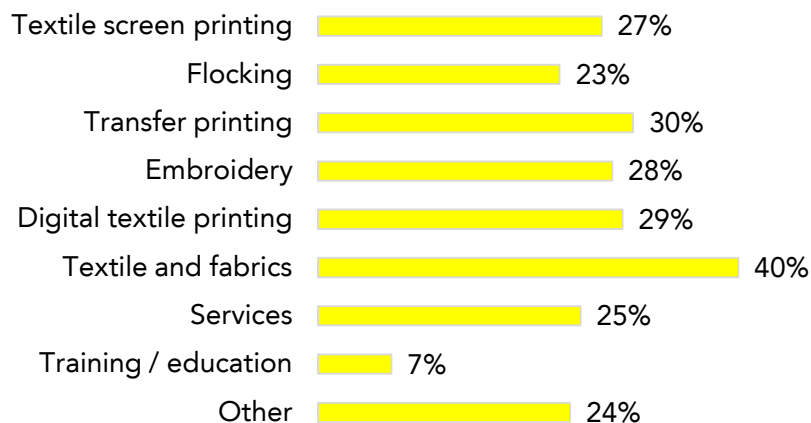
Yes / rather yes	92%
Perhaps	7%
Rather no / no	1%

2.9 Intention of revisitation

Yes	69%
Perhaps	28%
No	2%

3 Selected results of the exhibitor survey

3.1 Affiliation according to offer segments



3.2 Assessment of the number of seriously interested visitors at the stand

Very good / good	65%
Moderate	25%
Poor / very poor	10%

3.3 Assessment of expertise of visitors

Very good / good	65%
Moderate	30%
Poor / very poor	1%

3.4 Assessment of business location Baden-Württemberg for precisely this trade fair

Very good / good	84%
Moderate	15%
Poor / very poor	1%

3.5 Intention to exhibit again

Yes	51%
Not yet decided	38%
No	3%
Somebody else decides upon this matter	8%

3.6 General assessment of TV 2010

Very good / good	68%
Moderate	26%
Poor / very poor	1%