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TV TecStyle Visions 2012 nearly sold out

More than 80 percent of the exhibition space has been booked – EXPO 4.0 creates new synergies

The most important European platform for textile decorators and finishers is heading for further records: according to the trade fair organisers gmk Veranstaltungsservice and Messe Stuttgart, seven months before the start of the international trade fair TV TecStyle Visions on 2 February 2012, more than 80 percent of the exhibition space was let. The great significance of the TV trade fair for textile printing, embroidery, transfer and flocking is further underlined by the special commitment shown by industry leaders Falk & Ross Group Europe, Sol's and L-Shop-Team, who support the trade fair as sponsors. The TV trade fair will also be given a major boost by the EXPO 4.0. Under the umbrella of this new brand, three other, independent trade fairs are taking place in parallel to the TV trade fair.

“Rapid development”

In halls 4 and 6 of Messe Stuttgart, which will be used for TV TecStyle Visions from 2 to 4 February 2012, more than 80 percent of exhibition space has already been let at the beginning of July, according to project manager Christin Fügner of Messe Stuttgart. Given continued strong demands from potential exhibitors from across Europe and overseas, Fügner believes that the entire exhibition space will soon be booked. “Such rapid development of TV TecStyle Visions, Europe's largest and most important trade fair for clothing and textile decoration shows us that the sector of embroiderers and printers can look to the future with optimism. The general spirit of economic optimism has a favourable impact on the textile advertising and promotion market”, says Nima Yusufi, project manager of the TV trade fair at gmk Veranstaltungsservice GmbH. More than 20 international companies have decided to take part in the TV trade fair as exhibitors for the first time and booked their space. Furthermore, the majority of exhibitors that have been at TV TecStyle Visions before have now booked a larger exhibition space.

Renowned companies are taking part

In France, advertising textile producer Solo Invest with its brand Sol's is considered the market leader in the area of promotional clothing. The Paris-based company is now hoping to strengthen its presence throughout Europe and is fully relying on the TV TecStyle Visions and its own trade fair stand. The Europe-wide operating textile wholesale company Falk&Ross Group Europe will also be there with its own company presentation on 225 sqm of exhibition space. “The TV is one of the most important trade fairs for our company”, says Sebastian Reitmeister, responsible for marketing and trade fairs at Falk&Ross, about their commitment. “At the TV, we regularly reach 100 percent of our target group. We are of course hoping that as a result of the synergies with the trade fairs of the EXPO 4.0, which run parallel to the TV, that we will be able to address a few potential clients from other areas of the advertising material sector.” The L-Shop team from Dortmund will be a first-time exhibitor. “The TV has become known as the meeting place of the sector's who-is-who”, says Jörg Bittorf, commercial director at L-Shop, about their decision to take part in the trade fair in Stuttgart. He adds: “That's why the L-Shop team is taking part in a trade fair for the first time in more than ten years. We want to take the opportunity to give our clients and all trade fair visitors a good feel for the variety of brands and products at the L-Shop.” All three companies also act as sponsors of the TV TecStyle Visions.

EXPO 4.0: one ticket – four independent trade fairs

In parallel to the TV TecStyle Visions, which has been taking place every two years since 2000 in Stuttgart, three other specialist advertising trade fairs are opening their doors from 2 to 4 February: the wetec, the POS Masters and the DigitalSignage Tec. The new umbrella brand EXPO 4.0 links up all visual communication areas and, given the independence of the trade fairs, ensures a clearly laid out structure.

wetec is the name of the new trade fair for advertising technology, digital printing and illuminated advertising, which is taking place in hall 8. At the new trade fair POS Masters for marketing, design and technology at the point of sale (POS), service companies present their products and services focusing on shop-in-shop and shopfitting concepts as well as mobile presentation and exhibition systems. The POS Masters will take place in hall 2 together with the new DigitalSignage Tec, the trade fair for digital advertising and information systems.

The goal of the EXPO 4.0 is to create synergies between the four trade fairs. The exhibitors have the opportunity to acquire new company clients, and visitors will be shown how they can expand their business.

The TV TecStyle Visions online:

<http://www.tecstyle-visions.com>

The EXPO 4.0 online:

<http://www.expo-4-0.com>

Note to journalists:

The text file and trade fair photos of the most recent TV TecStyle Visions as well as exhibition logos can be downloaded online at www.tecstyle-visions.com.