

Press Release

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## **Large number of sponsors to support the TV trade fair**

### **Golden Shirt Award and fashion shows arousing keen interest among exhibitors at the trade fair "TV Textilveredlung und Promotion 2008"**

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The international trade fair "Textilveredlung & Promotion" (TV), which will be held in Stuttgart from 25 to 27 January 2008, promises to be even more successful than the last event in 2006. More than 60 definite registrations, i.e. over 20 more exhibitors than in the comparative month of May 2005, have already been received for TV, which is regarded as the leading European trade fair for textile finishing and promotion. Anja Kühnscherf and Annabell Bischoff, the two project managers, are expecting a total of around 130 exhibitors and more than 6,000 visitors.

In line with the subject of the trade fair the two organisers - gmk Veranstaltungsservice GmbH and Landesmesse Stuttgart GmbH - will give exhibitors the opportunity for the first time to create an even bigger public effect through sponsorship packages for the trade fair. This idea is going down very well. The official main sponsor of the next TV trade fair will be Falk & Ross Group Europe, thus underlining its leading position in the sale of promotion wear and corporate fashion in Europe.

The organisers of the TV trade fair have found 3 sponsors for the Golden Shirt Award, i.e. ESC Europa-Siebdruckmaschinen-Centrum GmbH & Co. KG (Gold Sponsor), IVM Sigtex GmbH (Silver Sponsor) and Karl Gröner GmbH (Bronze Sponsor). The sponsorship packages for the fashion shows have also met with a great response. For example, several suppliers of advertising textiles have already registered to take part in the daily fashion shows.

#### **Golden Shirt Award – Mix 'n' Jet it**

TVP, the trade journal and media partner of the international meeting-point for textile printing, embroidery, flocking, transfer printing, textile promotion and merchandising, will stage the "Golden Shirt Award" for the second time. The task of the competitors will be to combine innovative textile printing (inkjet) with at least one of the traditional finishing techniques of embroidery, printing (silk-screen and transfer printing) and flocking. The

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results will then be presented to trade visitors during TV 2008, which will be held for the first time at the New Stuttgart Trade Fair Centre next door to Stuttgart Airport.

The first three placed contestants will receive cash prizes amounting to 3,000, 2,000 and 1,000 Euro. The prize-winners will again be chosen by trade visitors at TV, who can also win prizes by taking part in the voting. The organisers will enter everyone casting a vote in a draw featuring cash and non-cash prizes to the value of 10,000 Euro. These prizes have been donated by the following companies: Madeira Garnfabrik Rudolf Schmitt KG, the Amann Group, Bopp AG, Gunold GmbH, KIT Kroschewski Industrie Technik GmbH and others. The closing date for registration for the Award is 14 September 2007, The closing date for competition entries is 1 November 2007.

### **Sponsorship packages for fashion shows**

Manufacturers and retailers of promotion wear and corporate fashion, in particular, have shown a great deal of interest in the sponsorship packages for the fashion shows, which will be held three times a day on the first two days of the trade fair and twice on the third day. Gustav Daiber, Maier & Wydra, Promodoro and Aulenbacher, which are exhibiting at TV, have already agreed to participate in the fashion shows. Other companies have already indicated that they too are interested in taking part in these fashion shows.

### **Increase in the proportion of advertising textile manufacturers**

The Swiss textile manufacturer Switcher and Bopp AG from Neckarsulm booked a stand for the first time a few days ago as new exhibitors at TV Textilveredlung & Promotion. After the registrations already received from Promodoro, American Apparel, Deratex, Exner Fashion, Kümmel, Daiber, New Wave, James Harvest, Snap and other firms, the TV trade fair is therefore also increasingly becoming an important forum for producers of advertising textiles.

#### The press release in the Internet:

You can download this press release in the Internet at:

<http://www.tv-textilmesse.de/de/presse.html>