



EXHIBITION GUIDE & DEADLINES: THE LOOP

Dear Exhibitor,

Welcome to the Hybrid Edition of PERFORMANCE DAYS Munich & FUNCTIONAL FABRIC FAIR, Portland in partnership with Reed Exhibitions.

The digital part of the fair is represented within the PERFORMANCE DAYS Loop - your platform for networking, marketing and matchmaking with a global audience. Strengthen your digital presence to get your news and innovations to the customers virtually in The Loop.

1. Virtual showroom

Your ready-made virtual showroom will be available at www.performancedays.com/loop.html. Find all the details how to get most out of your Loop profile in the manual. Many new features await you.

2. Sample requests

Customers can request samples of all products within your virtual showroom. You will be informed about each requests by email and can answer the customer directly. Also, you can see an overview of the requested samples in your [Exhibitor Account](#) in the section YOUR SAMPLE ORDERS.

3. PERFORMANCE FORUM

You can participate in the PERFORMANCE FORUM for free. The selected products are showcased in Munich, Portland and digitally. To participate, submit your 4 best products. A jury of industry experts will curate the best and most innovative products of the season and even choose an award winner. The Forum has a Focus Topic each season. In spring/summer 2023 it is "**The Journey to Carbon Neutrality – Create, Align, Compare**".

4. Email signature & invitation graphic:

Please find your personalized e-mail footer in your [Exhibitor Account](#) to promote your participation. We also provide a personalized invitation graphic as well as Social Media graphics which you can use to send an invitation e-mail to your customer database.

5. Exhibitor media room

We provide an Online Room for your press releases. If you want to communicate a new product launch etc. to the media, please send your press release to exhibitor@performancedays.com (pdf, in English).

If you have any remaining questions, don't hesitate to contact us.

YOUR PERFORMANCE DAYS TEAM

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TIMELINE: THE LOOP SPRING/SUMMER 2023



January 27

PERFORMANCE FORUM

PERFORMANCE FORUM:

Send up to 4 samples (fabrics & accessories).
Follow the instructions in the [Exhibitor Account](#) -
PERFORMANCE FORUM SAMPLES.



February 03

VIRTUAL SHOWROOM

Exhibitor Account:

Upload collection photos
in the [Exhibitor Account](#) -
YOUR COLLECTION

Add-Ons:

Add additional information,
as brochures, certifications, videos,
banners in the [Exhibitor Account](#) -
COMPANY UPLOADS



March 15-16
April 4-5

EVENT

March 15-16 Hybrid fair Munich
April 04-05 Hybrid fair Portland

The access to the online Meeting Platform
will be sent to you shortly before the fair



PERFORMANCEDAYS
MUNICH | NEW YORK | PORTLAND | SHANGHAI

**FUNCTIONAL
FABRIC FAIR**
POWERED BY PERFORMANCEDAYS