



PERFORMANCEDAYS

FUNCTIONAL FABRIC FAIR

BECOME AN EXHIBITOR



THE SOURCING FAIR FOR FUNCTIONAL FABRICS AND ACCESSORIES TARGETING BUYERS FROM SPORTSWEAR, SPORTIVE FASHION AND WORKWEAR BRANDS

PERFORMANCE DAYS is the only platform for functional textiles, scheduled according to the sourcing cycles of product and purchasing managers, material departments and designers. As a fabric and accessory supplier, you can meet with the decision makers of international brands at just the right time to present your solutions and develop lasting relationships.

The fair is held semi-annually in Munich, strategically located close to many sportswear and outdoor brands in the Alps region, in a venue reputed as the most important fairground for the industry.

CONCEPT

SPECIALIZED ON FUNCTIONAL FABRICS AND ACCESSORIES ...

so you can have efficient meetings with the right people in a focused working atmosphere

RIGHT TIMING ALIGNED WITH SOURCING SCHEDULES ...

to meet sourcing needs of designers, purchase and product managers at the season's kick-off

STANDARDIZED BOOTH CONCEPT ...

so you spend your budget efficiently and focus on your product

PERFORMANCE DAYS AT A GLANCE



BENEFITS

6 good reasons for joining PERFORMANCE DAYS

1 TURN-KEY BOOTH CONCEPT

- › low investment and planning effort
- › booth fee includes basic furniture and marketing

2 KEY INDUSTRY VISITORS

- › relevant international sports, outdoor and athleisure brands
- › meet new potential customers and expand your network
- › connect with existing customers and strengthen partnerships

3 INSPIRATIONAL FOCUS TOPICS

- › follow the latest trends and tendencies in the sportswear industry

4 FREE PROMOTIONAL ACTIVITIES

- › complimentary pre-show promotion in relevant online and print media, e.g. Ecotextiles, WSA, SAZ Sports & Fashion
- › free marketing tools available for every exhibitor
- › contact with sourcing people and trade fair visitors throughout the year on the 24/7 SOURCING platform

5 A WELL-ROUNDED SOURCING EXPERIENCE

- › free admission for trade fair visitors
- › free informative and educational fair program
- › curated exhibitors and online appointment tool to connect the right buyers and suppliers

„For us the fair is a good way to meet existing customers and consolidate existing business, but also to meet new potential customers in an environment which makes it possible to create excellent face-to-face contact with new customers.“

Giorgio Cavallini
Area Manager at Carvico



6 FREE PARTICIPATION IN THE PERFORMANCE FORUM

- › your latest material trends and innovations selected by a jury of experts
- › trend fabrics displayed at the fair and online
- › best sales promotion for you and excellent working tool for buyers
- › focus on 100% sustainability within the PERFORMANCE FORUM

WHAT TO EXPECT

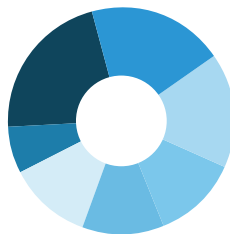
Key data about the visitors at PERFORMANCE DAYS

JOB FUNCTIONS



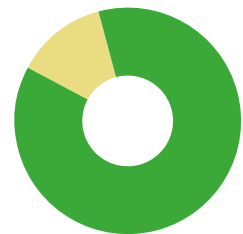
- Product & Material Management: 25.3 %
- Design: 23.1 %
- General Management: 15.0 %
- School/University: 8.6 %
- Purchasing: 6.3 %
- Press: 1.8 %
- Others: 19.8 %

BRANCHES



- Outdoor Sports: 19.7 %
- Fashion & Athleisure: 16.3 %
- Workwear & Corporate Wear: 12.1 %
- Bike & Running: 11.8 %
- Winter Sports: 11.7 %
- Bags & Footwear: 6.9 %
- Others: 21.4 %

COUNTRIES



- Europe: 87 %
(Germany, Italy, UK, Switzerland, Austria, Netherlands, France, Scandinavia, etc.)
- Others: 13 %
(US, Canada, Russia, Asia, etc.)

VISITING BRANDS:



KJUS



MAMMUT
SWISS 1862



...and many more!

Fair Location:

Messe München
Messegelände
81823 Munich
Germany

Book your booth now to be among the first ones to select your booth position and register at www.performancedays.com/booth-application.html

All rights reserved.

© 2019 Design & Development GmbH Textile Consult

Mayerbacherstr. 32
85737 Ismaning
Germany

+49 89 93 94 60 60
exhibitor@performancedays.com
www.performancedays.com

