



14th December 2016, Ismaning

Performance Days breaks record in number of visitors

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The 17th edition of Performance Days, which took place in Munich last month, has recorded a rapid rate of increase in the number of visitors and concluded by setting another new record of more than 1,800 visitors, which is a 39% increase over April 2016.

Many top-quality exhibitors, additional exhibit space, an expanded informative framework programme for visitors were among the factors, which contributed to this success, according to organisers.



Participating in the exhibition were representatives from 58 countries, and an increase of 19% in exhibitors' number was recorded, with 161 companies and brands displaying their latest innovation and technology. The next edition of the trade fair for functional fabrics will take place from 26-27 April, and the exhibitor list confirmation is nearly complete, organisers report.

Continuous growth

Performance Days has been a continuous success story, with numbers of exhibitors and visitors growing. The trade fair, dedicated exclusively to the market for functional fibres, fabrics, and accessories, has witnessed a quantum leap at the trade fair in November 2016, which surprised even organisers.

Despite opening the additional sixth hall and the significant increase in the floor space, not all exhibits could be accommodated and the 39% increase in visitors compared to the previous trade fair in April 2016 exceeded all forecasts and expectations.



In November 2016, major brand names like 3M, Invista, Nilit, Pertex, Polartec, Pontetorto, PrimaLoft, Schoeller, Sympatex, Toray, and YKK were on hand as exhibitors. Additionally, the trade fair welcomed important new players like 37.5 (Cocona), Lenzing, Microban, Outlast, Unifi, and Sheico.

Improvement in services

Continuous optimisation efforts in all areas attract not only important new exhibitors, but also provide a welcome to many new visitors, according to organisers. Stefanie Sacherow, Senior

Project Manager and authorised officer for Performance Days, spoke of the many behind-the-scene activities that happened in the second half of the year.

“We do our homework and successively optimise all areas. In May 2016, after a year of preparation we launched our new website, which not only took on a new modern look, but also became more user-friendly and now provides many, useful new tools. We added many videos, audio podcasts, and new search filters,” she explained.



“The team was expanded in August 2016 so that three full-time staff now support the exhibitors, visitors and the trade fair overall. These additional resources and the subsequent increase in the number of mailings and postings in addition to the improved online presence enabled us to attract more visibility, which brought immediate results as seen in the significant increase in the number of visitors.”

New visitor services

Several new features were offered to visitors to the trade fair. For example, for the first time, the so called *Hotspot Tours* were available with a personal guide providing information about various aspects of the trade fair.

Also, the focus topic *Hybrids* presented at the Performance Forum and in free expert podium discussions, was especially well received. Attendance was very good at all of the workshops that have been enlarged too.

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