



Show report 2020



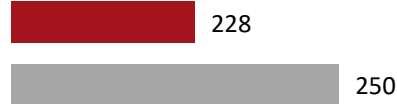
Statistics

This year, 228 exhibitors presented their products and services to 10,432 interested visitors on an exhibition area of 20,900 sqm.*

Visitors



Exhibitors



Gross exhibition area in sqm



Net exhibition area in sqm

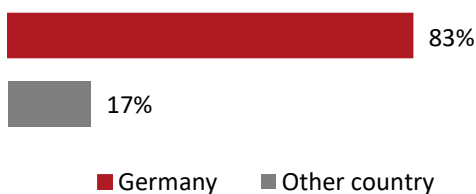


* Total number of visitors EXPO 4.0: 12,480

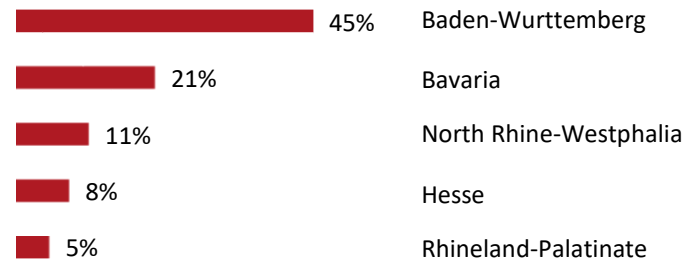
Visitor survey – catchment area

The visitors of TV TecStyle Visions mainly come from Germany, Austria and Switzerland. Southwest Germany is strongly represented.

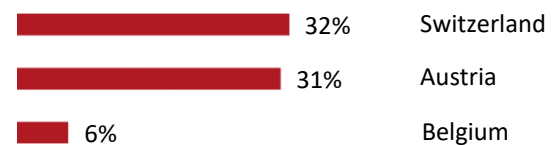
Germany / other country



Federal states – TOP 5



Origin of international visitors – TOP 3



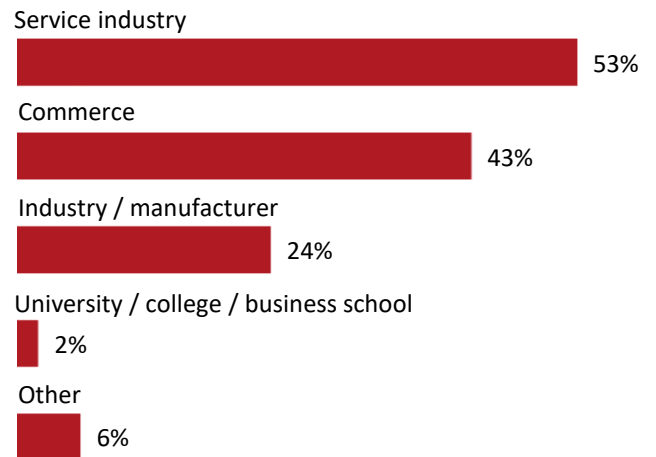
The representative survey covers a sample of 501 visitors.



Visitor survey – economic sector / industry

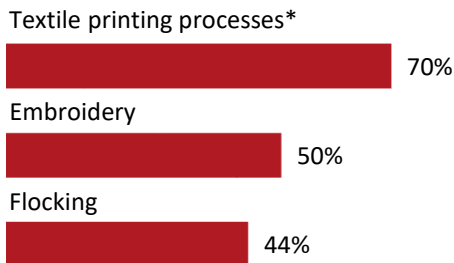
Service industry & commerce are the largest economic sectors at TV TecStyle Visions.

Multiple answers possible

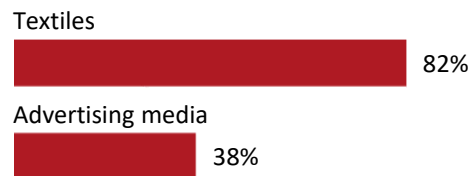


Visitor survey – specialization economic sector: top answers

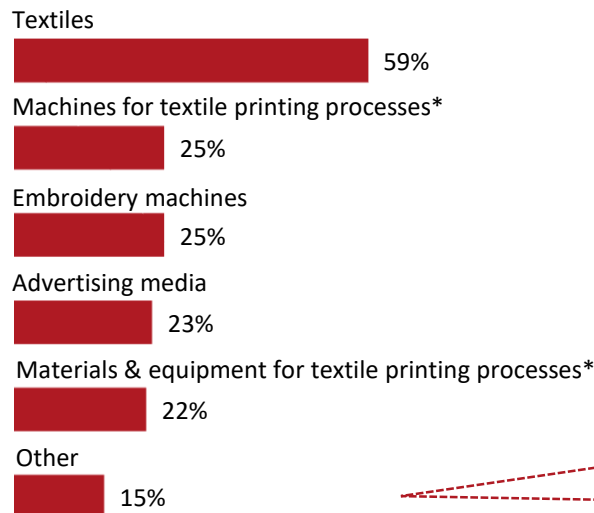
Service industry (53%), including



Commerce (43%), including



Industry / manufacturer (24%), including



* Textile printing processes: screen printing, digital printing, transfer printing

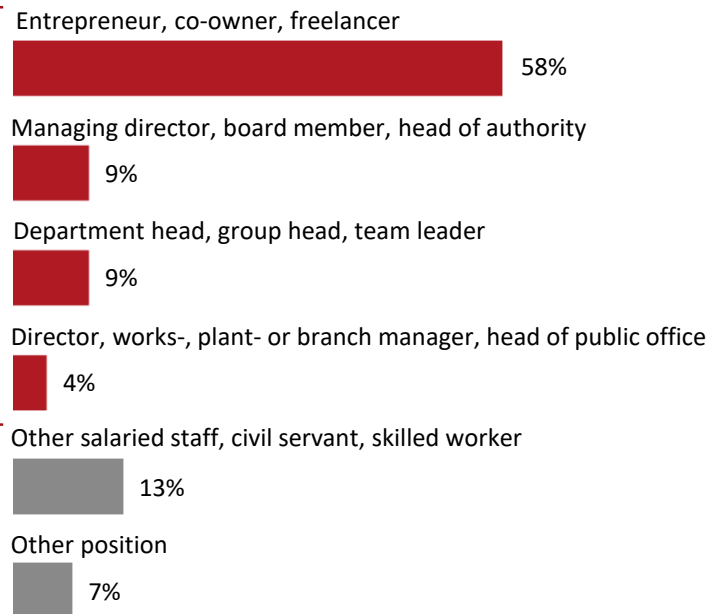
i.a. food industry, engineering industry, metal industry

Multiple answers possible



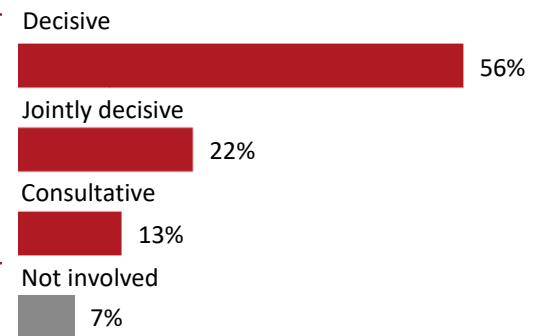
Visitor survey – position in company

80% of all TV TecStyle Visions visitors work in a managerial position.



Visitor survey – decision-making powers*

91% of visitors are directly involved in purchasing and procurement decisions.



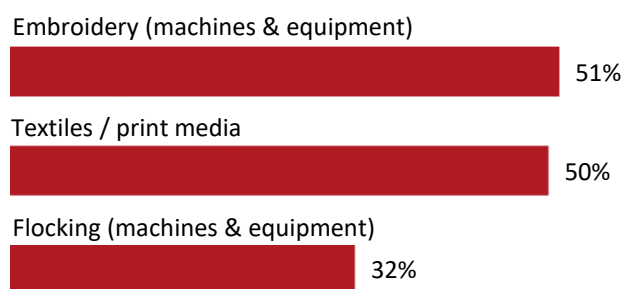
* Difference to 100% = pupil, student, other not working

Visitor survey – interest in products and services top answers*

Machines & equipment for textile printing processes



Further interests

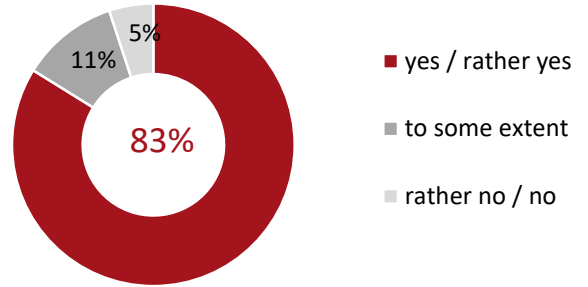


* Multiple answers possible



Visitor survey – completeness of the range of products and services

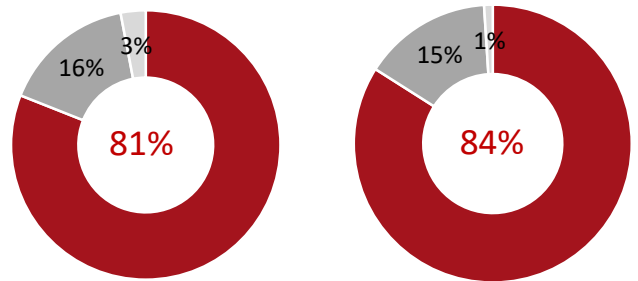
83% of visitors perceive the range of products and services as complete or almost complete.



* Rounded individual values, therefore a total of 99%

Visitor survey – returning visitors and recommendation

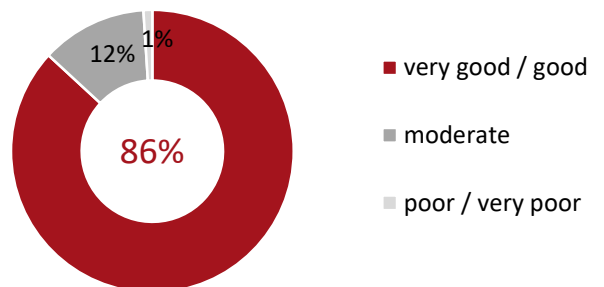
More than three quarters of all visitors want to visit TV TecStyle Visions 2022. 84% would recommend TV TecStyle Visions to others.



■ yes / rather yes ■ perhaps ■ rather no / no

Visitor survey – general assessment

TV TecStyle Visions is rated very good or good by 86% of visitors .



* Rounded individual values, therefore a total of 99%

The representative survey covers a sample of 501 visitors.



Exhibitor survey – range of products and services

Textiles / print media



Machines & equipment for textile printing processes



Embroidery



Services



Flocking



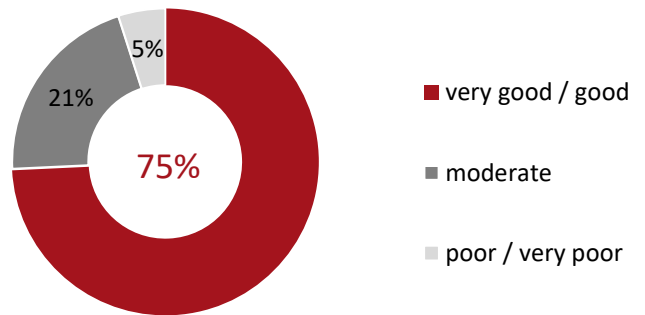
Training / education / colleges



* Multiple answers possible

Exhibitor survey – general assessment

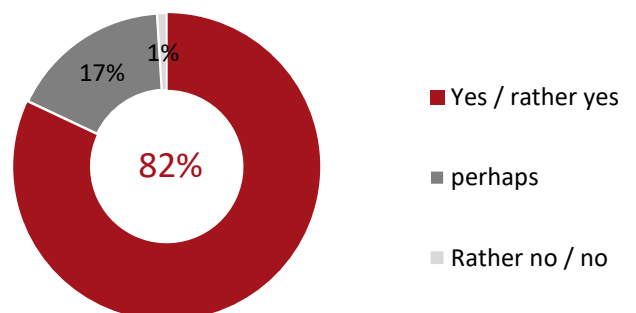
TV TecStyle Visions is rated very good or good by three quarters of exhibitors.



* Rounded individual values, therefore a total of 99%

Exhibitor survey – recommendation

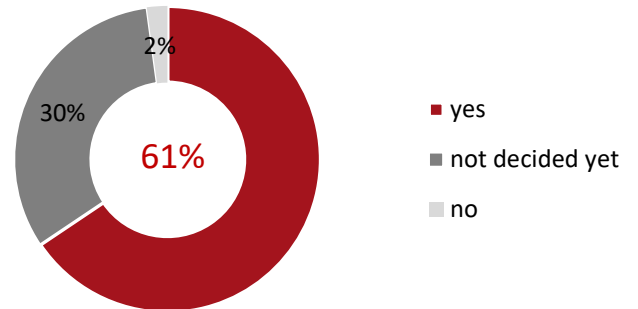
82% of exhibitors would recommend TV TecStyle Visions to others.





Exhibitor survey – intention to exhibit again

61% of exhibitors intent to exhibit again at the next edition of TV TecStyle Visions.



*Difference to 100% = „somebody else decides upon this matter“

Exhibitor survey – assessment of market situation and trade show success

Expertise of trade visitors



Business location Baden-Wurttemberg for hosting TV TecStyle Visions



Exhibitor survey – trade show objectives

Three quarters of the exhibitors achieved their trade show objectives.

