

Press Release:
Ismaning, October 8th, 2018

PERFORMANCE DAYS © functional fabrics fair
produced by Design & Development GmbH Textile Consult
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PERFORMANCE DAYS still growing and moving to the new location Messe München

New Superlative: Larger area, expanded offers, over 30% more exhibitors!

The next PERFORMANCE DAYS in November 2018 is at the new location Messe München. In Hall C1 visitors can expect lots of innovations and more than 100 new exhibitors within a framework program that retains the usual professional atmosphere. And let's not forget: The online website www.performancedays.com provides all the important information and quintessential data from past trade fairs at any time, 365 days a year.

It is no exaggeration to say that the history of PERFORMANCE DAYS is a real success story. In only 10 years, the modest roadshow for manufacturers of functional fabrics and accessories has become the leading trade fair in the sector. Now PERFORMANCE DAYS is making the next logical step: On November 28-29th, 2018, 296 exhibitors from 29 countries will be awaiting visitors on the much larger exhibit floor of Hall C1 of the Messe München Exhibition Center in Munich-Riem: for comparison, this fair has 100 more exhibitors than last spring of 2018.

New exhibition hall design

In November, besides the many new and interesting exhibitors, the most important companies in the industry once again await the visitors with many surprises - courtesy of the exhibition hall's new design options. The exhibition area is lightened up into four large BOULEVARDS plus the GUIDED TOURS SQUARE. Each BOULEVARD is devoted to one of the major topics of the trade fair program:

- Along the first BOULEVARD, visitors can expect information on the current FOCUS TOPIC, which in November 2018, deals with how the textile industry can save water and reduce pollution. This is also where visitors will find the MARKETPLACE, where fabrics that are on offer as currently available in stock are displayed without delivery times.
- The second BOULEVARD is dedicated to the EXPERT TALKS - that make this fair so unique and exciting. On the first day of the fair, visitors will learn everything important about the new trends for Winter 2020. The talks on the second day of the fair revolve around the Focus Topic Water.
- Moving on to the third BOULEVARD, visitors will find the popular and unique PERFORMANCE FORUM, where the most interesting new materials chosen by the PERFORMANCE JURY are placed on display. This is also where the highlights of the inaugural Functional Fabric Fair powered by PERFORMANCE DAYS in New York are exhibited. The new trade show format in the USA showed how functional fabrics are finding increasing influence even outside sports or workwear clothing. A keen interest in functional fabrics by designers and manufacturers of fashion clothing was noted as well. They represent part of a lifestyle that has been the DNA of PERFORMANCE DAYS right from the start.

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- The fourth BOULEVARD is reserved for the food court and provides best catering for the health and well-being of the visitors.

Even the GUIDED TOURS have received an upgrade - The new GUIDED TOURS "Plus" combine the traditional Tours through the fair with a short but intense workshop to provide even more information on a specific topic.

New operating hours

To ensure adequate time for the various offers and new exhibitors, the opening hours for visitors have been extended. Visits are now possible from 9:00 am to 19:00h (one hour longer) on Wednesday, Nov. 28th, 2018. The fair is also easy to find: From the parking lot West, you can get directly to the North-West entrance of the trade fair, which leads directly to Hall C1. Those who come by public transportation choose the U2 subway from the center of Munich in the direction of "Messestadt." Exit at the station "Messestadt West" and follow the covered walkway (past the West entrance) to the North-West entrance, which is behind the ICM Congress Center and next to the parking deck. This is also explained on the website www.performancedays.com at the tab "LOCATIONS & DIRECTIONS" along with visitor-friendly ticketing info.

All info and topics available online year-round

If you are hoping to get a preview of the new offers or planning your visits to the exhibitors, you can get the information you need on our website www.performancedays.com. That is where you will find the current exhibit agenda and much more. The online platform provides professionals with 24/7 access to the major trends from the world of functional fabrics. Similarly, all past lectures and all the FOCUS TOPICS and trend topics from past trade fairs are available in the "Library" along with all the fabrics that have been shown in the PERFORMANCE FORUM in past seasons, and much more.

As always, the online visitor registration has already started and is in full swing. Admission is still free at the new exhibit location!

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About PERFORMANCE DAYS

PERFORMANCE DAYS – The “functional fabric fair” launched in 2008, is the first and only event created especially for functional fabrics for sports and work clothing. The aim of the semi-annual trade fair is to give leading and innovative textile manufacturers, suppliers and service providers the opportunity to present their functional fabrics, membranes plus treatments, laminates, paddings, finishes, and accessories such as yarns, tapes, prints, buttons and zippers.

The industry experts who come to this fair, sports fashion designers, product managers, purchasing managers, and decision-makers (see online: [Visitor List](#)) of almost every European active clothing, functional wear brand and sportive fashion collection, can find a complete selection of high quality materials available at just the right times in April/May and November. The dates are intentionally scheduled early and are optimal for summer and winter sport collections. All trade fair catalogs from past events are available online at [Catalogs](#) as well as a listing of current exhibitors at [Exhibitor List](#).

The relaxed and focused workshop-like atmosphere at PERFORMANCE DAYS differentiates it from the other fairs which are often unmanageable and more stressful. That is one of the reasons why the Munich trade fair at the heart of the European sportswear industry has become one of the top addresses for new fabrics, innovations, and is the preferred meeting place to conduct business.

In the unique [PERFORMANCE FORUM](#) of PERFORMANCE DAYS, the visitor receives an inspiring and well-grounded overview of the new materials, trends, and innovations by the exhibitors. The [PERFORMANCE AWARD](#) and the [\(ECO\) PERFORMANCE AWARD](#) are also presented here.

Qualified guest speakers present special topics and discuss their collaborative ventures in [guided tours](#), [workshops](#) and [presentations](#) completing the broad range of information provided at PERFORMANCE DAYS. Find the speeches after the fair is over online in the [Presentation Library](#).

No entry fee and free admission to all events for industry visitors.

Detailed information and advanced registration online at: www.performancedays.com

About Functional Fabric Fair powered by PERFORMANCE DAYS

In partnership with [Reed Exhibitions](#), PERFORMANCE DAYS® launches the U.S. sourcing event “[Functional Fabric Fair powered by PERFORMANCE DAYS](#)“ for the very first time in 2018. Staged in the Javits Center, New York, the event for high performance functional fabrics and accessories will exhibit the latest development trends in the functional textile industry and provide an opportune marketplace for the sourcing of high performance functional fabrics and accessories in the United States. The event will include exhibits, workshops, industry presentations and professional networking and matchmaking programs.