



**PERFORMANCEDAYS**

FUNCTIONAL FABRIC FAIR

**PERFORMANCE DAYS**

**LOOP**

**FUNCTIONAL FABRIC FAIR**

**FUNCTIONAL  
FABRIC FAIR**

POWERED BY **PERFORMANCEDAYS**

[www.performancedays.com](http://www.performancedays.com)



“2020 has challenged all of us and shown us, how important personal interactions with other people are. We want to enable such dialogues, trends and innovations both physically and digitally, regardless of external circumstances. We believe that the integration of the virtual, with its many possibilities and wider reach, will be an added value for the future. With it we can create truly sustainable and interactive fair experiences.”

*Lisa Lechner and Theresia Brandl, exhibitor management*

## CONCEPT

PERFORMANCE DAYS Munich and Functional Fabric Fair USA have combined their forces and databases to create the PERFORMANCE DAYS Loop.

In the PERFORMANCE DAYS Loop you can **connect** with an audience increased by more than 50%, **showcase your products** and **generate leads**.

The PERFORMANCE DAYS Loop is available for one entire season (March-August / September-February), making it possible for you to promote your products beyond physical events.

Be part of the community!



# 5 REASONS TO JOIN THE PERFORMANCE DAYS LOOP

## **Reach a larger audience**

Promote your products to potential buyers from all over the world beyond the limits of physical events.

## **Your content, your choice, your LOOP**

Customize your virtual showroom with CI colors, videos, brochures and other media.

## **Qualified leads**

Access only for verified buyers from the joint PERFORMANCE DAYS and Functional Fabric Fair databases of 15.000+ contacts.

## **Connect**

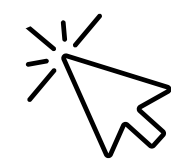
Integrated platform for meetings and matchmaking tools based on buyers' interests.

## **Cost-efficient and safe investment**

Comprehensive marketing platform with a turn-key digital booth concept. 6 months of visibility and reliable planning - with no accommodation or travel costs associated!

The PERFORMANCE DAYS Loop is the place for industry interaction between designers, product managers, purchasers and suppliers with powerful tools:

Marketplace



Data-Driven Matchmaking

Supplier Search

PERFORMANCE FORUM

PERFORMANCE COLORS

Webinars

Material Stories



**WHAT IS  
THE LOOP?**

# PERFORMANCE DAYS LOOP\* IN NUMBERS

**15.000+**

international brand  
representatives

in the database

**190+**

curated exhibitors

presented in the Supplier  
World

**8.200+**

Products

shown in the Marketplace

**84.000+**

Visitors

of the Digital Platform

**9.000+**

Product sample requests

Ø30 sample  
requests/company

Looking for more facts & figures?

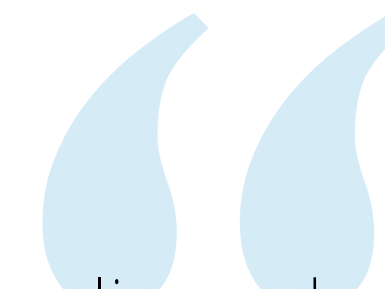
[FIND OUT MORE](#)

\*Formerly Digital Fair  
July-December 2020



„The curated and product related newsletters and web content are truly helpful in my sourcing process.“

*brand feedback*



„The possibility to research online and request samples directly from the suppliers is just perfect.“

*brand feedback*

# PERFORMANCE DAYS LOOP INCLUDES



## SUPPLIER PROFILE

Supplier Profile with media integration and Google Analytics report



## PRODUCT COLLECTIONS

Unlimited online product collections and sample requests directly to your inbox



## SUPPLIER SEARCH

Full integration with search filters of the Supplier Search and Marketplace



## DATA-DRIVEN MATCHMAKING

Matchmaking platform based on buyers' interests. Messaging and appointment tools.



## PERFORMANCE FORUM

Complimentary submissions for the PERFORMANCE FORUM



## PROMOTION

Via our channels: newsletters, social media, curated content, video stories and more



## EXHIBITOR MEDIA ROOM

Access to the exhibitor media room for your press releases

WORTH  
**1490€**



## DESIGN & DEVELOPMENT GMBH TEXTILE CONSULT

ADDRESS  
Mayerbacherstr. 32  
85737 Ismaning  
Germany

PRODUCTION IN:  
Germany

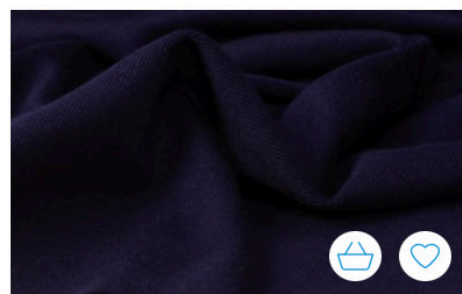
PRODUCTS  
FUNCTIONS

COMPANY PROFILE  
PERFORMANCE DAYS is synchronized with the industry's deadlines – making it possible for designers, product, purchasing and material managers to perform sourcing at just the right time for the upcoming summer and winter collections in April/May and October/November. The latest trends and innovations in the functional fabric industry are on display by more than 290 top quality exhibitors from around 30 nations.

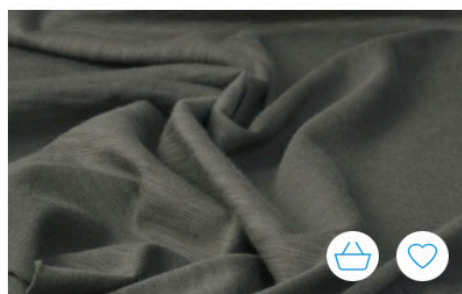
DOWNLOADS  
[performancedays\\_exhibitorsbrochure\\_2019.pdf](#)



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DHRD20170104



ZEYNAR MENSUCAT SAN. VE TIC. A.S.  
DHRD20160025



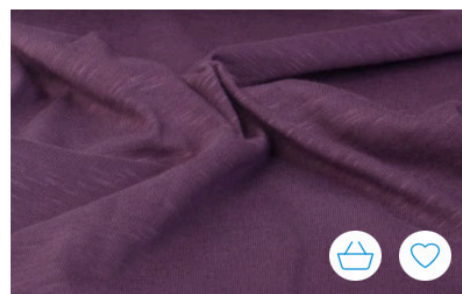
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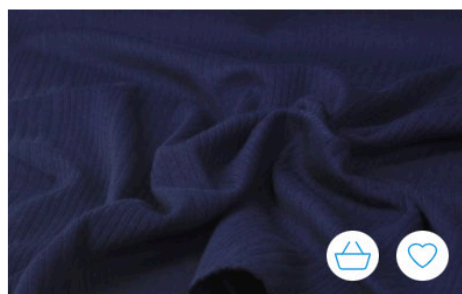
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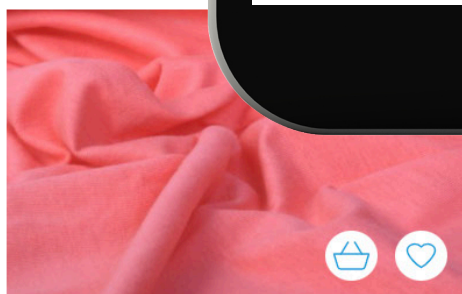
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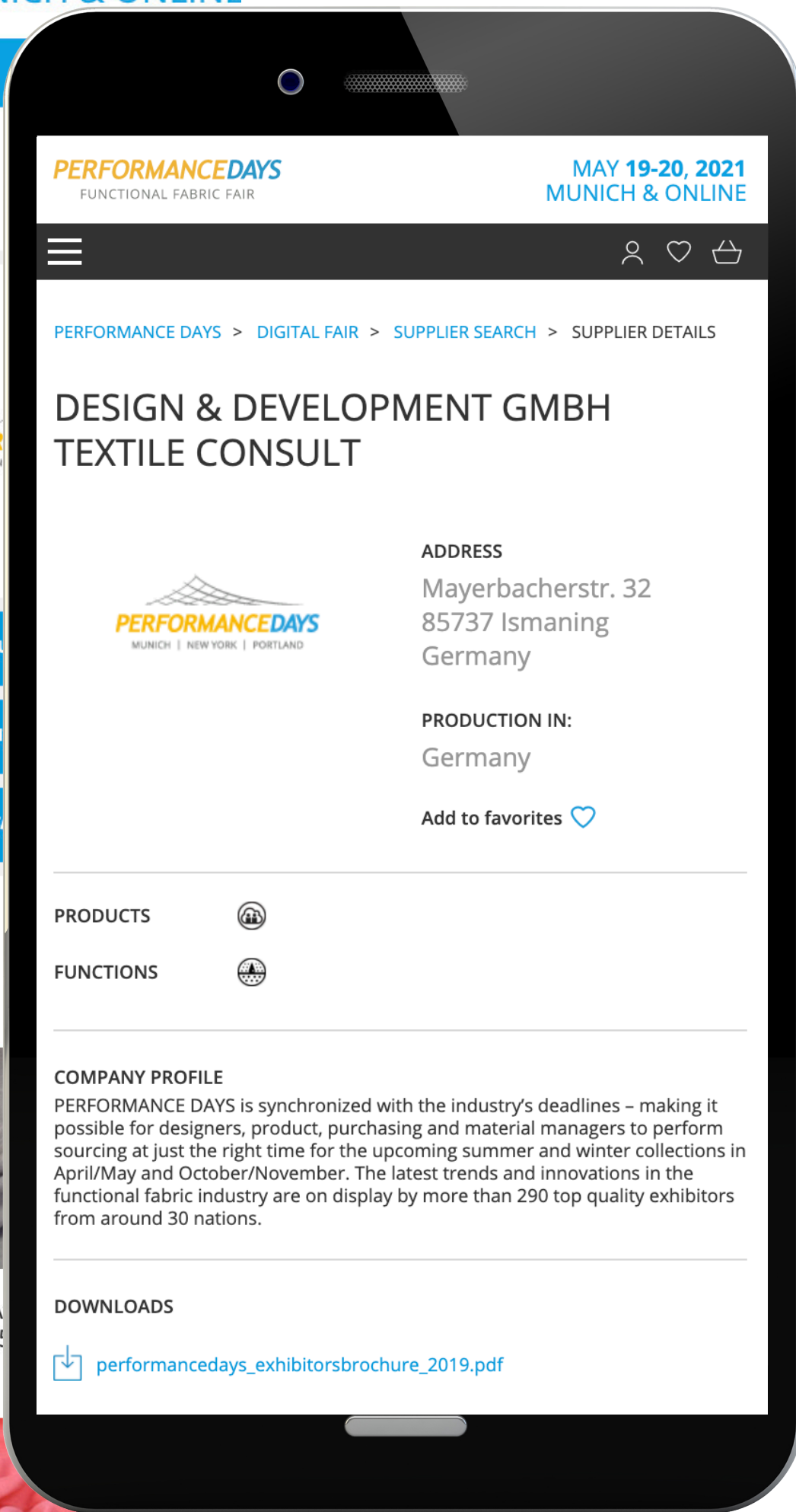
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DHRD20170034



# YOUR LOOP PROFILE IN DETAIL

- Your Logo
- Link to your website
- Contact information with easy function to connect
- More customization with CI colors, collection tags, etc.
- Appointment requests
- Company introduction
- Company or product video
- Product codes for easy search
- Document upload, such as product brochures, certifications, etc.
- PERFORMANCE FORUM portfolio: curated trend fabrics and accessories, automatically digitalized by PD
- Personal product portfolio: unlimited collection upload (+individual categorization)
- Private profile possible: access only for verified brands

*You don't have a product which you can upload? You can hold an online workshop for your customers with no additional costs instead!*

DISCOVER

# Start your digital presence today and apply [here!](#)

We will be happy to discuss any questions or ideas!



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Stay connected:

