

STYL·KABO

NA SHLEDANOU / SEE YOU
27-29 / 08 / 2016

Central
European
Exhibition
Centre

BVV
Veletřhy
Brno

**YOUR PLACE
FOR FASHION BUSINESS!**



International Fashion Fair



**International Footwear
and Leatherware Fair**

2016

August, 27 - 29

Brno - Exhibition Centre

Czech Republic

www.styl.eu - www.kabo.cz

FASHION MEETS BUSINESS

STYL·KABO



Direct Flights :

Brno-London-Brno

Brno-Eindhoven-Brno

Brno-Munich-Brno

Other near airports:

Vienna, Bratislava, Prague

Distances by Car:

Bratislava-Brno 140 Km

Vienna-Brno 150 Km

Prague-Brno 200 Km

Munich-Brno 580 Km

HIGH-TECH & HISTORY

STYL·KABO



Exhibition Surface (total):

Halls	121,968 m ²
Open Air	81,491 m ²
4,000	Parking Spaces

BASIC INFORMATION

STYL·KABO

Co-organisers of the fairs:

ATOK – Czech Association for the Textile, Clothing, and Leatherware Industry

ČOKA – Czech Footwear and Leatherware Association

Statistics – August 2015 (STYL and KABO):

7 841 m2 net exhibition space occupied

283 exhibitors

767 brands

5 457 attendees

Countries participating: Austria, Czech Republic, Belgium, Germany, Greece, Hungary, Italy, Lithuania, Poland, Slovakia, Slovenia, Great Britain, Turkey, Ukraine, Serbia



BASIC INFORMATION – I.

The logo for STYL·KABO is located in the top right corner. It consists of the text "STYL·KABO" in a white, sans-serif font, set against a dark red rectangular background. A vertical dashed white line is positioned to the left of the text.

- Presentation of the whole textile, clothing and footwear industry = the only one in the Czech Republic, Slovakia and the biggest in Central/Eastern Europe
- Since 1993, we are **the largest** international B2B fashion fair in Central/Eastern Europe ► long-established trade fair and well-known brands
- Event held **twice each year** (February & August), **3 days** (held Saturday-Monday)
- **B2B platform** of the fair, access only for registered industry insiders
- The fair is attended by 70-80 % of all the specialists in the Czech Republic's textile and clothing sector
- Perfect venue **for small and medium companies** which want to promote their brands, launch new products, make new contacts and get in touch with distributors;
- **10% foreign B2B attendees (Poland, Slovakia, Hungary, Austria, Slovenia, Croatia)**
- The event is widely monitored and reported by specialized industry media, giving an excellent opportunity to get noticed by prominent business partners

BASIC INFORMATION – II.

STYL·KABO

- The fashion fairs' PR campaign focuses on specialised media, **targeted direct marketing activities**, E-Letters, Social Networks ► target-group oriented
- The fair is held at a modern exhibition centre with excellent infrastructure and **first-class service**
- In our 2 newest Halls – P (STYL) and F (KABO)
- Exhibitors are situated according to the sector they represent
- **Professional fashion shows, trend lectures, B2B seminars**



Hall P – STYL / Hall F - KABO

STYL·KABO



EXHIBITORS' PROFILE

The logo for STYL·KABO is located in the top right corner. It consists of the words "STYL" and "KABO" in a white, sans-serif font, separated by a small dot. The logo is set against a dark red rectangular background that has a vertical dashed white line on its left side.

The typical exhibitors are small and medium-sized firms from the Czech Republic (80 % of all exhibitors), i.e. companies with up to 25 employees (only max. one-fifth of the exhibitors are companies with more than 25 employees)

- 44 % of the firms are manufacturers, 56 % distributors and importers (commercial firms)
- 73 % of the firms present mid-price goods at the fair
- 13 % present luxury goods, and 14 % present low-price goods

Target groups: Czech and International producers – importers and exporters – wholesalers – retailers – designers - associations – specialized press – chambers of commerce

Products classification of the August STYL-KABO:

STYL: Womenswear, Menswear, incl. Plus Size – Young & Denim – Baby – Lingerie & Beachwear - Accessories, Jewellery - Fabrics & Components

KABO: Shoes – Bags - Accessories

PRODUCTS SPECIFICATION

STYL·KABO

STYL:

CLASSICS (womenswear, menswear, incl. plus size , knitwear, leather and fur wear)

CASUAL (young fashion, denim fashion, sportswear)

BABY (childrens´wear)

LINGERIE-BEACHWEAR

ACCESSORIES-BIJOUX

HOME TEXTILES

FABRICS-COMPONENTS

OTHERS

KABO:

SHOES

ACCESSORIES(bags, suitcases, belts, gloves)

MATERIALS, COMPONENTS, EQUIPMENT

Who are the visitors?

STYL·KABO

- ✓ Distributors looking for new collections;
- ✓ Business owners and managers looking for interesting goods for their stores;
- ✓ Multibrand-store agents;
- ✓ Shopping mall agents, retail-chain agents;
- ✓ Representatives of fashion industry associations;
- ✓ Fashion designers looking for inspiration or searching for manufacturers of their products.

VISITORS' PROFILE

STYL·KABO

- **81 %** of the industry visitors hold a decision-making position in their firms
- **65 %** of the industry visitors are firm owners or partners
- **53 %** of the industry visitors have made important new business contacts
- **77 %** regular visitors
- **16 %** first-time visitors
- **72 %** of the visitors deal in mid-price goods, 14 % in luxury goods, and 14 % in lower-price goods
- **50 %** of the visitors run a fashion and fashion accessories shop, 17 % a shoe and leatherware shop, and 12 % of visitors work in manufacturing
- **72 %** of the retail visitors own their own shop with a sales surface of up to 500 m²

REFERENCES

Brands & companies

The logo for STYL·KABO is located in the top right corner. It consists of a dark red rectangular background. On the left side of the rectangle, there is a vertical white dashed line. To the right of this line, the words "STYL·KABO" are written in a white, uppercase, sans-serif font. The dot between "STYL" and "KABO" is a solid white dot.

STYL: Aigner, Anita, blue seven by Obermeyer, Bugatti, Bruno Banani, CALVIN KLEIN UNDERWEAR, Camp David, Casamoda, Cobra Jeans, cpm the collection, Comtessa, DDP Paris, DELFUR ITALY, DIESEL, Disney, Doppler, Eden Rose, Felina, Foxtrot, Geisha – Amsterdam, Gelco, Hajo, Hardstone, Hello Kitty, CHEEK by LISCA, Christa Probst, Jablonex, Karpet, KOOI-KNIT, Lamido, Leo Guy, Lisca, Linia, Loft, Maglia, Manfred Hegler, MekSTONE, MZGZ, NEULA, Noize – Amsterdam, PASSIGATI, Paul Brial, Pause Café, Pierre Cardin, Playboy, Pleas, PTAK MODA, s. Oliver, Sassa, Saxoo London, Schiesser, Stehmann, STERN TALER, Thomas Urban, TONAK, Vanilia, Von Zeiten *and many other brands*

KABO: ara, Asylum, Bugatti, Caprice, DOCA, D.P.K., Flora Danica, Fly London, Gabor, GEKA, GEOX, Gerry Weber, Högl, Hispanitas, Icebug, Jana, Joe Sánchez, Josef Seibel, Lanson, Legero, Marco Tozzi, Menbur, Mustang, Protetika, Rieker, Romika, Sarah Burglar, S. oliver, S. Fiorentino, Sprandi, Superfit, Tamaris, Ted Lapidus, Verde, Xti *and many other brands*

PROMOTION OF THE FAIR

STYL·KABO

➤ **Publicity in B2B journals:**

MODA REVUE – magazine for B2B fashion branche

SVET TEXTILU A OBUVI – magazine for textile and shoes

MÓDNÍ PRÁDLO – magazine for lingerie & beachwear

➤ **PRESS CONFERENCES**

➤ Exhibitors details in **the i-catalogue on the fairs' web site** (www.styl.eu)

➤ **The VISITOR'S GUIDE with the represented brands** is resent to e-mail contacts of B2B visitors

➤ **The printed BRAND&COMPANY MAP** is given to all visitors at the entrance to the fair

➤ The e-letters with exhibitors' and fairs' news are resent to e-mail contacts of STYL-KABO B2B visitors



IMPORTANT DATES for exhibitors

STYL·KABO

I. Deadline for sending in the applications : (20 % discount on the exhibition space basic price)	19 April, 2016
II. Deadline for sending in the applications : (10 % discount on the exhibition space basic price)	19 May, 2016
Deadline for sending in the applications to the fashion shows	17 June, 2016
Deadline for entry in the electronic catalogue:	30 June, 2016
Submitting the collection for the fashion shows	19 August, 2016
Stand Construction Period	24-26 August, 2016
Duration of the fair	27-29 August, 2016
Dismantling Period	30-31 August, 2016

COSTS OF PARTICIPATION

STYL·KABO

EXHIBITION SPACE

- Registration fee CZK 2,500
- Basic price for exhibition space valid till April, 2016 CZK 1,592/sqm
- Basic price for exhibition space till 19 May, 2016 CZK 1,791/sqm
- Basic price for exhibition space after 19 May, 2016 CZK 1,990/sqm

Extra charge for the exhibition space:

Corner stand: + 5 % of the respective price for the exhibition space

U-stand: + 5 % of the respective price (minimum size 40 sqm)

Island stand: + 5 % of the respective price (minimum size 49 sqm)

STAND CONSTRUCTION AND SERVICES

- Standard stand construction from CZK 1,000/sqm
- Power connection up to 2,2 kw CZK 4,300

EUR = CZK 27; USD = CZK 24, the rate can change
(CZK – Czech Crown)

VAT 21 % not included

COSTS OF PARTICIPATION (all-inclusive stand packages)

STYL·KABO

All-inclusive stand packages – „with one signature to the fair“:

The price for the all inclusive stand packages includes registration fee, exhibition space, stand construction, furniture and power connection.

STYL

- **PREMIUM** - dimensions 12-32 sqm – price starts from CZK 40.000 + VAT
- **ECONOMY** - dimensions 9-20 sqm – price starts from CZK 29.600 + VAT

KABO

- **EXCLUSIVE** - dimensions 21-28 sqm – price starts from CZK 59.600 + VAT
- **ECONOMY** - dimensions 9-20 sqm – price starts from CZK 26.000 + VAT

EUR = CZK 27; USD = CZK 24

VAT 21 % not included

STYL EXHIBITION STANDS

Package PREMIUM



For your most efficient presentation at the STYL fair, we recommend you an all-inclusive PREMIUM stand. Premium means a special construction system for design stands. Design look and high variability are the main benefits of the system, enabling to create stands of any size and lay-out.

Prices starting
from CZK 40.000



STYL EXHIBITION STANDS

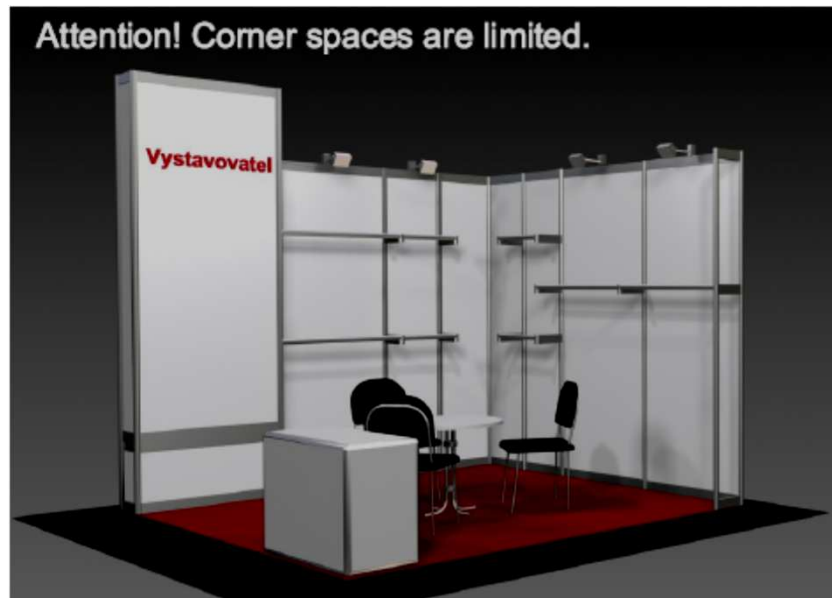
Package ECONOMY

STYL·KABO

The all-inclusive Economy stand - interesting price, high variability – corner or row stands (row spaces are limited), inside equipment – furniture, hanger racks

9 sqm – CZK 29,600 + 21 %VAT

dimensions 3x3 m



KABO EXHIBITION STANDS

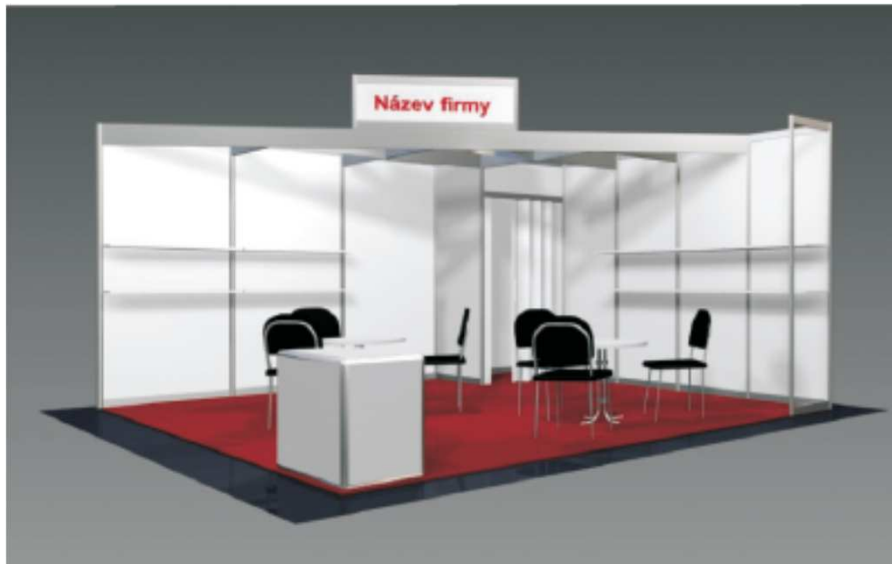
Package ECONOMY



The all-inclusive Economy stand - interesting price, high variability – corner or row stands (row places are limited), inside equipment – furniture, hanger racks

20 sqm – CZK 47,600 + 21 %VAT

dimensions 5x4 m



BONUS

STYL·KABO

- **entry of the represented brands in the electronic VISITORS´ GUIDE** which will be sent to STYL-KABO visitors´ list (6.000 B2B contacts)
- **entry of the represented brands in the BRAND & COMPANY MAP** which will be given to all visitors at the box offices
- **Press release of exhibitors´ company** incl. photos will be placed on the web pages of the fair STYL-KABO and sent to business visitors as a part of e-letter



SUPPORTING PROGRAMME

Fashion Shows and more...

STYL·KABO

- **Daily profesional Fashion Shows**
- Seminars, lectures
(Marketing, Design, Trends etc.)
- Trend forums



FURTHER SERVICES

STYL·KABO

- Catering
- Multilingual hostesses
- Interpreting service
- Lodging in luxury hotels, quiet pensions or reasonably priced hostels
- Service bureaus in the halls

Contacts

STYL·KABO



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