



Sun Shading Expo

NORTH AMERICA

SMART | TECHNOLOGY | DESIGN

At Sun Shading Expo, co-located with Advanced Textiles Expo, you'll meet hundreds of buyers who are ready to do business. This is one sun-shading industry event that pays you dividends all year long.

Eager buyers rely on you to showcase the latest exterior and interior sun shading products, preview the newest technology and innovation, and deliver the solutions they need.

September 24-26, 2024

Anaheim Convention Center, Anaheim, California

Co-located with:

Advanced Textiles
EXPO

Launch Partner:

COULISSE
SINCE 1992

sunshadingexpo.com



There's nothing quite like meeting face to face...

Sun Shading Expo is the place to connect with the sun shading and textiles industries. Outdoor living, pergolas, and awnings meet decorative fabrics and smart motorization—all under one roof. You'll walk away with new connections, fresh insights, and lucrative business deals.

At Sun Shading Expo, you can maximize your time and meet the right people to discuss business opportunities.

- Exhibition areas**
- + Interior Sun Shading Systems
 - + Exterior Sun Shading Systems / Weather Protection Systems
 - + Awnings
 - + Shutters & Accessories
 - + Technical Textiles for Interior and Exterior Sun Shading Systems
 - + Drives
 - + Control Systems



I enjoyed a TON of things while being at the Sun Shading Expo, but the thing that I found the most interesting was the wide variety of vendors here. Having four decades in the industry, learning about so many new international vendors that I have never known about before has been interesting. That is what the Sun Shading Expo brings to us in North America: this international background and exposure. How else would we have known about them?
— LuAnn Nigara, Co-Owner, Exciting Windows!

Sun Shading Expo Snapshot

Sun Shading Expo co-locates with Advanced Textiles Expo (formerly known as IFAI Expo), the leading exhibition for specialty and advanced textiles.

Both shows create a massive show floor with cutting-edge advancements in textiles, fabrics, interior and exterior sun shading technologies. Here's a snapshot of who you'll see.


Number of **attendees Sun Shading Expo + Advanced Textiles Expo** total:

4,517



The Sun Shading Expo is truly a global event, with **50%** of our exhibitors and **30%** of our attendees coming from over **36 countries**.



Up 
26%

Sun Shading Expo's attendance compared to 2022

86%

of our visitors are involved in purchase decisions



81%

of our visitors intend to visit Sun Shading Expo 2024



Number of **exhibitors Sun Shading Expo + Advanced Textiles Expo** total:

375

Top 3 visitor groups attending Sun Shading Expo:

48%

Manufacturer of Finished and Semi-Finished Products, and Fabricators

23%

Retailer, Dealer, Direct-Sale

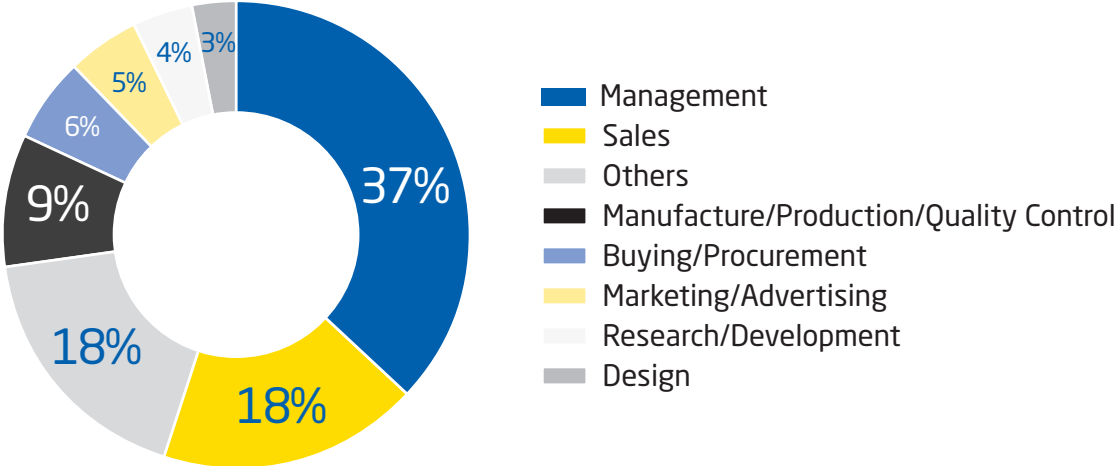
13%

Wholesaler, Distributor

Sun Shading Expo attendees are decision-makers—and they are ready to meet you!



Our attendees represent a cross-section of job functions:



See what the greatest strengths are when you attend Sun Shading Expo:

- The opportunity to meet face-to-face with others in the industry to exchange ideas, make new contacts, and refresh existing relationships.
- Bringing everyone together to see what’s happening in the sun shading industry and allowing for exposure to so many products in one place.
- Diversity within the industry, and quantity of quality vendors, domestically and internationally.
- Insightful conference program with various topics and business advice.
- Co-located with the Advanced Textiles Expo allows you to view even more exhibitors within the industry.

See what the greatest strengths are when you exhibit at Sun Shading Expo:

- The ability to connect with prospective customers and strengthen your bond with existing customers.
- The networking opportunities and the quality of attendees.
- The opportunity to meet with many of the industry's leaders all in one location.
- Learn about new developments within the sun shading industry.

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Our Sun Shading Expo experience has been fantastic. We came here to meet many new fabricators throughout the country. The show has been great, and we will do it again in 2024. I encourage anyone looking to expand their business in the United States from the distribution of components and fabrics to consider Sun Shading Expo.”

– Daniel Buxbaum, Managing Director,
Top Window Covering USA, Inc.



Boost your impact with a sponsorship at Sun Shading Expo 2024!

Looking for a way to enhance your booth presence? Gain more leads and/or increased exposure through our great sponsorship opportunities.

There's something for every brand and budget— just ask and we'll be happy to answer any questions that you may have.

Get ready to meet your next customer...

Here's a glimpse at categories of industry decision-makers you can expect to see Sun Shading Expo.

- Architects
- Contractors
- Dealers
- Decorators
- Direct-Sale
- Distributors
- Fabricators
- Facility management companies
- Installation, maintenance, and service companies
- Interior designers
- Manufacturers of finished products
- Retailers
- Sales representatives
- Wholesalers
- Window coverings consultant/trend scout
- Workrooms



Book Your Space & Let's Drive Business Together at Sun Shading Expo 2024!

For more information about Sun Shading Expo 2024, please contact:

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