



MEMBER OF THE  
R+T ALLIANCE



# Sun Shading Expo

NORTH AMERICA

**SMART | TECHNOLOGY | DESIGN**

**November 5-7, 2025**

**Indiana Convention Center,  
Indianapolis, IN**

Co-located with:

Advanced Textiles  
**EXPO**

Launch Partner:

**COULISSE**  
since 1992

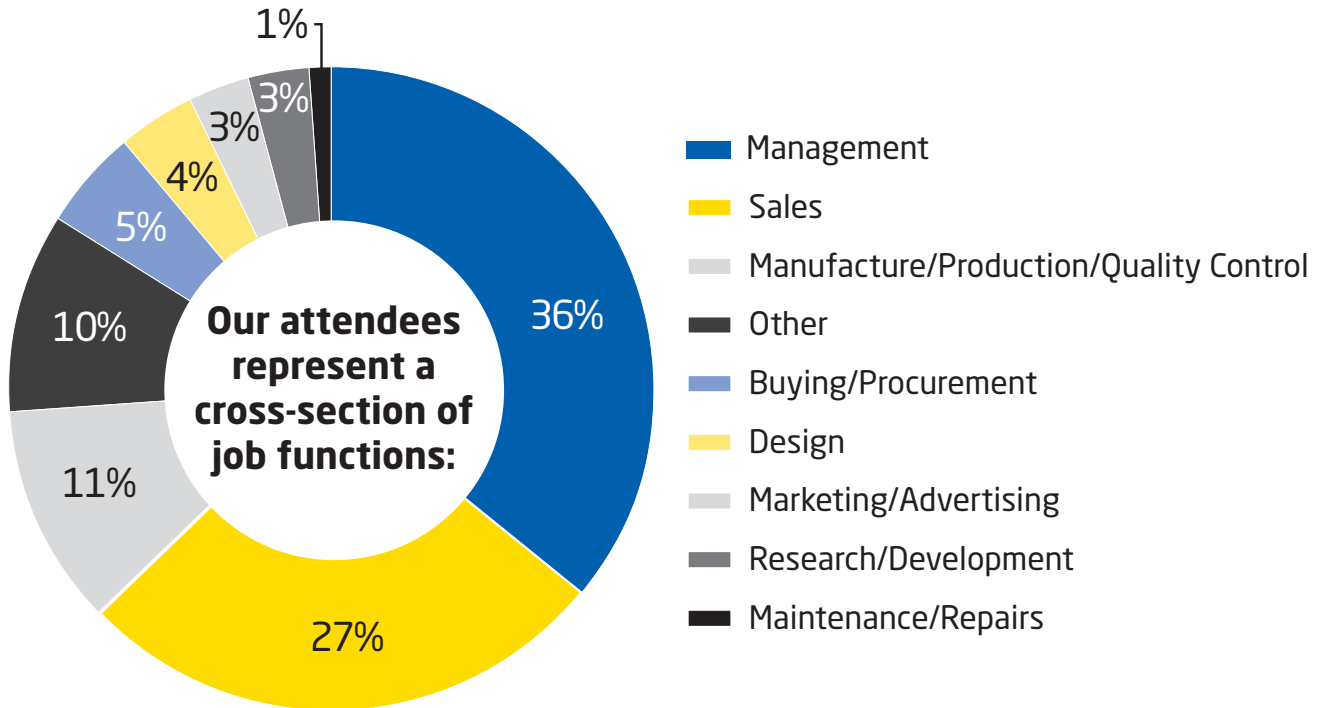
At Sun Shading Expo, co-located with Advanced Textiles Expo, you'll meet hundreds of buyers who are ready to do business. Attendance grew 55% in 2024 and the buzz is real! This is the sun shading industry event that pays you dividends all year long.

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. Be there to meet them!

[sunshadingexpo.com](https://sunshadingexpo.com)



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



## See what attendees love most about 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.

# Sun Shading Expo 2024 Snapshot

Sun Shading Expo continues to grow year after year! It's co-located with Advanced Textiles Expo (formerly known as IFAI Expo), the leading exhibition for specialty, advanced and industry textile solutions.

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.

Total number of attendees at Sun Shading Expo + Advanced Textiles Expo

4,295

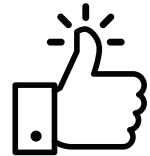


The Sun Shading Expo is a Global Event with 24 countries represented by our exhibitors and attendees.

95% of our visitors are involved in purchase decisions



93% of the visitors would recommend Sun Shading Expo to others.



Sun Shading Expo's attendance compared to 2023:

55%



Sun Shading Expo presented

65%

more exhibitors than in 2023.



83%



of our visitors intend to visit Sun Shading Expo 2025.

Total Number of exhibitors at Sun Shading Expo + Advanced Textiles Expo

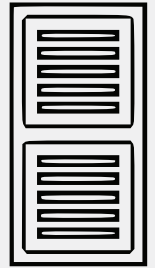
382



## Top 10

product areas that buyers shopped

1. Roller blinds
2. Awnings
3. Vertical blinds
4. Exterior screens (for windows, patios, porches)
5. Sun shades / Parasols
6. Control systems for interior sun shading systems
7. Roller shutters
8. Venetian blinds
9. Control systems for exterior sun shading systems
10. Textile materials / fabrics for blinds



## Top 4 visitor groups attending Sun Shading Expo:

27%

Retailer, Dealer, Direct-Sale store

25%

Manufacturer of Finished and Semi-Finished Products, Fabricators

14%

Interior Designer, Decorator, Window Coverings Consultant, Workroom

14%

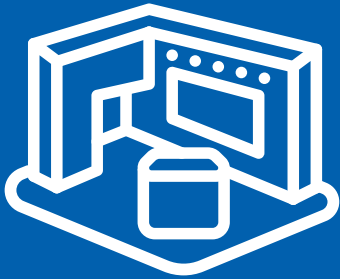
Wholesaler, Distributor

# 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



*The Sun Shading Expo is an excellent opportunity to showcase our products and attract potential customers. It is also a good way to connect with our partners and continue to build a strong presence in the market. We are looking forward to joining the show next year!*

—Paula Melo  
Marketing Manager, Coulisse





# Get ready to meet your next customer...

Here's who you will meet at Sun Shading Expo 2025:

- 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 2025!

For more information about Sun Shading Expo 2025, please contact:

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