

# Sun Shading Expo 2024 Snapshot

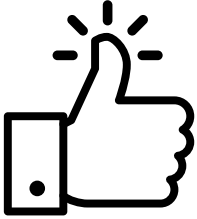
Sun Shading Expo continues to grow year after year! It's co-located with Advanced Textiles Expo (formerly known as IFAI Expo), the leading exhibition for specialty, advanced and industry textile solutions.

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.

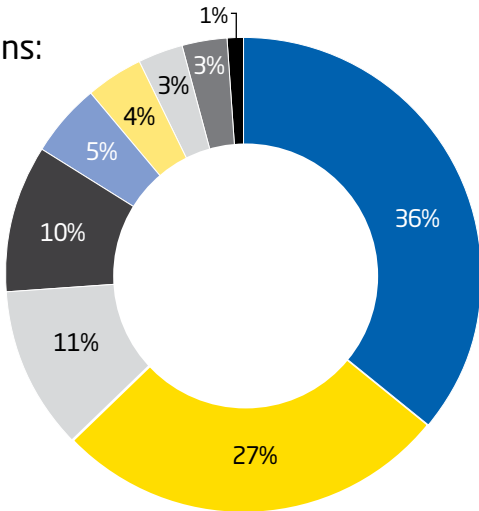
 **95%** of our visitors are involved in purchase decisions.

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


**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


Our attendees represent a cross-section of job functions:




- Management
- Sales
- Manufacture/Production/Quality Control
- Other
- Buying/Procurement
- Design
- Marketing/Advertising
- Research/Development
- Maintenance/Repairs

**83%**  of our visitors intend to visit Sun Shading Expo 2025.

Sun Shading Expo's attendance compared to 2023: **55%** 

Sun Shading Expo presented **65%**  more exhibitors than in 2023.

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

 **382**

**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