

PREVIEW

RAW MATERIALS TRADE SHOW

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IMPRESSION FIRST EDITION













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INTRODUCTION

KEY BENEFITS

✓ **CLEAR CONCEPT AND PLUG & PLAY BOOTHS**
Everything you need is included: booth space, racks, furniture and bar stools.

✓ **OUR NETWORK IS YOUR NETWORK AND VICE VERSA**
Network, find new accounts and build relationships with (potential) buyers.

✓ **FREE MARKETING KIT & PROMOTION**
You will receive a free marketing kit to use for your own communication.

✓ **FREE PARKING, DRINKS & BITES**
The organization offers free parking, drinks & bites during the event day(s).

✓ **CENTRAL LOCATION IN THE NETHERLANDS AND CENTRE OF THE INDUSTRY**
Located in the middle of the country and at the heart of the footwear industry.

✓ **COVERING THE BENELUX AREA**
Special focus on the Benelux Area.

PRICE PARTICIPATION

€135,- PER SQ/M2 FOR TWO DAYS
10M2 = €1350,- • 20M2 = €2700,- • 40M2 = €5400,-
No need to build up your own booth.

IMPRESSION FIRST EXHIBITORS

LEATHER • TEXTILES • SOLES • COMPONENTS

A22	Curtidos Lajara	Inter Leather	Opera	Samanta
Bolflex	Gruppo Mastrotto	Malaigia Pellami	Palomares Piel	Smart Suede
Bopell	Hashtag	Montebello	Poleva	Texless

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DATE & LOCATION

February 10th & 11th, 2027
10:00 AM- 4:00 PM

CAST Buizerdlaan 6
Nieuwegein, The Netherlands

REASON FOR THESE DATES

DESIGN TEAMS ARE FULLY ENGAGED TO NEW COLLECTIONS 

TRAVELING DURING THIS PERIOD TAKES PLACE 

LOCAL BRANDS HAVE GIVEN POSITIVE FEEDBACK TO THIS PERIOD 

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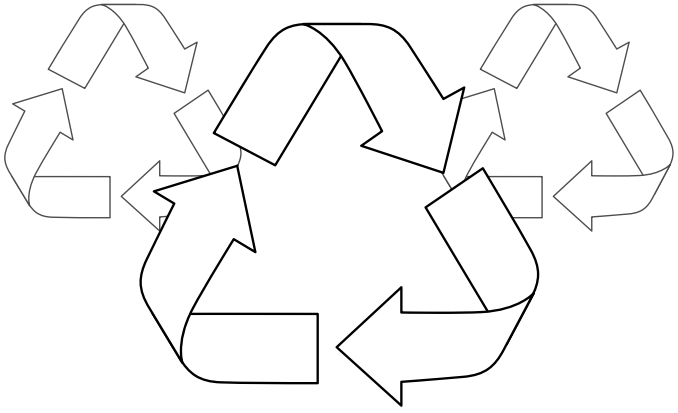
SUSTAINABILITY AND FUTURE REGULATIONS

- This is an opportunity to take part in a sustainable event – local and product-focused – designed to make the journey within the supply chain as efficient as possible, avoiding unnecessary costs or travel;

- Due to the increasing level of transparency and visibility within product supply chains, (sub)suppliers will become more easily identifiable through the introduction of a so-called Digital Product Passport (DPP). This measure will, within the next few years, need to be implemented by all market participants across various product categories – including footwear and apparel – and made visible either on the product itself or on its packaging;

- Making your own production chain more transparent will become an integral part of this development;

- This event is in an open and transparent set up. A set up that reflects the openness of the current decade.



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CURRENT CHALLENGES FOR VISITORS

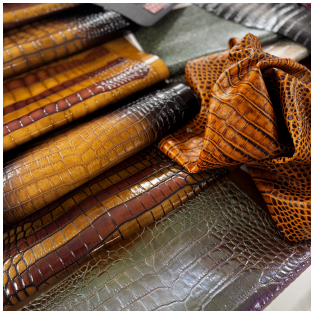
- Brand and Design Teams lose valuable time scheduling separate meetings with suppliers;
- The European Supply Chain is fragmented and difficult to access;
- International Trade Fairs are often too large, too expensive and too far away;
- At the most events booths are expensive and not very sustainable.

PREVIEW OPPORTUNITIES

- PREVIEW brings all relevant international suppliers together in one place in a cost and time effective way.
- PREVIEW is focused on efficient sourcing, direct connections and high-quality meetings;
- PREVIEW has an inspiring, well-curated trade floor where business and innovation come together;
- PREVIEW offers a clear and unique plug and play concept which gives each brand a fair position on the event floor.







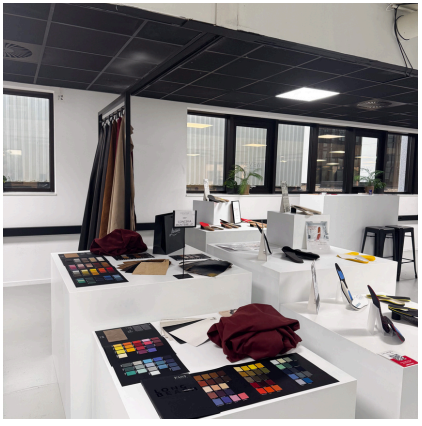
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WHAT MAKES PREVIEW UNIQUE



100% PRODUCT FOCUS
A dedicated platform for materials and components



PLUG & PLAY, COMPACT & EFFICIENT
A clear, well-organized setup with +/- 80 exhibitors



REGIONAL, RELEVANT & BUYERS ONLY
Tailored to relevant buyers from the Benelux



HOSPITALITY FIRST TO EXHIBITORS AND VISITORS
Trends, innovations, and networking

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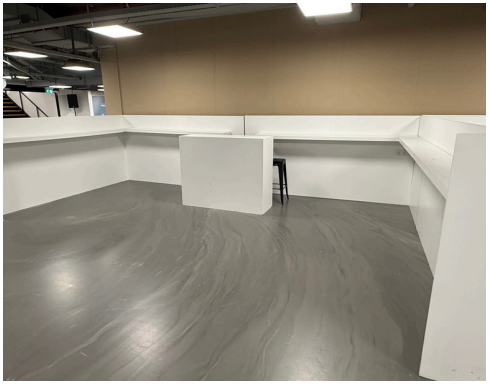
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PLUG & PLAY CONCEPT









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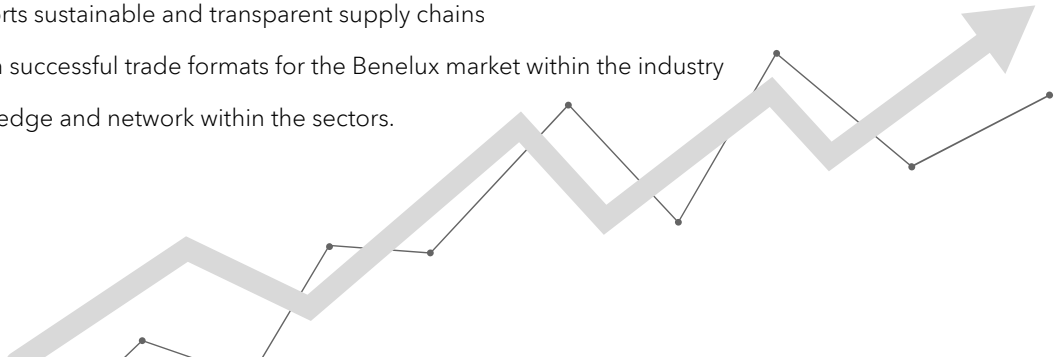
TARGET AUDIENCES

WITHIN THE
FOOTWEAR, TEXTILE & FURNITURE BUSINESS

EXHIBITORS	VISITORS
Relevant suppliers	Brand & Design teams
Innovative producers	Retailers & Private Label companies
Important Industry partners	Manufacturers & Purchasing departments

MARKET POTENTIAL

- Over 1.000 active buyers accross the Benelux region for fashion, footwear, accessories & furniture.
- Growing demand for local sourcing and traceable materials as international trend
- PREVIEW offers a regional alternative to large international trade fairs in Italy and Germany
- Supports sustainable and transparent supply chains
- Proven successful trade formats for the Benelux market within the industry
- Knowledge and network within the sectors.



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VISIOR ANALYSIS

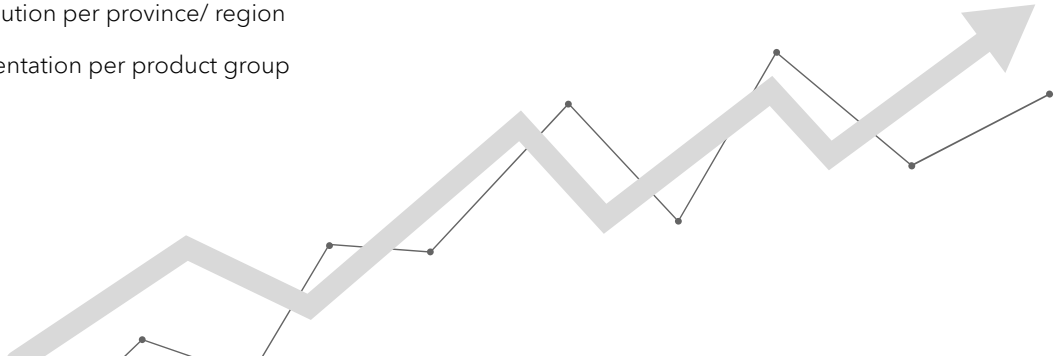
WITHIN THE
FOOTWEAR, TEXTILE & FURNITURE BUSINESS

COMPANY PROFILE	BUSINESS PROFILE
Origin: Country, Region, City	Job role
Branche, product specific expertise	Decision level
Generic contact info	Location

WHAT DO YOU RECEIVE AS ADDED VALUE TO YOUR PARTICIPATION

Extensive visitor information report concluding:

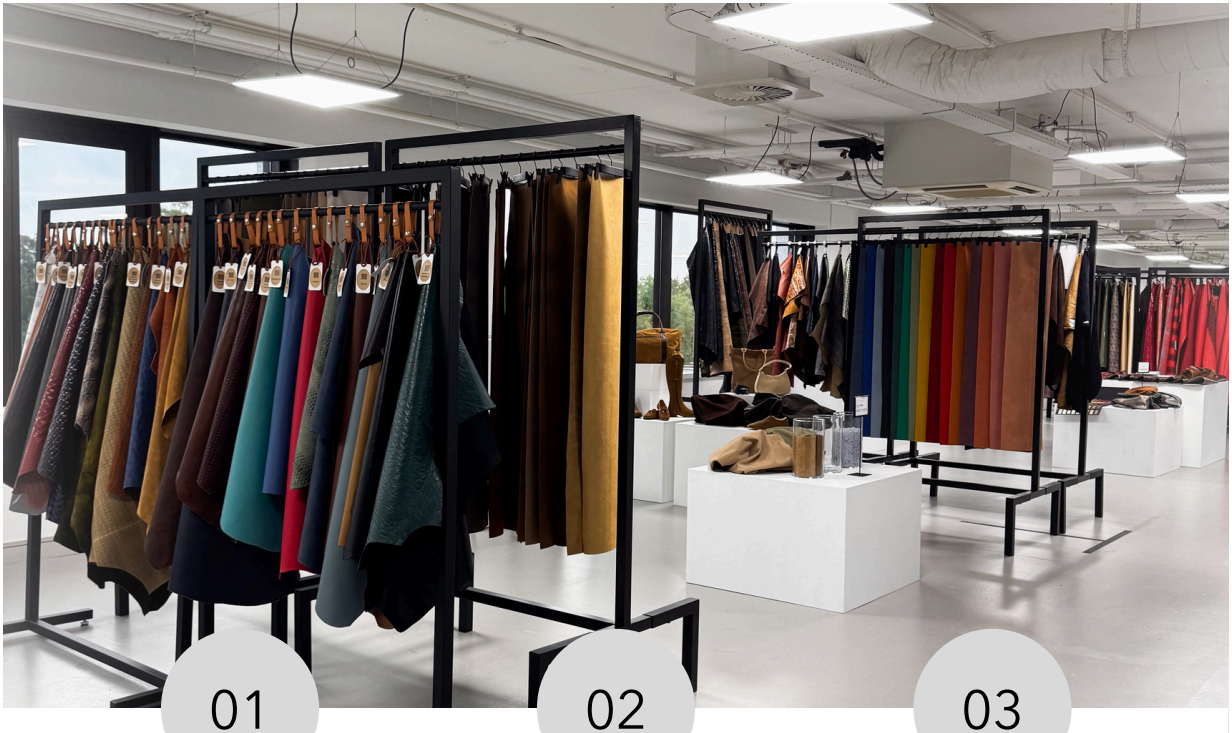
- Graphics and diagrams with clear overview of data
- Type of stores & number of total buyers
- Distribution per province/ region
- Segmentation per product group



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EXHIBITORS



01

SQ/M

Small to large possibilities
10m2
up to
50m2

02

PRICE

Two days all included
€ 135
per
sq/m

03

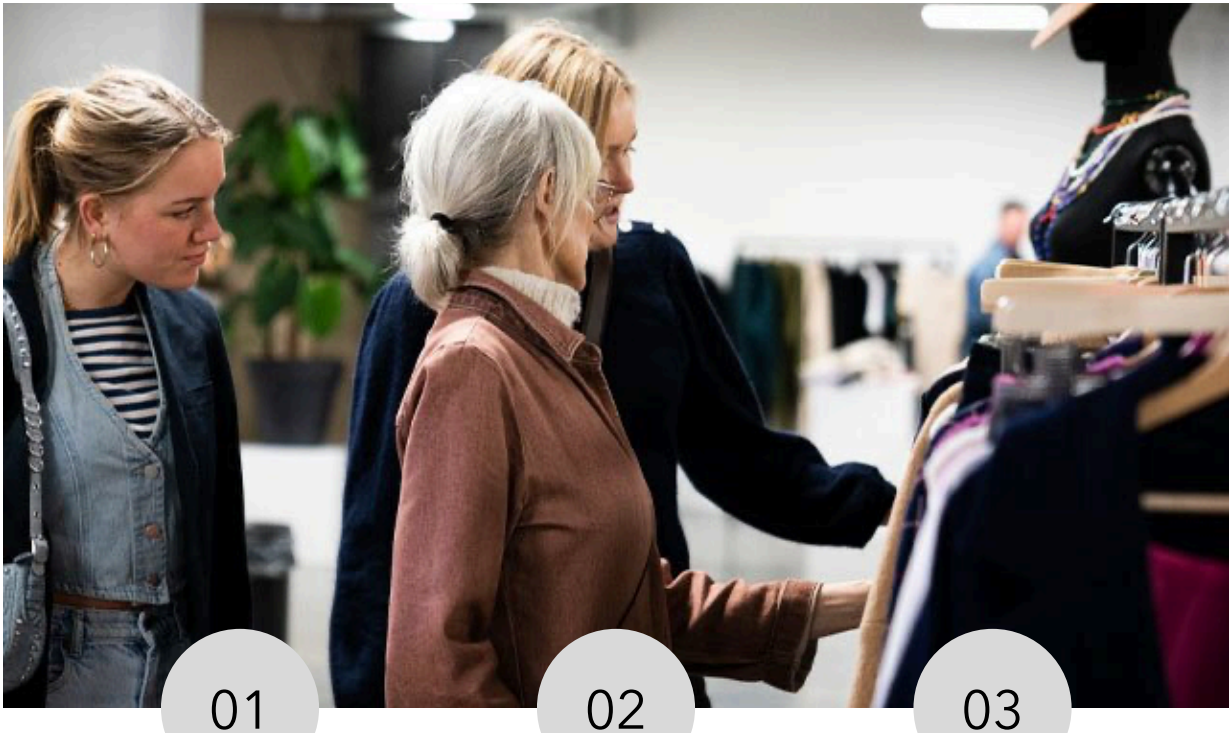
PROMOTION

We do all promotion
towards your prospects.
Extra promotion options are
possible for a fee

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VISITORS



01

BUYERS ONLY

The event is only open to professionals that buy into the presented products.

02

FREE FACILITIES

Free drinks, bites & parking. No hidden costs for you as a brand to make sure you're focused on your daily business.

03

NETWORK

Sharing knowledge, get inspired and use the possibility to netwerk all day.

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EVENT DETAILS

LOCATION: CAST | BUIZERDLAAN 6 | 3435 SB | NIEUWEGEIN | THE NETHERLANDS

SAVE THE DATE: 10.02.26 & 11.02.26

EXHIBITOR GOAL: 50 EXHIBITORS FROM INTERNATIONAL ALLURE, THE MOST RELEVANT COMPANIES

CONCEPT: PLUG&PLAY | SOURCING FAIR | INSPIRATION ZONE | NETWORKING RECEPTION

TEAM PREVIEW



EXPERIENCE &
KNOWLEDGE WITHIN
FOOTWEAR, SPORTS & FASHION



EXCELLENT
EXPERTISE WITH
EVENT ORGANIZATION



AN INSPIRING ENVIRONMENT
FOR BUSINESS RETAIL &
COMMUNITY BUILDING

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ROAD & FACILITIES

AIRPORTS: AMSTERDAM SCHIPHOL, ROTTERDAM THE HAGUE, EINDHOVEN AIRPORT

HOTELS: MULTIPLE OPTIONS NEARBY

SET UP: TUESDAY 9TH OF FEBRUARY 10.00 | 16.00

DISMANTLING: THURSDAY 11TH OF FEBRUARY FROM 16.00

