



# PREVIEW

RAW MATERIALS TRADE SHOW

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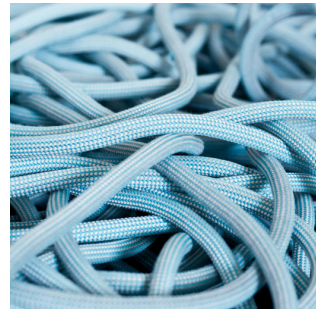
## INTRODUCTION

The PREVIEW organisation introduces a complete new trade show concept for suppliers towards the fashion, footwear & furniture business.

PREVIEW Raw Materials Trade Show is born!

The show is simple, compact and professional in its set up. The event focusses on design, sourcing and production professionals within the Benelux region.

At one location, buyers can explore suppliers of leathers, fabrics and components. The event has a set up of two days, full of inspiration, innovation, and networking opportunities.



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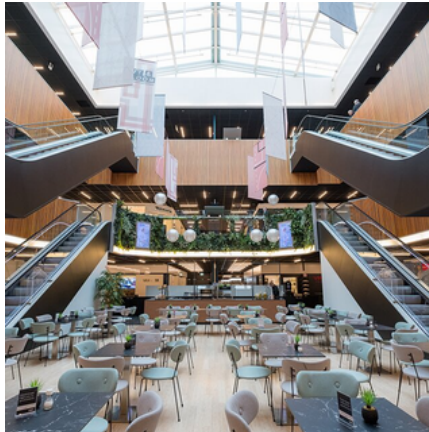
## **ABOUT PREVIEW**

PREVIEW was established in July 2020 as an initiative by CAST, located in Nieuwegein.

It offers a relaxed environment where visitors can connect and expand their professional knowledge by discovering a curated selection of current, complementary brands.

The trade fair features a clear and cohesive concept with a simple, uniform presentation for each brand – creating an accessible and inspiring experience.

PREVIEW is a unique gathering of relevant suppliers for relevant prospects. For more information, please visit the PREVIEW website: [cast.nl/preview](https://cast.nl/preview)

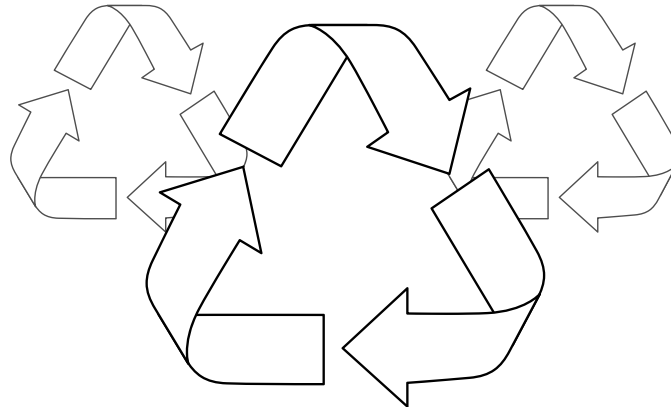


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## **SUSTAINABILITY AND FUTURE REGULATIONS**

- 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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## DATE & LOCATION

September 1st & 2nd 2026  
10:00 AM- 4:00 PM

CAST Buizerdlaan 6  
Nieuwegein, The Netherlands

## REASON FOR THESE DATES

INTERNATIONAL TRADE FAIRS HAVE TAKEN PLACE



SAMPLE COLLECTIONS ARE AVAILABLE AFTER MAJOR FAIRS



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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## 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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## PLUG & PLAY CONCEPT



€125 PER SQ/M FOR TWO DAYS

10M2 = €1250,-

20M2 = €2500,-

40M2 = €5000,-

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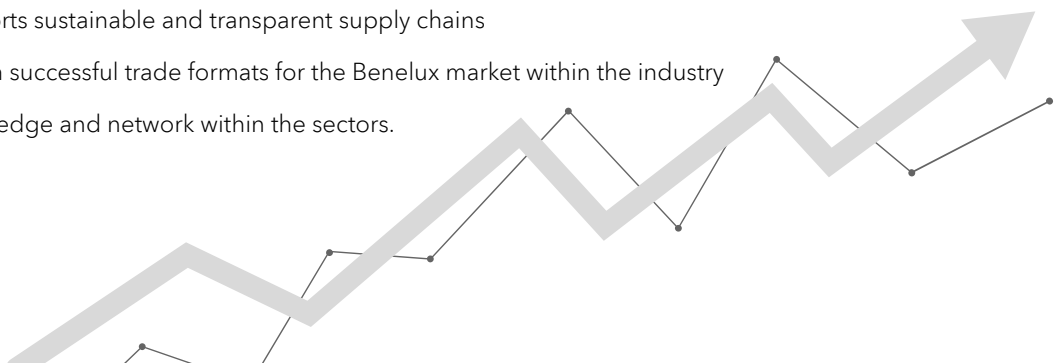
## TARGET AUDIENCES

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 across 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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## VISITOR ANALYSIS

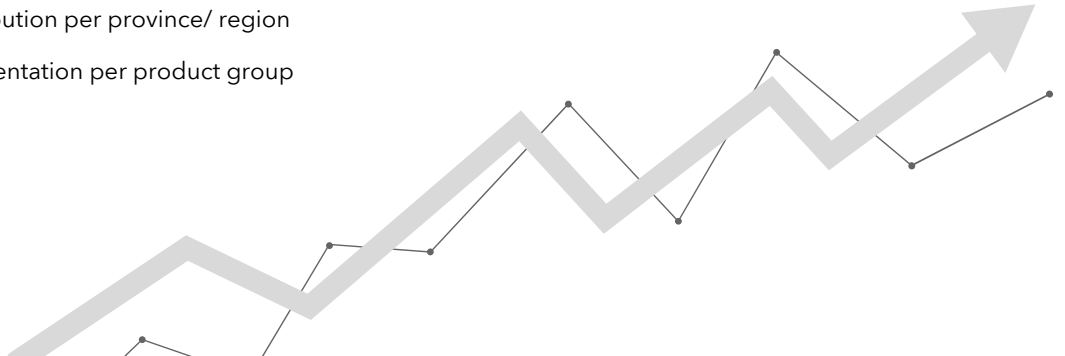
WITHIN THE  
FOOTWEAR, TEXTILE & FURNITURE BUSINESS

<b>Company Profile</b>	<b>Buyers Profile</b>
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:

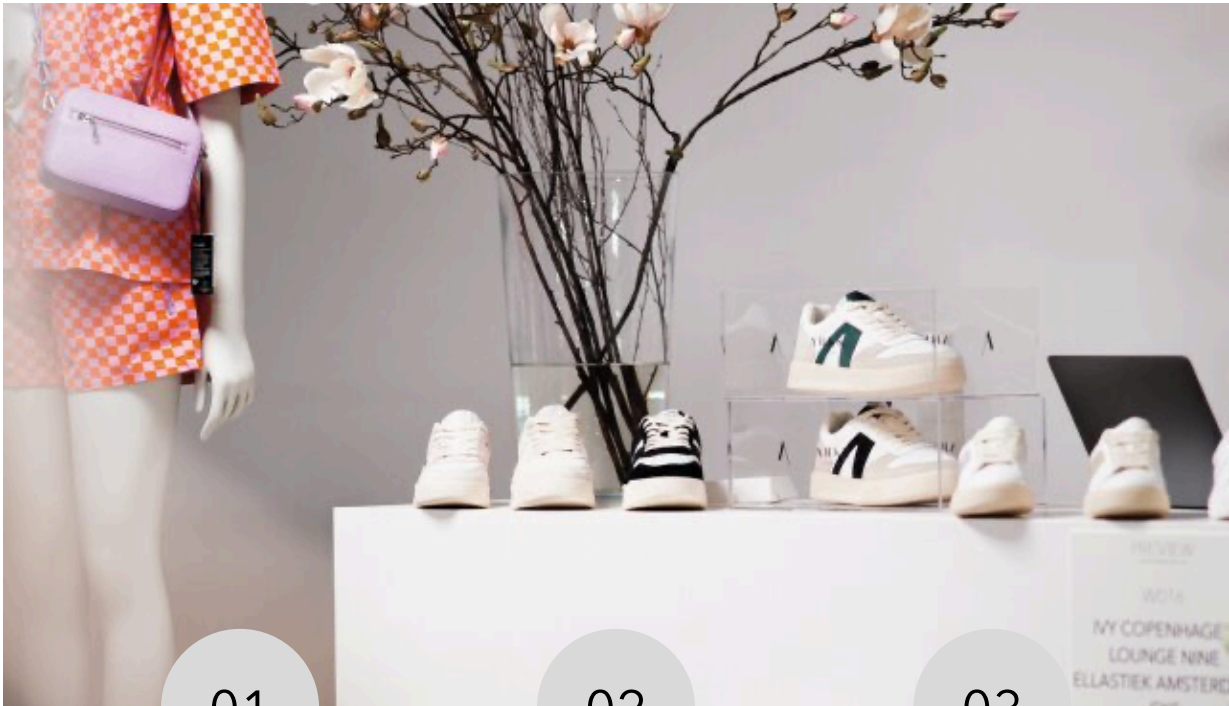
- Graphics and diagrams with clear overview of data
- Type of stores & number of total buyers
- Distribution per province/ region
- Segmentation per product group



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## EXHIBITORS



01

SQ/M

Small to large possibilities  
10m2  
up to  
50m2

02

PRICE

Two days all included  
€ 125  
per  
sq/m

03

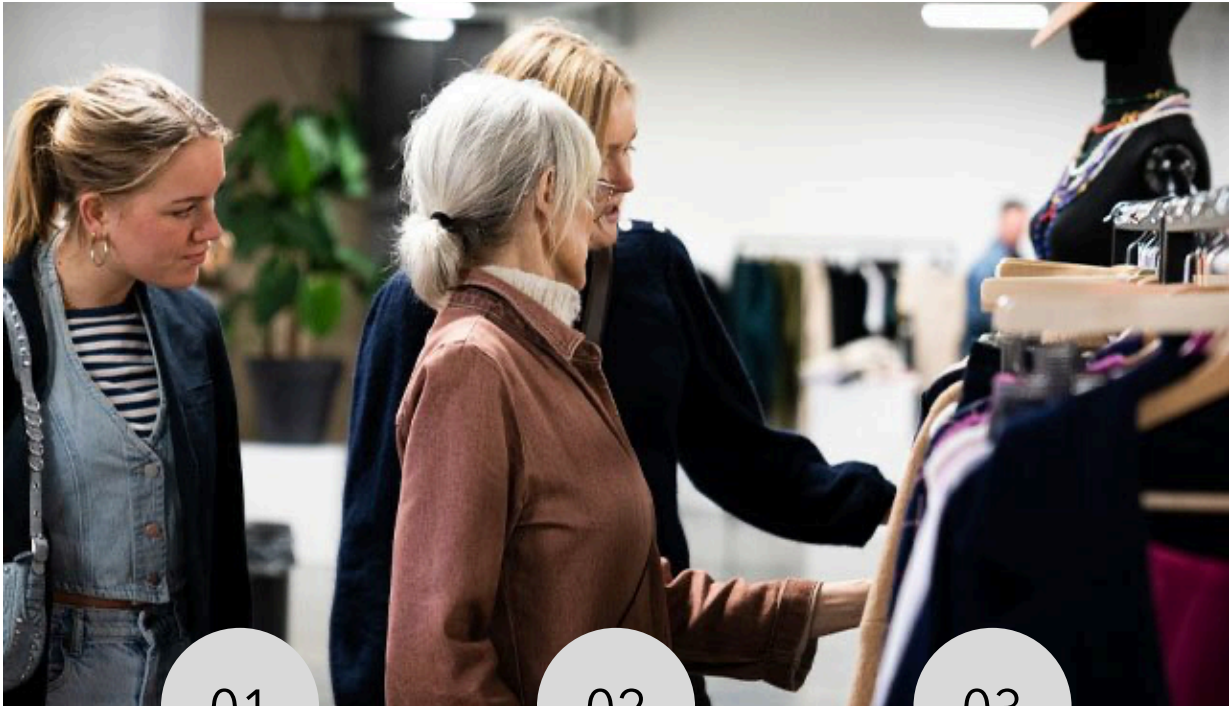
PROMOTION

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 network all day.

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## EVENT DETAILS

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



SAVE THE DATE: 01.09.26 & 02.09.26



EXHIBITOR GOAL: 80 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: ROTTERDAM THE HAGUE, EINDHOVEN AIRPORT, AMSTERDAM SCHIPHOL



HOTELS: MULTIPLE OPTIONS NEARBY



SET UP: MONDAY 31ST OF AUGUST 10.00 | 16.00



DISMANTLING: WEDNESDAY 2ND OF SEPTEMBER FROM 16.00

