

# **Infosheet:**

## **TRENDS UP WEST**

### **Newcomer**



**Since this year's event, TRENDS UP WEST has also been offering smaller spaces to small companies, especially start-ups and newcomers, to enable them to participate in a professional B2B event.**

**For the 2025 event, however, this offer had to be adapted: For economic reasons, it was unavoidable to also offer the smaller areas at the uniform TUW price per square metre. Nevertheless, first-time participants still have the option of booking an area of 10 square meters.**

**From the second participation onwards, the minimum size of a stand area is at least 20 square metres.**

**Such an area size is necessary because the event concept with all proportionate costs and services for TRENDS UP WEST can only be implemented cost-effectively from 20 square metres. It is particularly important to us that the organizers invest all proceeds back into the event without exception.**

**This format is not about profit, but it is also not possible for the organizers to subsidize participation and thus favor certain exhibitors.**

**Nevertheless, we make a one-off exception for newcomers with a 10-square-metre area in order to make it easier for them to get started in professional marketing and not to overburden them financially.**

**After the premiere at TRENDS UP WEST, however, the same conditions apply to these young brands as to all other exhibitors. Allerdings sind wir keine starre Behörde: Sollte der Schritt von 10 auf mindestens 20 Square metres appear to be too large for the second participation,**

**exceptions can be made depending on the layout of the area – provided, however, that the occupied area is at least increased.**

**From the second participation onwards, exhibitors are fully integrated into the community: everyone receives the same services as everyone else, and there is no spatial division into "newcomer segments" – you are no longer "small and new", but a full-fledged member of the large TRENDS UP WEST community.**

**Of course, we are happy about every newcomer who would like to introduce themselves to trade visitors at TRENDS UP WEST and start their business together with us.**

**We are happy to support this step, because it is precisely this breath of fresh air and the new inspirations that enrich and enliven the TRENDS UP WEST. Especially since we believe that today's little ones are tomorrow's big ones!**

**We have an additional registration form for these newcomer areas, which we will be happy to send today!**

**For further questions or information:**

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