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## **VISITORS AND EXHIBITORS HAIL THE INAUGURAL 'MATERIALS AT WSA EXPO & CONFERENCE' A HUGE SUCCESS**

Organizers have confirmed that last week's debut Materials at WSA Expo & Conference attracted an impressive 1,695 visitors. The 105 exhibitors at the show were delighted with the caliber of visitors and felt this was due to the well-defined, structured and marketed event. An invaluable educational program combined with the buzzing trend area and exceptional showcase of materials innovations, sitting alongside The WSA Show, served to create a marketplace unrivalled across the globe.

Diane Stone, chief operating officer, comments: "We are delighted to have had such an outstanding first show. Having set out to provide a unique and all-encompassing business proposition for the footwear industry, the phenomenal feedback leads us to believe that we have achieved just that. The show has caused a great deal of excitement."

The show's cutting-edge trend area was a particular hit. Designers, product developers and specifiers were treated to an inspiring environment, which stimulated creativity, provided solutions as well as drove attendees to visit the exhibitor's booths who participated in the trend area.

Both visitors and exhibitors found great value in the show. Rose Anderson, director of development at Stride Rite visited the show and comments: "I found my visit to the Materials Expo very beneficial. It allowed me to meet potential new suppliers and see their newest materials, leathers, and components. Many of the exhibitors I saw were

showing in America for the first time, so it gave me the opportunity to view the latest innovations from across the globe. I will certainly be returning in July.” While Dan Callahan, Director of Development Footwear Vans, Inc. adds: "Materials at WSA had a great mix of both Asian and European suppliers, was well organized and presented, and had a trend area that was second to none. The timing of the show fit in perfectly with our design/development process. I look forward to this show growing and becoming an important stop for footwear developers and designers."

Korean exhibitor Sean Youn, general director, Idea World says: "We had a very successful time at the Materials at WSA Show.” He adds, “We have taken a number of good orders, including a one-million piece order. We met with a large number of quality buyers from important companies. The show has given us access to the individuals we have been looking to reach for some time."

Spanning every aspect of the materials' world, industry leaders including 3M, Wolverine Leather and Milliken were exhibiting at the show. Mitch Culbreath, business manager, 3M, says: "The Materials at WSA Expo is a great concept and our time at the show was certainly productive. We were not sure what to expect from a fledgling event, but we have seen a number of potential customers and made quality contacts for the future. We are very pleased that we decided to take part and expect the show just to get better and better."

Italian exhibitor, Dr. Jessica Schlaefer, Omnipel Technologies srl, comments: "We made some great contacts at Materials at WSA and the show was very successful for us. We have already signed up for the next event in July."

Courtney Harold, show director, is thrilled at the inaugural show's success, “We want the industry to view The Materials Expo as an educational epicenter. Attend the show and you will learn from the experience, from exhibitors, from colleagues and contacts and from the workshops we offer. It's an accessible and valuable resource, which brings new innovation straight to their door, saving them time and money. Anyone involved in development, design and specifying needs to be there.”

For show images, link to the Materials at WSA Photo Gallery - [http://www.materialsatwsa.com/media\\_information/photo\\_gallery](http://www.materialsatwsa.com/media_information/photo_gallery)

To find out more about the Materials at WSA Expo and Conference, in July visit [www.materialsatwsa.com](http://www.materialsatwsa.com).

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**Notes to editor**

The WSA Show is the world's largest and most comprehensive footwear, handbags, and accessories marketplace, offering a 360-degree viewpoint of the footwear industry. The twice-yearly event in Las Vegas attracts more than 37,000 participants from 95 countries in 2.1 million square feet of space. The Collections at WSA, an exclusive premium footwear and accessory show within The WSA Show, features hundreds of luxury footwear, handbag and jewelry designers from around the globe in an exclusive upscale setting. Materials at WSA running just before and alongside The WSA Show, further expands the breadth of this industry marketplace to include the supply chain by focusing on materials, design, components, technology and sourcing alongside the finished product, becoming easily accessible to brand and retail leaders.

Additional information is available at [www.materialsatwsa.com](http://www.materialsatwsa.com), [www.wsashow.com](http://www.wsashow.com), [www.wsacollections.com](http://www.wsacollections.com), or [www.thecollectionsatwsa.com](http://www.thecollectionsatwsa.com).

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