

## **Abstract**

The bachelor thesis „Marketing Communications of Styl and Kabo trade fair aimed at the changeover from B2C to B2B sector“ handles Czech trade fair Styl and Kabo, which deals with textile and clothing production and is determined for small and medium enterprises, and about its marketing communications. In connection with the changeover of the orientation to the B2B sector in 2009 the communication of the trade fair has gone through a remarkable change. In comparison with former years, when in the communication ATL activities and media communications were preferred, since 2009 the communication focuses on BTL activities. The thesis describes the role of the trade fair as a communication tool and more closely relates to Styl and Kabo trade fair, its history and progressions, its present situation and possible future development. It also explains the reason of the changeover to strictly professional trade fair. It means only experts can attend it. Further the thesis summarizes communication activities of the trade fair before 2009, it concentrates on used creativity, chosen media and communication channels and event marketing. Consequently the marketing communication used now is described, that means above all direct communication and public relations. Styl and Kabo trade fair now communicate mainly through advertising in professional journals, internet and direct communication with the exhibitors. Finally other clothing trade fairs of the world and their differences from Czech Styl and Kabo trade fair are mentioned.