

31. MAY - 3 JUNE 2022 | BERLIN, GERMANY

SPONSORSHIP OPPORTUNITIES

WWW.EUROPEANSIGNEXPO.COM



FESPA
profit for purpose



SPONSORSHIP OPPORTUNITIES

What can your business gain from Sponsorship?

- Stay ahead of the competition by increasing visibility and awareness before, during and after the event
- Speak directly to your customer base with sponsored targeted promotional activity
- Your brand name associated with the exhibition of choice in the industry
- Increased positive associations with your brand
- Increase your return on investment at the event



“For us, FESPA is the event where we meet most of our customers and make many new contacts.”

Derian Reekers, Marketeer, **EFKA – Gold Sponsor of European Sign Expo 2021**

We have a range of digital, on-site and promotional opportunities that can put your brand in front of relevant decision makers’ minds both at the exhibition and all year round. These will help separate your company from your competitors and lift your status. Many options can be packaged and tailored to meet your objectives and some of our more exclusive opportunities are limited to one exhibitor, so act now to secure the right one for you.



ALIGN YOUR BRAND WITH EUROPEAN SIGN EXPO

By sponsoring the event, you're aligning your brand with Europe's leading signage and visual communications exhibition with a track record of helping signage solution providers and manufacturers thrive all over the world.

European Sign Expo will enable your company to benefit from show coverage and marketing activity.



"At European Sign Expo 2021, we were pleased that both our stand and our applications on Printeriors attracted so much attention and the quality of visitors was so high."

Lei Li, Managing Director, **Vivalyte**

Key highlights* include:

- 7,850 visitors during October 2021
- 20,780 visitors during May 2019
- Visitors from 103 countries
- €188,653 Average visitors' budget
- 87% of exhibitors say that FESPA shows are an important part of their marketing strategy
- 77% of exhibitors said they are fairly or very satisfied with European Sign Expo

*These statistics are across both European Sign Expo and FESPA Global Print Expo



EUROPEAN SIGN EXPO PLATINUM & GOLD SPONSORSHIP

Powerful and Cost Effective Across a Range of Platforms

GOLD PACKAGE €15,000

PRE-SHOW

- ✓ Company logo on trade press advertising
- ✓ Recognised as sponsor in show preview
- ✓ Promoted once as sponsor on all European Sign Expo social media channels
- ✓ Opportunity to provide a guest blog
- ✓ Editorial article featured on website and FESPA.com
- ✓ Marketing & PR support pre-event
- ✓ Exhibitor Showroom Premium Feature
- ✓ Logo on footer of show website
- ✓ Logo on sponsors' / partners' page
- ✓ Logo to appear on HTML visitors' email template
- ✓ Personalised registration page for your customers
- ✓ Logo on website floorplan

ONSITE

- ✓ Logo on external show branding
- ✓ Logo included on special 'Thank you to our sponsors' graphics at main entrance
- ✓ Stand highlighted with company logo on all onsite printed floor plans
- ✓ Logo featured on You Are Here Boards
- ✓ Interview onsite with FESPA TV which will feature on FESPA.com (at FESPA's discretion)
- ✓ Promoted once as sponsor on all European Sign Expo social media channels

POST-SHOW

- ✓ Logo included in post-show report
- ✓ Logo included in post-show preview
- ✓ Priority stand option on next event
- ✓ First refusal of your partnership renewal
- ✓ Thanked as a sponsor on all FESPA social media channels

**PLATINUM
PACKAGE
€25,000
(Limited to 1
sponsor)**

SOLD



ATTRACT VISITORS TO YOUR STAND

**3 FEATURED EDITORIAL ARTICLES
AND YOUR LOGO FEATURED ON
THE 'YOU ARE HERE' BOARDS**

(Limited to 4 exhibitors)

Total package - €1,200*

**NEW
FOR
2022**

A great opportunity to reach your audience prior to the show with three articles written by our esteemed European Sign Expo editorial team. Together you can choose the subject you wish to promote / discuss whether it is your company, a new product launch, your attendance at the show and what you will be showcasing or a new trend in the market that you would like to relay to the community. All three articles will be posted separately during the run-up to the show, with full coverage across FESPA.com and European Sign Expo website. [FESPA will have editorial control]

'YOU ARE HERE' BOARDS

Your company logo will be highlighted on the 'You Are Here' boards around the show increasing your visibility and indicating to visitors where you are in the venue, making your stand easy to find.

**Both items above can be taken separately.
Please speak to your Account Manager
@ European Sign Expo for more information*

REGISTRATION AND VISITCONNECT SPONSOR

**€20,000 exclusively 1 sponsor
or €10,000 each, 2 sponsorship positions**

Sponsor the visitor registration with your company logo present on all pages of the registration form, confirmation page and email.

Your logo will be included on the printed badge along with branding on the registration counter. Over 35,000 impressions online and 20,000 during the show. Your logo will also feature on the VISIT CONNECT platform reaching all attendees in an integrated and exclusive position.

MOBILE CHARGER POINT SPONSOR

€1,500 for 1 or €3,000 for 3

Several of these will be placed around the exhibitions. Your brand can be featured alongside FESPA's brands.

**NEW
FOR
2022**

FLOOR GRAPHICS SPONSOR

**€1,200 for exclusivity (3 in 1 hall) or
€750 each (limited to 3 per hall)**

Your logo and branding will appear on floor graphics within the hall. This is a great opportunity to highlight your brand whilst directing visitors to your stand.



HALL BANNERS



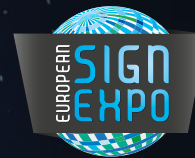
Nazdar Inks Are All Around You



NAZDAR[®]
Ink Technologies

**Please visit us at
Stand: 7-C75**

For greater visibility at the show in the hall that you are exhibiting in, we are offering an excellent opportunity for one client per hall to Sponsor the Hall Banners. These are throughout the halls in every aisle and are viewed by all visitors who use them as an essential guide when in the halls. The Banners are 4m x 2m and will have your company logo and stand number printed below the aisle / hall number (as shown above). FESPA will be responsible for the printing and rigging of the Banners.



HALL 5.2
€4,000



**INTERESTED IN WEBSITE
ADVERTISING?**

Ask the team for our Online Advertising Opportunities Brochure.

“It (European Sign Expo) is a good way to show customers new products, because it’s difficult to sell this from a catalogue or online. People want to touch and feel a product. FESPA for us is an important platform, it’s an association that has a meaning especially with the profit for purpose background...”

Jurjen Van Der Honing, Managing Director, **LUCOLED**

“European Sign Expo is the place where I meet my international customers, this is the campfire of the industry...”

Michael Althoff, CEO, **Yellotools**



SEE YOU IN BERLIN | 31 MAY - 3 JUNE 2022

Part of FESPA's portfolio of industry-leading events and activities



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