

12-15 OCTOBER 2021 | AMSTERDAM

FESPA 21
GLOBAL
PRINT EXPO

Amsterdam
12-15 October 2021

EUROPEAN
SIGN
EXPO
12-15 OCTOBER 2021 AMSTERDAM

FESPA
profit for purpose

SPONSORSHIP
OPPORTUNITIES

WWW.FESPAGLOBALPRINTEXPO.COM • WWW.EUROPEANSIGNEXPO.COM

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



"...Because it is, hands down, the best show in the industry worldwide."

Steve Broad, Drytac Europe Ltd

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 FESPA



"It is one of the most prominent sales platforms to launch new products...on top of this, FESPA helps us to reach a global audience."

Mimaki

By sponsoring the event, you're aligning your brand with a widely respected business support organisation with a 50-year track record of helping print businesses thrive all over the world.

- 20,780 unique visitors
- Visitors from 137 countries
- Averaging 580,000 page views - per event campaign
- 98% of exhibitors say that FESPA is an important part of their marketing strategy
- 96% of exhibitors say that FESPA is one of the best events of its kind in the industry



PLATINUM & GOLD SPONSORSHIP

Powerful and Cost Effective Across a Range of Platforms



GOLD PACKAGE

€20,000 (4 available, 2 sold)

PRE-SHOW

- ✓ Company logo on trade press advertising
- ✓ Company logo on visitor leaflet
- ✓ Recognised as sponsor in show preview
- ✓ Promoted as sponsor on 1 social media post
- ✓ Opportunity to provide a guest blog
- ✓ 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

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
- ✓ Interview onsite with FESPA TV (if applicable)
- ✓ 1/2 page advert in FESPA show daily (if applicable)
- ✓ Promoted once as sponsor on all FESPA 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

€30,000 (2 available)

ALL THE GOLD PACKAGE PLUS:

PRE-SHOW

- ✓ Promoted as sponsor on a total of 3 social media posts
- ✓ Opportunity to provide a total of 2 blog pieces
- ✓ Editorial opportunity within Show Preview
- ✓ Logo featured in pre-show video

ONSITE

- ✓ Full page advert in FESPA Show Daily
- ✓ Video interview on stand
- ✓ Promoted 3 times as sponsor on all FESPA social media channels

POST-SHOW

- ✓ Show video interview placed on FESPA TV with promotion across
 - Social Media
 - Email
 - Website

ATTRACT VISITORS TO YOUR STAND

REGISTRATION AND APP 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 FESPA App reaching all attendees in an integrated and prominent position.



LANYARD SPONSOR €10,000

Lanyards printed and supplied by sponsor and distributed at registration and worn by all visitors / Your company brand and logo with FESPA logo branding.



YOU ARE HERE BOARDS SPONSOR €500

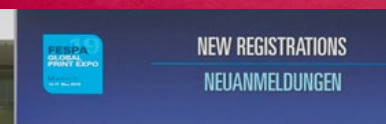
Your company logo highlighted on several boards around the show – showing visitors where you are positioned on the show floor – making your stand easier to find.



FLOOR GRAPHICS SPONSOR

€1,200 for exclusivity and 3 in 1 hall or €750 each limited to 3 per hall

Your logo and branding will appear on floor graphics within the hall, reminding visitors of your brand and directing them to your stand.



WIFI SPONSOR

€10,000 exclusive or €6,000 for up to a maximum of 2 sponsors

Be seen on the public WiFi connection during the show.

Your company branding will feature on the WiFi landing page and on the signage onsite.

REGISTRATION SPONSOR

OmniPrint
international

FESPA
2019
PRINT EXPO

5

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INNOVATION PLATFORM €1,800

'A unique opportunity to reach your audience beyond your stand'

This brand-new feature will highlight the latest innovations / trends within the industry from new machinery, inks, textiles, signage solutions to ways in which companies may have successfully diversified during the recent pandemic. It will give you the platform to highlight your company to a bigger audience beyond your stand and to capture leads from visitors who you may not meet during the show.



REQUIREMENTS TO PARTICIPATE:

- Do you have a specific new trend / innovation within your sector that you would like to market further?
- The area will include a 'blog' / brief on the 'board' with pictures and details of your product
- Very suitable for small to medium stands with tight budgets who want to promote their presence at the show
- Your presence at the show must already be confirmed



THE INNOVATION PLATFORM MARKETING PACKAGE:



The Feature will have dedicated promotion before and at the show including:

- Your company logo on the 'Feature' marked on the floor plan
- Marketing and press releases around the Innovation Platform
- Article on the show website - Features page, with more information about the product / innovation / content you will be presenting at the Feature
- Company logo on Features webpage
- Direct marketing to relevant visitors
- Your stand highlighted on the 'You Are Here' boards at the show

INNOVATION PLATFORM

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As well as your content that will be on your 'Board', your 'Feature Board' will also have the following;

- Your company logo and stand number
- QR code that will give you the lead when it is scanned by a visitor. The QR code can also be linked to a page of your choice (preferably about the product shown) and will show on the link where you are in the show

HALL BANNERS from €1,500



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.

HALLS 1,5,7
€8,000 each

HALL 2
€4,000

HALL 3
€4,000

HALL 6
€1,500

**More than one hall – Price on application*



"FESPA is the most important trade fair for us to present our new products live to a wide audience. The cancellation of the trade fair, as well as all other restrictions caused by the pandemic, were very tough for us, as probably for almost everyone. We are therefore looking forward to FESPA 2021, to meet interested visitors and to exchange experience with other exhibitors and to be able to show our new direct to garment printer and other innovations from Brother in front of the public again!"

Folker Stachetzki, Marketing Manager, BROTHER (Gold Sponsor of FESPA 2021)

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Gold Sponsors:

brother
at your side

Mimaki

Gold Sponsors:

LEDIT
VC
YAKI

EFKA

SEE YOU IN AMSTERDAM 12-15 OCTOBER 2021

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



CONTACT US

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