

31 MAY - 3 JUNE 2022 | BERLIN, GERMANY

FESPA²²
GLOBAL
PRINT EXPO

Berlin
31 May - 03 June 2022

SPONSORSHIP OPPORTUNITIES



WWW.FESPAGLOBALPRINTEXPO.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



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.



“FESPA was again a great event for us here at Durst. We were excited to be able to talk to our customers again, and it was never a question of whether we would be participating or not, as we saw it as a clear commitment to the printing industry.”

Christian Harder, Vice President Sales, **Durst Group AG**



ALIGN YOUR BRAND WITH FESPA



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.

- 7,863 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 is an important part of their marketing strategy
- 77% of exhibitors said they are fairly or very satisfied with FESPA Global Print Expo 2021



"...Not only did we exceed our targets, but we also welcomed high-profile, decision-making visitors, who came with the objective to plan their next investments and showed huge interest in our latest products."

Danna Drion, General Manager Marketing EMEA,
Mimaki Europe



PLATINUM & GOLD SPONSORSHIP

Powerful and Cost Effective Across a Range of Platforms

GOLD PACKAGE

€20,000 (3 available, 1 sold)

PRE-SHOW

- ✓ Company logo on trade press advertising
- ✓ 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)
- ✓ 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

UPGRADE TO 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

- ✓ Promoted 3 times as sponsor on all FESPA social media channels
- ✓ Headline Branding
- ✓ 8 x Floor Graphic (3m x 1m)

POST-SHOW

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



ATTRACT VISITORS TO YOUR STAND

REGISTRATION AND VISIT CONNECT 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.

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 all directional floor plans 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 with 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.

DIRECTIONAL SIGNAGE SPONSOR

€4,000

Your logo and stand number included on all show directional signage strategically placed throughout the venue.



INTERESTED IN WEBSITE ADVERTISING?

Ask the team for our Online Advertising Opportunities Brochure.

HALL BANNERS from €6,000



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.

EACH HALL BANNER
€6,000

ALL HALL BANNERS EXCLUSIVELY
€35,000



“This year’s FESPA, apart from showing what’s new, was an important milestone to show off and give confidence for the future after the last, for some, hard years.

The feedback we received from visitors and other exhibitors during the show was overwhelmingly good and it seems that the whole industry is looking positively to the future.”

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

22
FESPA
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Gold Sponsors:

brother
at your side

SEE YOU IN BERLIN 31 MAY - 3 JUNE 2022

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



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