

23 - 26 MAY 2023 | MUNICH, GERMANY

PRINTERIORS PARTNERSHIP BROCHURE

PRINTERIORS

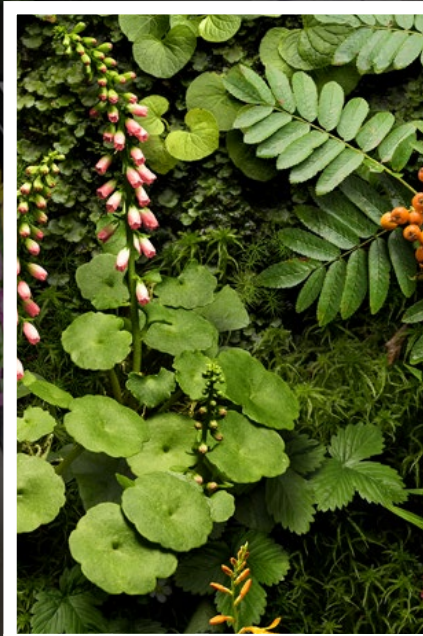
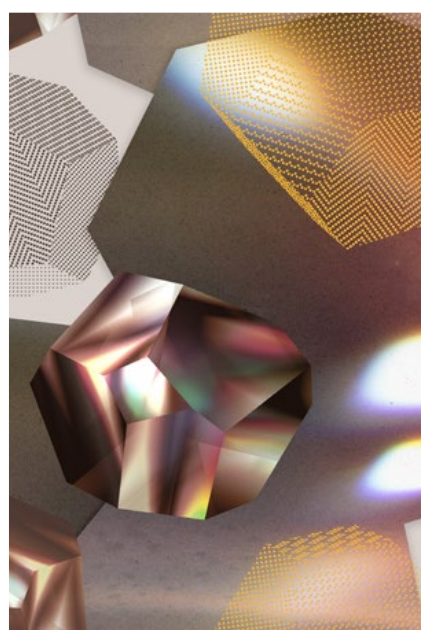
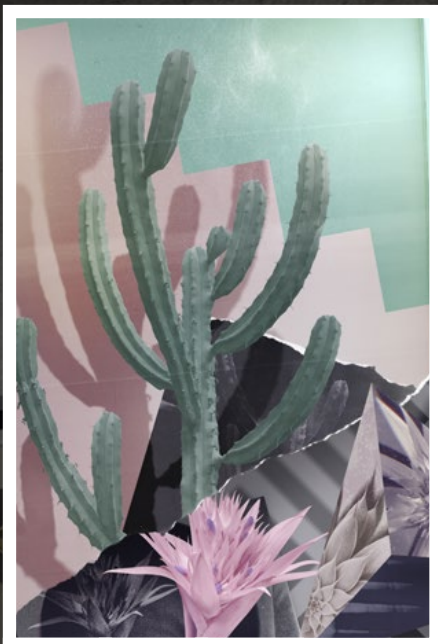


2023 Printeriors Collection Theme: Verdure

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FESPA
profit for purpose

PRINTERIORS AT FESPA 2023



PRINTERIORS PARTNERSHIP

Now in its 7th year, Printeriors 2023 brings together technology and interior décor in a unique celebration of printed interior design and decoration. Each and every product on display in this year's showcase will be created in collaboration with our print industry partners and their technicians.

Printeriors will utilize multiple technologies and numerous applications to showcase the latest innovations and product launches whilst also signposting new commercial opportunities. All products are produced in partnership with the global print and sign community for FESPA Global Print Expo and European Sign Expo.

The years exhibit is located on the main show floor in Hall B1.

This years' Printeriors will once again be inspired by Nature whilst highlighting technical innovations, applications and market shifts. The beautiful illustrations created by Jasper Goodall will be curated and developed through design, manufacturing and onto finished products by Debbie McKeegan, FESPA Textile Ambassador.

Jasper's work artfully bridges the gap, between graphics and interior decoration to encompass Textiles, Wallcoverings, Furnishings, Flooring, Fine Art, Lighting and many other interior décor applications and accessories.

Join designers, printers, and manufacturers from all over Europe to discover innovative technologies, witness beautiful printed applications, and explore the latest technology and the many exciting prospects for the future of the printed interior design market.



WHAT CAN YOUR BUSINESS GAIN FROM THIS COLLABORATION?



- Reach your target market and engage new customers
- Showcase your new technologies and their applications
- Demonstrate digital applications in their natural environment
- Build brand and product authority
- Spotlight new opportunities for your existing clients
- Synchronise your pre-show marketing activities
- Stay ahead of the competition by increasing visibility and awareness before, during and after the event
- Speak directly to your customer base with Printinteriors targeted promotional activity
- Be associated with one of FESPA's key show features

2023 Printinteriors Collection Theme: Opulent Lux

FESPA PRINTERIORS

COLLECTION AND THE KEY THEMES

The FESPA Printeriors Collection features a stunning selection of exclusive designs and graphic assets.

The archive has been created to showcase digital applications for multiple product groups, and represents a unique opportunity in which to showcase your technologies as finished Décor products and furnishings, in this professionally curated Interior Décor showcase.

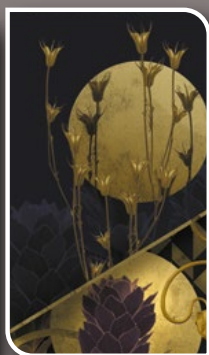
Working with the support of your specialist applications team, FESPA's Printeriors design and décor specialists will define assets for production, supplying print ready artwork and liaise with your team to source and agree production materials. The nine collection themes will be: Tropical Neons, Nature's Canopy, Opulent Lux, Aqua Mist, Surface Micro, Organic Flora, Cacti Geo's, Verdure and Digital Meta.



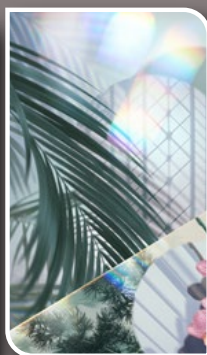
TROPICAL NEONS



NATURE'S CANOPY



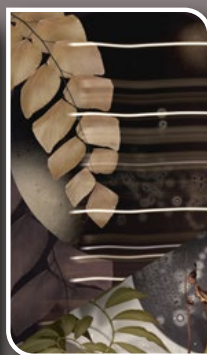
OPULENT LUX



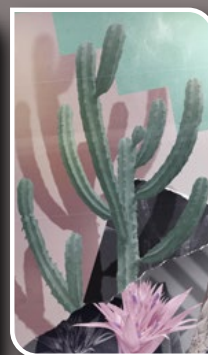
AQUA MIST



SURFACE MICRO



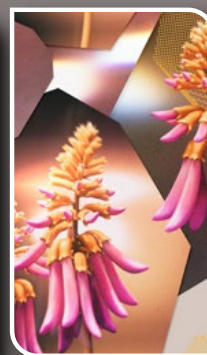
ORGANIC FLORA



CACTI GEO'S



VERDURE



DIGITAL META

PRINTERIORS PARTNER PACKAGES

FESPA staff will work closely with your marketing, sales and applications teams to define, create and manufacture products for the Printeriors displays - in line with the curator's specifications and requirements. All artwork for printed production will be supplied by FESPA staff.

Deadline for most activity is 23/3/23.

DELUXE - €4995 EUROS

PRE-EVENT	ONSITE	POST-SHOW	PRE-SHOW VIDEO – OPTIONAL EXTRA
<ul style="list-style-type: none"> • 150-word description on Printeriors webpage • Exclusive editorial and Press Release reaching FESPA audiences and relevant print publications and media (Deadline 31/3/23) • 6 email campaigns reaching over 130,000 contacts • Personalised branded marketing support assets • Inclusion within printed collateral, distributed to the FESPA mailing lists (Deadline 31/3/23) • Minimum of 5 social media posts reaching a combined total of over 45,000 followers across LinkedIn, Facebook, Instagram and Twitter 	<ul style="list-style-type: none"> • Production video displayed via ipad (or large screen) in the Printeriors showcase – <i>optional extra – please enquire for price</i> • On-site video and interview which will be used in post-show promotion and marketing activity • Floor Graphic within Printeriors • Logo featured on the 'Thank you to all our Sponsors/Exhibitors board' within the Printeriors area • Brand visibility on the information wall 	<ul style="list-style-type: none"> • Video and interview to be featured on FESPA TV reaching over 55,000 subscribers • Access to the official Printeriors media library • Post-show reviews written by Debbie McKeegan • Post-show email to FESPA Global Print Expo visitors 	<ul style="list-style-type: none"> • Pre-show Printeriors video created by our production team (April 2023). They will come to your offices and film your products and conduct an interview with one of your team. This video will be distributed to all our FESPA Global Print Expo database. Managed and curated by the FESPA Editorial Team <i>Please enquire for price</i>

PREMIUM - €2995 EUROS

PRE-EVENT	ONSITE	POST-SHOW
<ul style="list-style-type: none"> • 150-word description on Printeriors webpage • Feature in Press Release reaching FESPA audiences and relevant print publications and media (Deadline 31/3/23) • Feature in email reaching over 130,000 contacts • Personalised branded marketing support assets • Inclusion within printed collateral, distributed to the FESPA mailing lists (Deadline 31/3/23) • 3 social media posts reaching a combined total of over 45,000 followers across LinkedIn, Facebook, Instagram and Twitter 	<ul style="list-style-type: none"> • Logo featured on the 'Thank you to all our Sponsors/Exhibitors board' within the Printeriors area • Brand visibility on the information wall 	<ul style="list-style-type: none"> • Access to the official Printeriors media library • Post-show reviews written by Debbie McKeegan • Post-show email to FESPA Global Print Expo visitors

STANDARD - €850 EUROS

PRE-EVENT	ONSITE	POST-SHOW
<ul style="list-style-type: none"> • Featured on Printeriors webpage • Featured in email reaching over 130,000 contacts • Personalised branded marketing support assets • Inclusion within printed collateral, distributed to the FESPA mailing lists (Deadline 31/3/23) 	<ul style="list-style-type: none"> • Logo featured on the 'Thank you to all our Sponsors/Exhibitors board' within the Printeriors area • Brand visibility on the information wall 	<ul style="list-style-type: none"> • Access to the official Printeriors media library

“FESPA printeriors is growing up, every year we produce a new addition which has more depth more variety and greater scale. we have connections within our network to be able to gather people together to unify this representation of what the market offers”

Graeme Richardson-Locke, Head of Associations & Technical Lead, **FESPA**

“As we see the world become more customised, printing on demand in the interior space is huge.... And the industry can do that now at a push of a button”

Debbie McKeegan, **FESPA Textile Ambassador**

PRINTERIORS

SEE YOU IN MUNICH | 23 - 26 MAY 2023

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



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