

31 MAY - 3 JUNE 2022 | BERLIN, GERMANY

PRINTERIORS PARTNERSHIP BROCHURE

PRINTERIORS

WITHIN:



2022 Printeriors Collection Theme: Opulent Lux

WWW.FESPAGLOBALPRINTEXPO.COM

FESPA
profit for purpose

PRINTERIOS AT FESPA 2022



PRINTERIORS PARTNERSHIP

Now in its 6th year, Printeriors 2022 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.

Located in the South Entrance (the main show entrance) this large exhibit will be visible to all visitors as they enter the Messe Berlin.

This year's Printeriors will be inspired by nature. Celebrating the flora and freshness of the natural world. 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 Printeriors targeted promotional activity
- Be associated with one of FESPA's key show features



2022 Printeriors Collection Theme: Surface Micro

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.

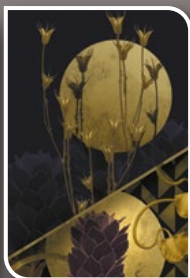
The seven collection themes will be: Tropical Neons, Nature's Canopy, Opulent Lux, Aqua Mist, Surface Micro, Organic Flora, Cacti Geo's.



TROPICAL NEONS



NATURE'S CANOPY



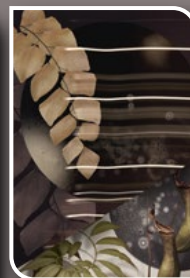
OPULENT LUX



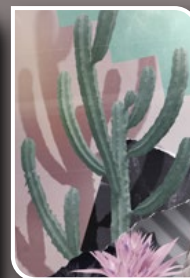
AQUA MIST



SURFACE MICRO



ORGANIC FLORA



CACTI GEO'S

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 31/3/22.

DELUXE - €4995 EUROS	PREMIUM - €2995 EUROS	STANDARD - €850 EUROS
PRE-EVENT	PRE-EVENT	PRE-EVENT
<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 31/3/22)• 6 email campaigns reaching over 130,000 contacts• Personalised branded marketing support assets• Inclusion within printed collateral, distributed to the FESPA mailing lists (Deadline 31/3/22)• 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">• 150-word description on Printeriors webpage• Feature in Press Release reaching FESPA audiences and relevant print publications and media (Deadline 31/3/22)• Feature in email reaching over 130,000 contacts• Personalised branded marketing support assets• Inclusion within printed collateral, distributed to the FESPA mailing lists (Deadline 31/3/22)• 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">• 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 31/3/22)
ONSITE	ONSITE	ONSITE
<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• QR product description card directing potential leads to specified URL• Featured in printed Pocket Planner distributed to all visitors at the show• 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">• QR product description card directing potential leads to specified URL• Feature in printed Pocket Planner distributed to all visitors at the show• 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">• QR product description card directing potential leads to specified URL• Logo featured on the ‘Thank you to all our Sponsors/ Exhibitors board’ within the Printeriors area• Brand visibility on the information wall
POST-SHOW	POST-SHOW	POST-SHOW
<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">• 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">• Access to the official Printeriors media library
PRE-SHOW VIDEO – OPTIONAL EXTRA	 	
<ul style="list-style-type: none">• Pre-show Printeriors video created by our production team (April 2022). 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 <p><i>Please enquire for price</i></p>		

“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** (Platinum Sponsor of FESPA 2022)

“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 2022)

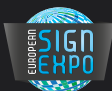
“...Not only did we exceed our targets, but we also welcomed high-profile, decision-making visitors, who came with the objective to plan their next investments and showed huge interest in our latest products.”

Danna Drion, General Manager Marketing EMEA, **Mimaki Europe** (Gold Sponsor of FESPA 2022)

PRINTERIORS

SEE YOU IN BERLIN | 31 MAY - 3 JUNE 2022

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



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