

31 MAY - 3 JUNE 2022 | BERLIN, GERMANY

FESPA SUSTAINABILITY SPOTLIGHT



WITHIN:



WWW.FESPAGLOBALPRINTEXPO.COM

FESPA
profit for purpose

FESPA SUSTAINABILITY SPOTLIGHT

Building a successful and profitable business is a key focus for any print organisation. The ability to remain sustainable is achieved by understanding your operation and knowing the opportunities and risks that need to be addressed both now and in the future. Every print buyer has many options, markets keep evolving and its essential to produce products that meet customer's expectations.

FESPA's Sustainability Spotlight feature will provide useful, informative and actionable advice for speciality printers looking to make their businesses more sustainable. This new feature will consist of an educational conference and the opportunity to present your products in a unique showcase display.

The conference topics are broad and include ideas to reduce costs by optimising energy and resources. Our guest speakers will present short insights into what's going to affect printers and how to avoid greenwashing, the need for clarity on what brand's expectations are in light of and increased focus on decarbonization and supply chain transparency.

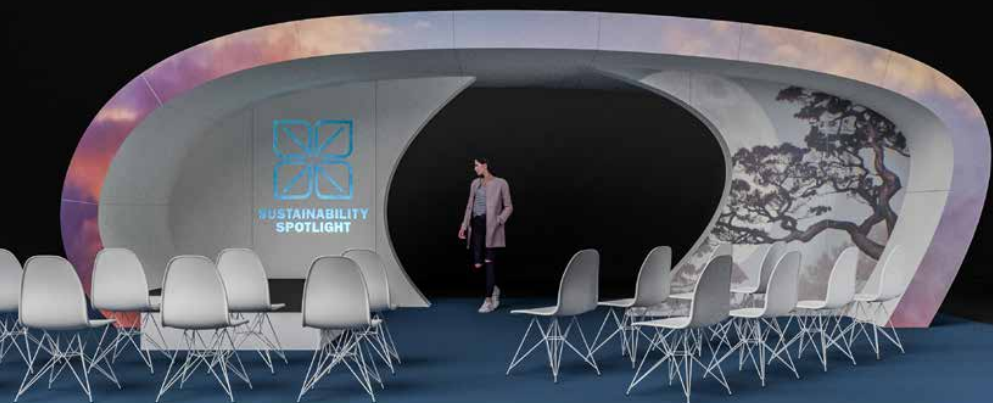


There will be a range of material samples on display for graphic and textile printers to discover, accompanied by information to explain how they provide appropriate and innovative solutions that customers will value.

We're all aware that managing our environmental impact, social values and transparency of supply-chains will help our businesses to remain efficient and attractive to customers in a time of paradigm shift.

Be a part of the solution – Share your stories in FESPA's Sustainability Spotlight!

Located in Hall 25-C50 and open to all visitors (up to 15,000), this new feature at FESPA Global Print Expo will provide a superb platform to educate, inform and inspire printers, designers and marketeers. Join us and help transform printing businesses so they can thrive and take advantage of the many sustainable opportunities available to them.



WHAT CAN YOUR BUSINESS GAIN FROM THIS COLLABORATION?

- Align your business as a leader within the conversation
- Support FESPA's profit for purpose responsibility by educating and informing our members and the wider print community
- Showcase your new technologies and applications
- Build brand and product authority
- Spotlight new opportunities for your existing clients
- Signpost visitors to your FESPA stand location
- Synchronise your pre-show marketing activities
- Speak directly to your customers and prospects with Sustainability Spotlight targeted promotional activity
- Be associated with one of FESPA's key show features



FESPA SUSTAINABILITY SPOTLIGHT

CONTENT PILLARS

The feature focuses on a variety of topics areas including:

1. **Innovative materials** for graphic and textile applications and their sustainability characteristics
2. **Energy reduction** addressing the opportunities to reduce consumption through renewables, energy efficiency strategies and management
3. **Carbon footprinting** printing facilities and benchmarking-providing a platform for decarbonising and residual offsetting
4. **Certification schemes:** both self-certification and externally validated systems to add value to your business while avoiding greenwashing
5. **Brands** and the benefit of reducing Scope 3 GHG Emissions plus supply chain transparency



HEADLINE SUPPORTER

€9000 EUROS (ONE AVAILABLE)

PRE-SHOW

- Known exclusively as Headline Supporter of FESPA's Sustainability Spotlight
- Your brand, logo and 150-word description features on the top of the FESPA Sustainability Spotlight web page
- Your brand mentioned in a FESPA Sustainability Spotlight blog reaching all FESPA audiences [Deadline - 31/3/22]
- Your brand mentioned in a FESPA Sustainability Spotlight press release reaching FESPA audiences and relevant print publications and media. [Deadline - 31/3/22]
- Your brand and logo featured in at least 6 email campaigns reaching over 130,000 contacts, targeting registered and prospect databases
- Access to FESPA Global Print Expo's marketing collateral including banners, email template and event logos – enabling your company to create personalised promotional tools and invite your customers / prospects
- Your logo featured on a FESPA Sustainability Spotlight printed leaflet, being distributed to FESPA mailing lists
- Your brand mentioned in 5 social media posts reaching a combined total of over 45,000 followers across LinkedIn, Facebook, Instagram and Twitter



Pre-show Sustainability Spotlight video created by our production team (April 2022).

Our production team 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

Deadline 31/3/22

HEADLINE SUPPORTER PACKAGE (CONTINUED)

ON-SITE

- Featured in the FESPA Sustainability Spotlight production video displayed via an iPad or large screen in the FESPA Sustainability Spotlight showcase
- Company branding featured on the stand design
- Speaker presentation opportunity within the conference theatre – FESPA will have full editorial control
- On-site video and interview supporting post – show promotion and marketing activity
- The FESPA Sustainability Spotlight video link will also be sent to your company for use on your website and marketing materials
- Branded floor graphic
- QR Code on your display, so that when a visitor scans the code you will exchange contact information and receive a lead
- Company branding within the Pocket Planner
- Logo included on the 'Thank you to all our supporters/exhibitors' sign in the FESPA Sustainability Spotlight area
- 150-word description and your logo featured on the information wall in FESPA Sustainability Spotlight

POST-SHOW

- Video and interview to be featured on FESPA TV reaching over 55,000 subscribers
- Access to the FESPA Sustainability Spotlight 2022 photo library, for use in your marketing campaigns
- Featured in post-show review
- Featured on a post-show email to FESPA Global Print Expo visitors
- Access to the FESPA Sustainability Spotlight 2022 video, for use in your social media campaigns



PREMIUM SUPPORTER PACKAGE

€3995 EUROS

PRE-SHOW

- Known as Premium Supporter of FESPA's Sustainability Spotlight
- Your brand, logo and 150-word description features on the FESPA Sustainability Spotlight web page
- Your brand mentioned in a FESPA Sustainability Spotlight blog reaching all FESPA audiences [Deadline - 31/3/22]
- Your brand mentioned in a FESPA Sustainability Spotlight press release reaching FESPA audiences and relevant print publications and media. [Deadline - 31/3/22]
- Your brand and logo featured in at least 3 email campaigns reaching over 130,000 contacts. Targeted at our registered and prospect databases
- Access to FESPA Global Print Expo's marketing collateral including banners, email template and event logos – enabling your company to create personalised promotional tools and invite your customers / prospects
- Your brand mentioned in 3 social media posts reaching a combined total of over 45,000 followers across LinkedIn, Facebook, Instagram and Twitter



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Our production team 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

Deadline 31/3/22

[Optional Extra - please enquire for cost]

PREMIUM SUPPORTER PACKAGE (CONTINUED)

ON-SITE

- Featured in the FESPA Sustainability Spotlight production video displayed via an ipad or large screen in the FESPA Sustainability Spotlight showcase
- Featured on the FESPA Sustainability Spotlight display
- QR Code on your display, so that when a visitor scans the code you will exchange contact information and receive a lead
- Company branding within the Pocket Planner
- Logo included on the 'Thank you to all our supporters/exhibitors' sign in the FESPA Sustainability Spotlight area
- 150-word description and your logo featured on the information wall in FESPA Sustainability Spotlight

POST-SHOW

- Your company's FESPA Sustainability Spotlight video and interview will be featured on FESPA TV reaching over 55,000 subscribers
- Access to the FESPA Sustainability Spotlight 2022 photo library, for use in your marketing campaigns
- Featured in post-show review
- Featured on a post-show email to FESPA Global Print Expo visitors
- Access to the FESPA Sustainability Spotlight 2022 video, for use in your social media campaigns



MATERIAL SHOWCASE FEATURE

€1995 EUROS

PRE-SHOW

- Your brand, logo and 50-word description features on the FESPA Sustainability Spotlight web page
- Your brand mentioned in a FESPA Sustainability Spotlight blog reaching all FESPA audiences [Deadline - 31/3/22]
- Your brand mentioned in a FESPA Sustainability Spotlight press release reaching FESPA audiences and relevant print publications and media. [Deadline - 31/3/22]
- Your brand and logo featured in email campaigns reaching over 130,000 contacts. Targeted at our registered and prospect databases
- Access to FESPA Global Print Expo's marketing collateral including banners, email template and event logos – enabling your company to create personalised promotional tools and invite your customers / prospects
- Your brand mentioned in social media posts reaching a combined total of over 45,000 followers across LinkedIn, Facebook, Instagram and Twitter



MATERIAL SHOWCASE FEATURE (CONTINUED)

ON-SITE

- Featured on the on-site video which will be used in post-show promotion and marketing activity
- Featured on the FESPA Sustainability Spotlight display
- QR Code on your display, so that when a visitor scans the code you will exchange contact information and receive a lead
- Logo included on the 'Thank you to all our supporters/exhibitors' sign in the FESPA Sustainability Spotlight area

POST-SHOW

- Featured in the FESPA Sustainability Spotlight video which will be shared on FESPA TV reaching over 55,000 subscribers
- Access to the FESPA Sustainability Spotlight 2022 photo library, for use in your marketing campaigns
- Featured in post-show review
- Featured on a post-show email to Global Print Expo visitors
- Access to the FESPA Sustainability Spotlight 2022 video, for use in your social media campaigns



Empowering People in Print

6 WORLD LEADING TRADE SHOWS



- **1,300+** innovative exhibitors displaying the latest solutions/ innovations
- **77,000+** visitors worldwide
- **Exhibitor Showroom:** online platform for over 350+ Exhibitors

SUPPORTING OVER 200 ASSOCIATION ACTIVITIES



over the last 5 years

INVESTING OVER 6 MILLION EUROS



back into the print industry over the last 5 years

POWERFUL EXPERTISE



- **Global Awards:** 700+ entries from 27 countries over the last 4 years
- **Printeriors:** in partnership with print experts and interior decor technology specialists, Printeriors showcases 100s of stunning designs and products at FESPA Global Print Expo
- **FESPA Global Summit:** an exclusive event connecting leaders of the global print community
- **World Wrap Masters:** the only global series of wrapping competitions that connects and celebrates the best wrap installers in the world

OUR GLOBAL PRINT COMMUNITY



- **36 NATIONAL ASSOCIATIONS**
- **16,000+** members worldwide
- **FESPA Direct:** an annual membership subscription offering a range of benefits, including access to the Club FESPA hospitality stand at our exhibitions and unrivalled expert multi-language content
- **Club FESPA Online:** offers expert content in 30+ languages, covering a full spectrum of topics for the global print and visual communications communities

FESPA SOCIAL MEDIA



- **Twitter:** 18,800 followers
- **Facebook:** 15,900 followers
- **LinkedIn:** 5,400 followers
- **Instagram:** 3,900 members
- **FESPA TV:** 49,000 subscribers, 2 million non-subscriber viewers

FESPA.COM



73,000-page views per month

FESPA WORLD NEWSLETTER



3 languages, 55,000 readers

THOUGHT LEADERSHIP



- **45 Technical Guides**
- **16 Industry Whitepapers and Planet Friendly Guides**
- **Print Census:** a global research project to understand the speciality print community

FESPA

profit for purpose

“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)**

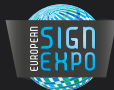
“...Not only did we exceed our targets, but we also welcomed high-profile, decision-making visitors, who came with the objective to plan their next investments and showed huge interest in our latest products.”

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



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



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