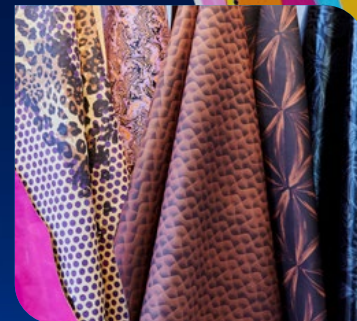


31 MAY - 3 JUNE 2022 | BERLIN, GERMANY

EXHIBITOR BROCHURE

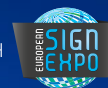
FESPA²²
**GLOBAL
PRINT EXPO**

Berlin
31 May - 03 June 2022



Europe's leading exhibition for screen and digital wide format print, textile printing and signage.

CO-LOCATED WITH



WWW.FESPAGLOBALPRINTEXPO.COM

FESPA
profit for purpose

31 MAY - 3 JUNE 2022 | BERLIN, GERMANY

EXPERIENCE **PRINT** IN MOTION

FESPA Global Print Expo provides exhibitors with an effective tool to reach new customers and develop international opportunities. It is a unique exhibition where exhibitors can meet key decision makers, print service providers, brand managers and designers.

In 2021 FESPA Global Print Expo was an incredible four days! The event welcomed thousands of professionals after a long 18 months, and 'brought colour back' to the industry. The aisles were buzzing with visitors eager to be a part of the latest innovations and witness inspiring new technology, tools, and software. Exhibitors were showcasing the very latest in screen and digital, wide format print, textile printing and much more.

Research carried out by Explori for UFI, the Global Association of the Exhibition Industry, shows that exhibitors rate live events significantly more highly than other alternatives. That includes quality of networking, overall experience, lead generation, brand representation and, most importantly, return on investment.



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And visitors echo this sentiment. In the same research, visitors rate live events as better for networking, experience, doing business, finding new suppliers, and getting ideas and inspiration. They even score live events higher than alternatives on value for time, despite the bigger time commitment typically required to attend an exhibition.

We're not entirely free of the shadow of COVID, but business recovery is strongly underway, and the appetite to refresh connections, share ideas, discover innovations, meet like-minded entrepreneurs and focus on the way forward is powerful.

Come and EXPERIENCE **PRINT** IN MOTION.

We look forward to seeing you in Berlin!

"We were thrilled to be back at FESPA Global Print Expo after such a long and difficult period. To finally be able to meet everyone in person was both exciting and reinvigorating. During the four days, the general atmosphere was overwhelmingly positive. We could see how the industry is not only alive but back to running at full speed, with all the players looking into new, innovative applications, as well as into the cutting-edge technologies. Not only did we exceed our targets, but we also welcomed high-profile, decision-making visitors, who came to plan their next investments and showed huge interest in our latest products."

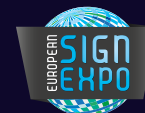
Danna Drion, EMEA General Marketing Manager, **Mimaki**



FEATURES INCLUDE:



CO-LOCATED WITH:

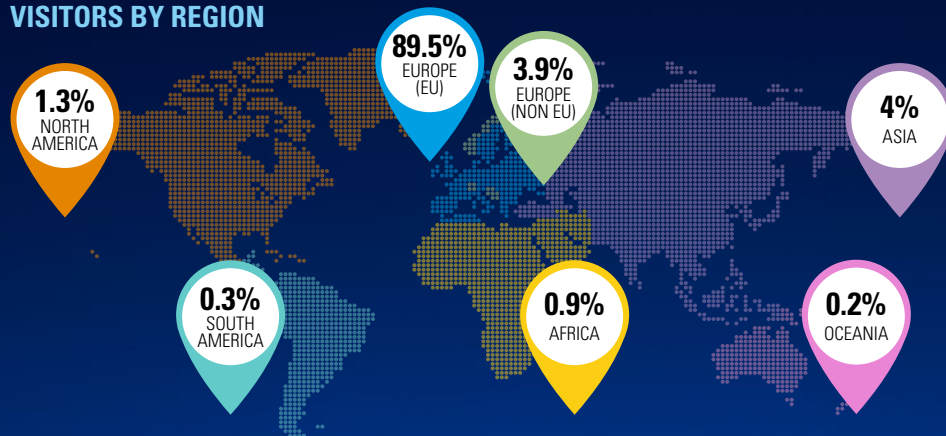


OUR LAST EXPO

VISITORS ATTENDED from the following business areas



VISITORS BY REGION



TOP 10 VISITING COUNTRIES



"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. Also, it was the first market appearance in Europe of Durst & Vanguard together and it was great to see that it was very well received!"

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



EXHIBITOR SUMMARY



For our October 2021 Exhibition we had our best independent survey results ever including exceeding the Explori event industry average across many categories. Some of the highlights include:

4/5

More than 4 in 5 exhibitors said they are **likely to return**, 4.32 / 5. The Explori industry average is 3.87 / 5

71%

The FESPA Global Print Expo **Net Promoter Score** was +27 with 71% of exhibitors scoring the show 8 or more out of 10 – the Explori industry average is -15

75%

75% of our Exhibitors were **fairly or very satisfied**. A score of 3.88 / 5 which was above the Explori industry average at 3.53 / 5

85%

Explori gave us an **Overall Show Score** of 85% which is exceptional, our previous show score for 2019 was 61%. The current Explori average for 2021 is 58%

€758,000

From the survey exhibitors said that on average, they will generate **€758,000** of sales over the next 12 months

4/5

FESPA Global Print Expo is the **region's most important large format print exhibition** scoring 4.03 / 5 with 83% agreeing or strongly agreeing with only 3% disagreeing

NET PROMOTER – VERBATIM COMMENTS

Relevance

Biggest show in our industry with widest range of exhibitors

Its the flagship industry event for our business

Fespa is a unique center of interest for the graphic industry

Networking

It's the best event to network on a global scale for the printing industry

It's a great chance to meet good qualified prospects and re-connect with all the right industry experts

It is the perfect place for print & sign companies to network

Business opportunities

FESPA is the place to be to find new business opportunities

From a business point of view I can recommend FESPA

If you want to advance in your business, FESPA is the place to be



"Like many others, we (INO) were very excited to attend FESPA Amsterdam this year. We presented our new A6 line to the world for the first time. The exhibition was very successful for us, we were networking with a lot of customers and stayed in touch with printing technology, which is why FESPA is important to us."

Nika Pirih, Customer Support, **INO**



2022 GLOBAL PRINT EXPO EXHIBITORS INCLUDE:



Industries covered include:

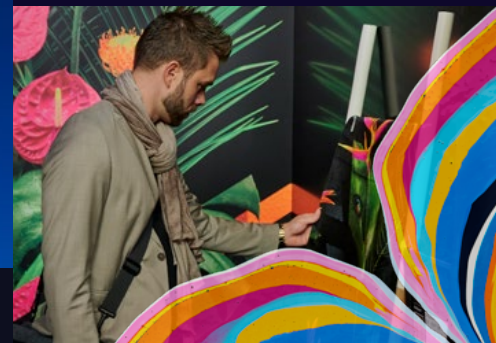
- Digital Printing Machinery
- Printing Press
- T-Shirt Printing Machinery
- Flexo Printing Machinery
- Sublimation Ink
- Dye Sublimation
- Screen Printing Machinery
- Print Machines
- Laser Cutter Machinery
- Direct to Fabric Printer
- Vinyl Printing Machinery
- Garment Printing Machinery
- Silk Screen Printing
- Offset Printing Machinery
- Fabric Printing Machinery
- Digital Textile Printing
- Wide Format Printing
- Screen Printing Equipment
- Garment Printing Machinery
- Engraving Machinery
- Large Format Printing
- Textile Printers
- DTG Printing Machinery
- Sublimation Printing

And many more at the co-located **European Sign Expo** –
Europe's leading signage and visual communications exhibition.



"It was so good to be back! FESPA Global Print Expo 2021 was the ideal event to return to 'normal'. ...The quality of contacts was way up. We are looking forward to Berlin and to the full rebound of the industry."

Peter Boodts, Senior Marketing Manager, **Chromaluxe**



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 500+ 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 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



- **37 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 community

FESPA SOCIAL MEDIA



- **Twitter:** 18,500 followers
- **Facebook:** 18,150 followers
- **LinkedIn:** 7,000 followers
- **Instagram:** 4,660 members
- **FESPA TV:** 55,000 subscribers, 2 million non-subscriber viewers

FESPA.COM



73,000-page views per month

FESPA WORLD NEWSLETTER



3 languages, **55,000** readers

THOUGHT LEADERSHIP



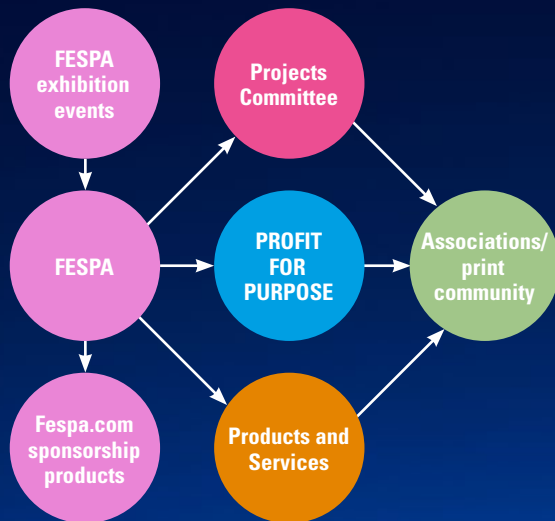
- **45 Technical Guides**
- **16 Industry Whitepapers and Planet Friendly Guides**
- **Print Census:** a global research project to understand the speciality print community

FESPA
profit for purpose

FESPA

profit for purpose

Increasing Membership to help sustain and grow
FESPA Federation of Associations



Two-way engagement/ communication

Whenever someone...



exhibits at a FESPA event



sponsors an event
or feature



attends a FESPA event
anywhere in the world

They are helping FESPA to develop
and sustain a community of
businesses that are...



educated



informed



well equipped

... for a positive and profitable future.



Profit for Purpose is a structured international reinvestment programme that uses revenues from FESPA events to support the global speciality print and visual communications community to achieve sustainable and profitable growth.

Re-investment is channelled into four key areas:
to share knowledge and market intelligence;
to promote best practice and spark inspiration;
to create valuable networking opportunities;
and to help businesses to diversify, grow and prosper.

The Profit for Purpose programme delivers high quality products and services, including market research, seminars, summits, congresses, educational guides and event features, in addition to supporting grassroots projects in developing markets.

"For B-Flex, it was an amazing FESPA edition. This was our first international exhibition after the pandemic situation and the second one generally. It was very exciting to see all the operators very happy to be here and there was a very particular feeling, all the people want to restart to work very fast and very hard! Everybody was looking for something new or different. It's important for us to attend events like FESPA because we work in the garment industry and people need to touch our products, not only see them on a video. In the visual communication industry there are several product innovation and only through the show you've the possibility to see everything at the same time."

Elena Caccia, Marketing Manager, **B-Flex Italia**

"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**

22
FESPA
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