



FESPA²² **GLOBAL** **PRINT EXPO**

Berlin
31 May - 03 June 2022

Marketing **Activities**

FESPA
profit for purpose

CO-LOCATED WITH



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



FESPA Global Print Expo will be promoted via a multi-channel digital marketing campaign including paid social, PPC and display remarketing. Our diverse reach allows us to target audiences from a variety of sectors in line with FESPA's key demographic.

The event will also benefit from the co-located **European Sign Expo** marketing campaign and other features of the show including our:

- World renown **World Wrap Masters**
- Innovative and print community driven **Printeriors**
- Unique audience through the interactive **Club FESPA Hospitality Stand**
- **NEW Sustainability Spotlight** conference and showcase display



The event campaign starts in January and ends in June.



A variety of marketing tactics including:

- Email Campaigns
- Direct Mailers
- Worldwide FESPA Associations and FESPA Direct Members
- Digital Advertising
- Telemarketing combined with LinkedIn campaign
- Videos
- Social Media
- Search Engine Optimisation
- PR
- Media Advertising / Previews / Reviews
- Exhibitor Marketing
- VIP Campaign



Targeted printed circulation of over
418,964

Digital reach of over
1,296,045+



Marketing Support

Our dedicated PR Agency will provide a comprehensive communications campaign to industry press contacts, exhibitors and visitors including:

- Press releases
- Newsletters
- Social media
- Blogs
- Videos
- Podcasts



ADCOMMUNICATIONS



Advertising will be all over Europe including:



alabrent

Publications include:



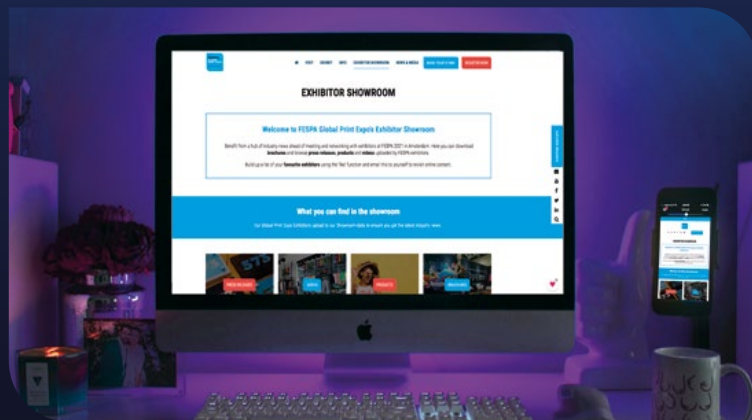
Exhibitor Support

As an exhibitor you will receive personalised banners, web pages and email templates for you to distribute to your audiences and use in your advertising and marketing campaigns – internal and external.

Social Media - follow us on Twitter, Facebook, LinkedIn.
Please use the tag **#FESPA** in your Show related social media posts

The Global Print Expo Exhibitor Showroom, on our website, allows all attendees to access your:

- Profiles
- Press Releases
- Brochures
- Products/Services
- Images/Videos
- Contact Details



Media Centre - Available on site for your media kits and press interviews. Press Conferences are available - please contact **marketing@fespa.com** for further details.

New Product Launches - Let us know about any products or services you are launching at the Show. We can then use this material to build into our own Exhibition PR plans to help promote your brand and presence at the event.

FESPA Global Print Expo will also have the Stand by Stand Guide delivered to our Press list prior to the event, complete your content in the exhibitor manual before September to ensure your company is featured.

There are also many ways to reach our audience and get a premium position through our **Sponsorship Opportunities** – please ask your Account Manager for more information.

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:** 18,800 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