

23 - 26 MAY 2023 | MUNICH, GERMANY

# SPONSORSHIP BROCHURE



**FESPA**<sup>23</sup>  
GLOBAL  
PRINT EXPO

Munich  
23 - 26 May 2023

CO-LOCATED WITH **SIGN EUROPEAN EXPO**

[WWW.FESPAGLOBALPRINTEXPO.COM](http://WWW.FESPAGLOBALPRINTEXPO.COM)

**FESPA**  
profit for purpose

# SPONSORSHIP OPPORTUNITIES

## What can your business gain from Sponsorship?

- Stay ahead of the competition by increasing visibility and awareness before, during and after the event
- Speak directly to your customer base with sponsored targeted promotional activity
- Your brand name associated with the exhibition of choice in the industry
- Increased positive associations with your brand
- Increase your return on investment at the event



We have a range of digital, on-site and promotional opportunities that can put your brand in front of relevant decision makers' minds both at the exhibition and all year round. These will help separate your company from your competitors and lift your status.

Many options can be packaged and tailored to meet your objectives and some of our more exclusive opportunities are limited to one exhibitor, so act now to secure the right one for you.

## INTERESTED IN FESPA ONLINE ADVERTISING?

Ask the team for our Online Advertising Opportunities Brochure.

*"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**



# ALIGN YOUR BRAND WITH FESPA



*“...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

By sponsoring the event, you're aligning your brand with a widely respected business support organisation with a 50-year track record of helping print businesses thrive all over the world.

- 7,863 visitors during October 2021. 20,780 visitors during May 2019.
- Visitors from 103 countries
- €188,653 Average visitors' budget
- 87% of exhibitors say that FESPA is an important part of their marketing strategy
- 77% of exhibitors said they are fairly or very satisfied with FESPA Global Print Expo 2021



# PLATINUM & GOLD SPONSORSHIP

## Powerful and Cost Effective Across a Range of Platforms



### UPGRADE TO PLATINUM PACKAGE €30,000 (2 available)

#### ALL THE GOLD PACKAGE PLUS:

##### PRE-SHOW

- ✓ Promoted as sponsor on a total of 3 social media posts
- ✓ Opportunity to provide a total of 2 blog pieces
- ✓ Editorial opportunity within Show Preview
- ✓ Logo featured in pre-show video

##### ONSITE

- ✓ Promoted 3 times as sponsor on all FESPA social media channels
- ✓ Headline Branding
- ✓ 8 x Floor Graphic (3m x 1m)

##### POST-SHOW

- ✓ Show video interview placed on FESPA TV with promotion across
  - Social Media
  - Email
  - Website

### GOLD PACKAGE €20,000

#### PRE-SHOW

- ➔ Company logo on trade press advertising
- ➔ Recognised as sponsor in show preview
- ➔ Promoted as sponsor on 1 social media post
- ➔ Opportunity to provide a guest blog
- ➔ Marketing & PR support pre-event
- ➔ Exhibitor Showroom Premium Feature
- ➔ Logo on footer of show website
- ➔ Logo on sponsors' / partners' page
- ➔ Logo to appear on HTML visitors' email template
- ➔ Personalised registration page for your customers

#### ONSITE

- ➔ Logo on external show branding
- ➔ Logo included on special 'Thank you to our sponsors' graphics at main entrance
- ➔ Stand highlighted with company logo on all onsite printed floor plans
- ➔ Interview onsite with FESPA TV (if applicable)
- ➔ Promoted once as sponsor on all FESPA social media channels

#### POST-SHOW

- ➔ Logo included in post-show report
- ➔ Logo included in post-show preview
- ➔ Priority stand option on next event
- ➔ First refusal of your partnership renewal
- ➔ Thanked as a sponsor on all FESPA social media channels

# EXTEND YOUR VISIBILITY BEYOND YOUR STAND

## REGISTRATION SPONSOR

**€20,000 exclusively 1 sponsor  
or €10,000 each, 2 sponsorship positions**

- Great chance to have hugely increased promotion of your brand before and during the show.
- Company logo present on all pages of the registration form, confirmation page and email.
- Company logo on the printed badge and on the registration counter.
- Thousands of impressions on line and during the show.

## LANYARD SPONSOR

**€10,000**

- Powerful and exclusive opportunity for one Exhibitor
- Distributed from the Entrance
- Worn by all visitors
- Your company logo alongside FESPA's

*(Sponsor responsible for supplying and printing the lanyards)*

## DIRECTIONAL SIGNAGE SPONSOR

**€4,000**

- Exclusive opportunity for your logo and stand number to be included on all show directional signage
- Strategically placed throughout the venue

## YOU ARE HERE BOARDS SPONSOR

**€1,000**

- Your company logo highlighted on all directional floor plans around the show
- Visitors will see more clearly where you are positioned on the show floor
- Makes your stand easier to find

## FLOOR GRAPHICS SPONSOR

**€1,200 for exclusivity with 3 in 1 hall or  
€750 each limited to 3 per hall**

- Your logo/branding to appear on floor graphics within the hall
- Reminds visitors of your brand
- Directs attendees to your stand

## WIFI SPONSOR

**€10,000 exclusive or €6,000 for up to a maximum  
of 2 sponsors**

- Great opportunity to be seen on the public WiFi connection during the show
- Your logo on the WiFi landing page and on the signage onsite



# HALL BANNERS from €6,000



**Nazdar Inks Are All Around You**



**NAZDAR**<sup>®</sup>  
*Ink Technologies*

**Please visit us at  
Stand: 7-C75**

For greater visibility at the show in the hall that you are exhibiting in, we are offering an excellent opportunity for \*one client per hall to Sponsor the Hall Banners. These are throughout the halls in every aisle and are viewed by all visitors who use them as an essential guide when in the halls. The Banners are 4m x 2m and will have your company logo and stand number printed below the aisle / hall number (as shown above).

FESPA will be responsible for the printing and rigging of the Banners.

**EACH HALL BANNER**  
**€6,000**

**ALL HALL BANNERS EXCLUSIVELY**  
**€35,000**



*“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** (Gold Sponsor of FESPA 2022)



## SEE YOU IN MUNICH | 23 – 26 MAY 2023

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



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