

23 - 26 MAY 2023 | MUNICH, GERMANY

FESPA²³ GLOBAL PRINT EXPO

Munich
23 - 26 May 2023

SPONSORSHIP OPPORTUNITIES

WWW.FESPAGLOBALPRINTEXPO.COM

FESPA
profit for purpose



CO-LOCATED WITH **SIGN EUROPEAN EXPO**

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.

“FESPA is one of the biggest and most important fairs in the world and we want to continue this partnership. You can see this show is the right place to meet the right people, the decision makers and that is definitely something the whole FESPA team has made possible. It was great to see how the entire industry was eager for an exchange and what innovations have come onto the market in the last few years. We have definitely initiated several new sales through the fair and have also made some firm commitments. The motto was well chosen because, as you could see at the fair, our industry in particular is never standing still but is always moving and developing.”

Folker Stachetzki, Marketing Manager, **Brother**

INTERESTED IN FESPA ONLINE ADVERTISING?

Ask the team for our Online Advertising Opportunities Brochure.

ALIGN YOUR BRAND WITH FESPA

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.

- 11,647 unique visitors, during May 2022, 48% increase on the Autumn 2021 event
- Visitors from 103 countries
- 60% of visitors having final purchasing authority or influence
- 53% of visitors who chose to reveal their investment budget confirms significant readiness to invest at or soon after the show.
- Among these delegates, the collective median spend amounted to €1.3 billion

“FESPA is the most important large format show in Europe, we are happy to be here and we are happy to be a Platinum sponsor. We will see how the level of business is this year and will probably be back as a Platinum sponsor next year.

FESPA Global Print Expo is very well organised, FESPA usually picks good venues and it is one of the most important shows in the graphical business. It is different and well organised. We have a good experience of the FESPA Team, we have been working together for many years and they are part of the extended family.”

Christoph Gamper, CEO, **Durst Group**



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

- 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.

Exclusive – €20,000
or split sponsorship
€10,000 each
(max 2 sponsors)

EXCLUSIVE LANYARD SPONSOR

- 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)

Exclusive – €10,000
Multiple lanyard
opportunities available
€POA

Registration and lanyard sponsorship available as a combined package – €POA

DIRECTIONAL SIGNAGE SPONSOR

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

€POA



FESPA Global Print Expo offers bespoke and personalised sponsorship packages to suit your company needs.

Combining and personalising packages for 2023 allows you to benefit from an overall discount to your offer. Speak to sara.horlock@fespa.com to discuss the right package offer for you.



YOU ARE HERE BOARDS SPONSOR

- 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

€1,000

FLOOR GRAPHICS SPONSOR

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

Exclusive – €1,200
(max 3 graphics in 1 hall)
Individual – €750 euros
(max 3 sponsors per hall)

WIFI SPONSOR

- 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

Exclusive – €10,000
x2 Sponsors – €6,000 each

ROUTE PLANNER

- Your company logo on the Pocket floorplan / Route planner – used by the visitors to navigate them around the exhibition

€1,500

YOU ARE HERE 'BOARDS

- Your company logo on the 'You Are Here' boards – up to 10 boards will be situated in prominent locations around the venue

€1,500

Route planner and You Are Here 'boards sponsorship available as a combined package – €POA





FESPA GLOBAL PRINT EXPO DEDICATED FEATURES



PRINTERIORS

Now in its 7th year, Printeriors 2023 brings together technology and interior décor in a unique celebration of printed interior design and decoration. Each 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.



SUSTAINABILITY

FESPA's Sustainability Spotlight feature will provide useful, informative and actionable advice for speciality printers looking to make their businesses more sustainable. This 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.



WORLD WRAP MASTERS

The World Wrap Masters connects and celebrates the best wrap installers in the world and is the only truly international series of wrapping competitions, with events in every major continent and the winners of these regional and national events competing in the final for the title of World Wrap Master. The World Wrap Masters Europe 2023 will feature training workshops, demonstrations and the competition.



Personalisation Experience

PERSONALIZATION EXPERIENCE

The Personalisation Experience will bring together 3,500 stakeholders from retailers, brands, agencies to printers and fulfilment houses, connecting them with software providers and OEMs to explore the potential of personalisation in sportswear, packaging, product, loyalty and custom interiors. Four one-day conferences, plus an application showcase incorporating Printeriors, will bring this core topic to life.

“By sponsoring FESPA it gives us the opportunity to connect better with the audience, our customers and potential customers who are interested in learning about our technologies. So it is a unique opportunity to better connect with the industry. FESPA is a very international show and the quality of the visitors that we get are very professional, people who understand the market and interested in our business. The quality of the visitors and the conversations we have are super high! We are very happy! We are just day 2 and all the sales we got on day 1 and accumulated on day 2 has been fantastic so we’re very happy. Super happy with the results.”

Oscar Vidal, Global Director Product and Strategy Large Format Print, **HP**

“For us on the technology side, FESPA is the best exhibition for us as you do have the printers here. This is always the platform as a manufacturer where we can showcase new products and innovations, which is also another reason why people visit FESPA and is also what we are targeting. FESPA is a manufacturer exhibition to showcase and introduce and launch new products. This is the big difference for us! This year, we really, really had the best selling show ever! People really came here to sign and to do business so for us it’s a very successful show and we’re happy to be back.”

Kathrin Buhl, Director Sales & Marketing EMEA , **Kornit Digital Europe**



SEE YOU IN MUNICH | 23 – 26 MAY 2023

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



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