

25
FESPA
GLOBAL
PRINT EXPO

Berlin
06 - 09 May 2025

SIGN
EUROPEAN
EXPO

6 - 9 MAY 2025
BERLIN

06-09
MAY/25
BERLIN

www.fespaglobalprintexpo.com





WHY SPONSOR? MAXIMISING ROI FOR YOUR BUSINESS

Sponsoring FESPA Berlin 2025 offers a strategic opportunity to elevate your company's profile, expand your reach, and establish meaningful connections within the global printing and signage community. With a range of sponsorship options available, you can tailor your investment to align with your marketing objectives and maximize the return on your sponsorship investment.



1

Global Audience Reach

FESPA events attract attendees from across the globe, providing an excellent opportunity to showcase your brand to an international audience of industry professionals, decision-makers, and potential customers.



2

Brand Visibility

With various sponsorship options available, including online, digital, and onsite promotions, your brand will enjoy significant visibility before, during, and after the exhibition. This heightened exposure can lead to increased brand recognition and awareness within the industry.



3

Networking Opportunities

FESPA events are renowned for fostering valuable networking opportunities. By sponsoring the event, you gain access to a diverse range of attendees, including exhibitors, industry experts, and potential collaborators, allowing you to forge new connections and partnerships.



4

Lead Generation

By leveraging the event's promotional channels and onsite presence, you can effectively generate leads and drive customer engagement. Whether through targeted advertisements, sponsored content, or interactive booth experiences, you have the opportunity to capture the interest of potential customers and initiate meaningful conversations.



5

Brand Association

Aligning your brand with FESPA, a reputable and established platform within the printing and signage industry, can enhance your company's credibility and reputation. By associating with a trusted industry event, you signal to potential customers that your brand is reliable, knowledgeable, and committed to excellence.



6

Post-Event Exposure

Sponsorship benefits extend beyond the duration of the event, as your brand continues to receive exposure through post-event marketing efforts, such as social media coverage, press releases, and follow-up communications. This sustained visibility ensures that your brand remains top-of-mind long after the exhibition concludes.

ATTENDEE DEMOGRAPHICS

06-09
MAY/25
BERLIN

SIGNEXPO
EUROPEAN
6-9 MAY 2025
BERLIN

FESPA
GLOBAL
PRINT EXPO
Berlin
06 - 09 May 2025

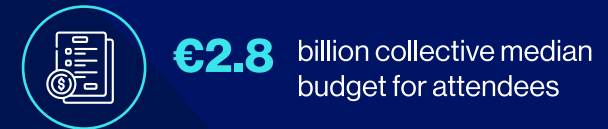
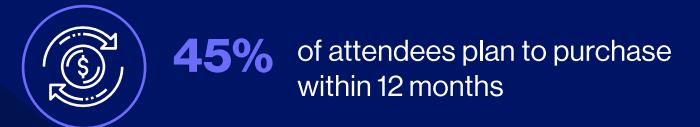
REGIONS



TOP 5 COUNTRIES



PURCHASING AUTHORITY



THANK YOU TO OUR 2024 PARTNERS





**06-09
MAY/25
BERLIN**

MAIN PACKAGE & EXTRAS

Offering a host of unique sponsorship opportunities to maximise your global reach by targeting a resolute audience of senior professionals. You'll find the ideal promotions to suit your business needs, that can be tailored to fit your company's objectives at FESPA 2025.

All sponsorships start with our **basic package starting at € 10,000**, this includes our core sponsorship deliverables giving you exposure throughout the show campaign.

YOUR SPONSORSHIP STATUS EXPLAINED

- **Sponsor status**

Basic package with add-ons up to the amount of **€ 19,999**

- **Partner status**

Basic package with add-ons over the amount of **€ 20,000** Becoming a FESPA show partner allows you to tailor your status by aligning it with your company's industry sector.

- *For example:*

Digital Signage Software Partner, Supporting FESPA Sustainability Goals, Textile Partner.

Basic Sponsor Package

€10,000

- **PRE-SHOW**

- Company logo on trade press advertising
- Logo featured in pre-show video
- Logo on footer of show website
- Logo on sponsors' / partners' page
- Logo to appear on HTML visitors' email template
- Marketing support from the FESPA team & PR support from AD comms

- **ONSITE**

- Your stand and company highlighted on all printed floorplans
- Logo highlighted on You Are Here Boards
- Logo included on special 'Thank you to our Sponsors' graphics at Messe Berlin main entrance and hall signage

- **POST-SHOW**

- Logo included in post-show report
- First refusal of your partnership renewal (below)

SPONSORING ALLOWS YOU TO PICK FROM A HOST OF OPPORTUNITIES ACROSS MULTIPLE OUTLETS TO BEST FIT YOUR COMPANY'S MISSION STATEMENT AND GOALS FOR THE YEAR.

**06-09
MAY/25
BERLIN**



• CONTENT FEATURE ADD-ONS

- Promoted as sponsor on x 1 social media post **€850**
- Promoted as sponsor on x 2 social media posts **€1,600**
- Promoted as sponsor on x 3 social media posts **€2,200**
- Opportunity to provide x 1 guest blog across FESPA.com and the show websites **€1,500**
- Opportunity to provide x 2 guest blogs across FESPA.com and the show websites **€3,000**

• FULL DIGITAL UPGRADE

- Unlimited lead scanning licenses on Swapcard, x 6 industry categories, profile header video, x 6 product content uploads, unlimited content links, company logo at event app homepage, x 2 personalised social media mentions, 250 VIP tickets **€5,000**

• SWAPCARD ADD-ONS

- Select up to x 3 extra industry categories in the FESPA event APP **€500**
- Select up to x 6 extra industry categories in the FESPA event APP **€1,000**
- Unlimited content links in your virtual booth in the FESPA event APP **€1,000**
- Upload up to x 3 extra products in your virtual booth in the FESPA event APP **€500**
- Upload up to x 6 extra products in your virtual booth in the FESPA event APP **€1,000**

• DIGITAL ADD-ONS

- Logo on footer of show website & APP **€1,500**
- Featured profile on Exhibitor list **€1,750**
- x 1 advertising opportunity on the show app and online event **POA**
- x 2 advertising opportunities on the show app and online event **POA**

• REGISTRATION ADD-ONS

- Personalised registration page for your customers up to 250 x extra VIP invites **POA**

• SIGNAGE ADD-ONS

- We are here boards **€1,000**
- Printed floorplans (show guide & pocket planner) **€1,200**
- Logo included on special 'Thank you to our Sponsors' graphics at Messe Berlin main entrance and hall signage **€2,000**

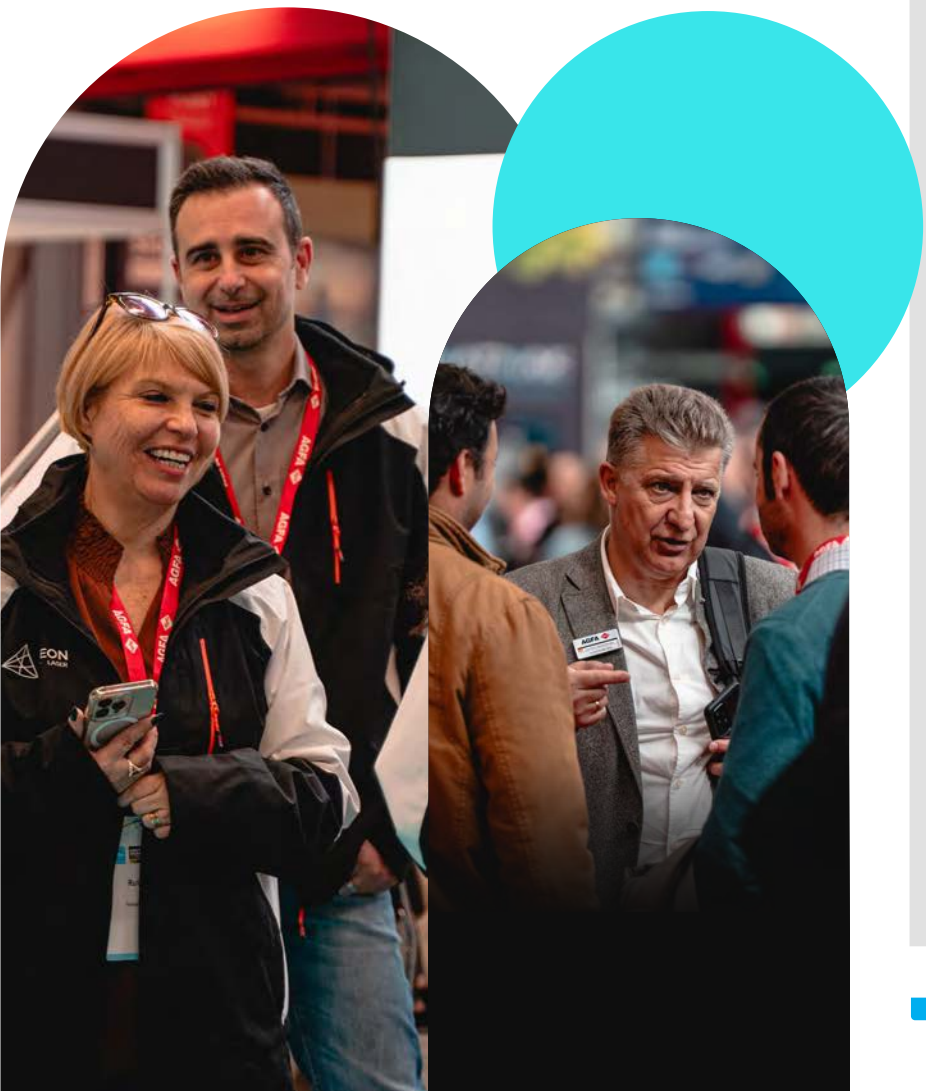
• VIDEO ADD-ONS

- Exclusive interview for FESPA Youtube **POA**
- Industry video for FESPA Youtube **POA**



**06-09
MAY/25
BERLIN**

SPONSORSHIP OPPORTUNITIES



Exhibitor Lounge

€10,000 **x2 Partners**

€20,000 **Exclusive**

Elevate your profile at the show with our exhibitors and their customers by sponsoring the Exhibitor Lounge - a dedicated space off the show floor for our exhibitors to network, arrange meetings and relax. Package includes branding in the lounge and on directional signage, branding on all exhibitor lounge invites in 'welcome packs' (placed on all exhibitor booths prior to opening of the show).

Virtual Goody Bags

€2,000 **up to x4 items**

€1,000 **up to x2 items**

- An online 'goody bag'.
- Bag offered to our visitors when they register for the show and co-located shows.
- Opportunity to direct traffic to your booth and communicate with visitors prior to the show. Data shared with you weekly to contact visitors pre and post show

Examples of items: Free coffee on stand, Claim a free t-shirt, Live Demo, Stand tour or a New Launch invite.

Industry Tours / FESPA Tour

€2,000

Opportunity to be on the route for your industry sector or the main tours.

On 2nd and 3rd day Tour split via sector or a full show tour.

Digital Discovery Lounge

€POA

Dedicated lounge for Digital Signage directly targeted to printers visiting the show to educate and inspire about digital signage and aligning it with print and showcasing how it can align with print.

Secret Previews

Up to €10,000

- The opportunity to open early to visitors & press either on your stand or meeting room to launch new products.
- Targeted audience.
- Invite via visitor marketing channels and FESPA data.

“You are here boards”

€1,000

Have your company logo highlighted on all the “You are here” boards around the show including on printed floor plan and exhibitor listing.

Floor Graphics

€POA Max x3 per hall

Highlight your company and stand at the show with floor graphics (please enquire for more information).

Exclusive Lanyard Sponsor

€10,000 EXCLUSIVE

Multiple lanyard opportunities available €POA

- 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).

Registration Sponsor

€20,000 EXCLUSIVE

Split sponsorship each (max 2 sponsors)

- 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 all registration counters.
- Thousands of impressions online and during the show.

Graffiti Walls

€POA

Interactive walls where visitors can leave messages/testimonials of show.

Lighting Effects

Starting €5,000

Logos on blank walls through digital lighting / signage.





SIGN EUROPEAN EXPO

6 - 9 MAY 2025
BERLIN

FESPA 25
GLOBAL
PRINT EXPO

Berlin
06 - 09 May 2025

06-09
MAY/25
BERLIN

CONTACT US

Sara Horlock

Group Sales Manager FESPA

M: +44 (0) 7778 353 863

D: +44 (0) 1737 228 164

E: sara.horlock@fespa.com

Alice Baty

Senior Marketing Executive FESPA

D: +44 (0) 1737 240788

E: alice.baty@fespa.com

www.fespaglobalprintexpo.com/exhibit/sponsorship-opportunities



FESPA

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

