



EUROPEAN SIGN EXPO

19 - 22 MARCH 2024, AMSTERDAM | WWW.EUROPEANSIGNEXPO.COM



EUROPEAN SIGN EXPO 2024

Europe's leading signage and visual communications exhibition European Sign Expo returns to The RAI, to celebrate it's 10th Anniversary show in style, in the vibrant city of Amsterdam, 19-22 March 2024. European Sign Expo offers you the opportunity to do business at Europe's leading event discovering the newest innovations and connecting you to the right stakeholders looking to invest.

Exhibiting at European Sign Expo 2024 puts your brand in front of high-quality signage professionals, service providers, brand managers and designers. Our exhibitions are well known for the high standard of decision makers that attend our trade fairs and events.



".... What a joy it was to be part of FESPA in Berlin. It was a real pleasure to see and speak to everyone again! The European Sign Expo, as a part of the FESPA Global Print Expo, is the event where we meet our customers from around the world at one location. We also use the show to make new contacts, keep tabs on what's happening in the industry, be inspired, and share experiences with other exhibitors."

Harold Klaren | International Sales Manager | EFKA



FESPA VISITOR DEMOGRAPHICS

Attracting more than 15,000 professionals across the print and signage community from 134 countries, European Sign Expo (co-located with FESPA Global Print Expo) is recognised by the industry as the leading place for people within the signage sector and visual communications industry to meet face-to-face.

2023 CO-LOCATED VISITOR PROFILE

- **14,776** unique visitors
- **22,575** re-visits
- **134** countries: Top 10 Germany, Italy, Austria, UK, Netherlands, Poland, Switzerland, Spain, Czech Republic, France
- **84%** of visitors held decisions making positions (69% in 2022)
- **73%** of visitors were managing directors, CEO's or business owners (70% in 2022)
- **50%** of visitors plan to purchase within 12 months of the exhibition. (49% in 2022)
- Collective median budget = Over €2 billion, this has nearly doubled since 2022 with €1.3billion



VISITORS BY PRODUCT INTEREST

Attendees stated they were interested in the following sectors *2022 Visitor Profile

**SIGNAGE &
DISPLAYS**
49%

**DIGITAL PRINTING
MACHINERY**
41%

**HANDLING &
FINISHING**
25%

3D PRINTING
26%

**TEXTILE & GARMENT
DECORATION**
18%

**MEDIA &
SUBSTRATES**
19%

**PRINT SOFTWARE &
EQUIPMENT**
17%

SERVICES
12%

Exhibiting Industry include:

3D PRINTING

APPLICATIONS

BUSINESS WORKFLOW SOLUTIONS

CHANNEL LETTERING

CONFERENCES

DIGITAL SIGNAGE

DISPLAY AND PACKAGING

EDUCATION

ENGRAVING

ENVIRONMENTAL PRODUCTS

FLOORING

ILLUMINATED DISPLAYS

IMPORTER DISTRIBUTOR

INTERIOR DÉCOR/DESIGN

LEDs

LIGHTING

NEON DISPLAYS

NEW MEDIA

NON-PRINTED SIGNAGE

POP/POS

PROMOTIONAL PRODUCTS

SIGN FIXING AND TOOLS

SIGN MAKING

SOFTWARE



WORLD WRAP MASTERS

World Wrap Masters is where champions are crowned, and the community comes together to explore the world of wrapping! Give your brand a head start by showcasing your products off to skilled professionals and rub shoulders with the industry's finest experts discovering the newest applications and techniques. The pole position of your brand at World Wrap Masters and Wrap Masters Europe 2024 will see your brand recognised as one that leads when it comes to innovation in the wrapping industry.



WORLD WRAP MASTERS SPONSORSHIP

HEADLINE PARTNER

Prominent logo position on all advertising as "HEADLINE PARTNER". Featuring on the World Wrap Masters website, emails, monthly newsletter and FESPA Global Print Expo website.

SUPPORTING AND PRODUCT PARTNER

Second tier logo position with "SUPPORTING / PRODUCT PARTNER". Featuring on the World Wrap Masters website, emails, monthly newsletter and FESPA Global Print Expo website.

With many additional options such as Wrap TV, Good bags, Cars, Workshops, tools and equipment!



LEARN MORE ABOUT OUR SPONSORSHIP OPPORTUNITIES BY SPEAKING TO A MEMBER OF THE FESPA TEAM.

Email: sales@fespa.com

Telephone: (+44) 1737 240788

Visit: www.worldwrapmasters.com



SUSTAINABILITY SPOTLIGHT

The Sustainability Spotlight feature provides a useful, informative and actionable area for speciality printers looking to showcase how their business is working toward a more sustainable future. FESPA and our partners have developed a specially designed information and educational hub, where visitors can DISCOVER, LEARN and NETWORK what the possibilities are.



Check out how your business can support and work alongside FESPA in Amsterdam 2024.



SUSTAINABILITY SPOTLIGHT SPONSORSHIP

WHAT CAN YOUR BUSINESS GAIN FROM THIS COLLABORATION?

- Support FESPA's profit for purpose responsibility by educating and informing our members and the wider print community
- Showcase your new technologies and applications
- Build brand and product authority
- Spotlight new opportunities for your existing clients
- Signpost visitors to your FESPA stand location
- Synchronise your pre-show marketing activities
- Speak directly to your customers and prospects with Sustainability Spotlight targeted promotional activity
- Be associated with one of FESPA's key show feature

LEARN MORE ABOUT OUR SPONSORSHIP OPPORTUNITIES BY SPEAKING TO A MEMBER OF THE FESPA TEAM.

Email: events@fespa.com



SPONSORSHIP OPPORTUNITIES

Offering a host of unique sponsorship opportunities to maximise your global reach by targeting a resolute audience of senior signage professionals. You'll find the ideal promotions to suit your business needs, that can be tailored to fit your company's objectives at European Sign Expo 2024. 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.

NEW FOR 2024

FESPA is approaching sponsorship differently for Amsterdam and the future. To better connect our partners and exhibitors to their audiences to create greater general awareness pre-show, on-site and post-show. These new opportunities will allow exhibitors to not be tied down to fixed deliverables and allow the freedom of choosing what works best for them with the support of the Sponsorship team at FESPA to achieve a strong ROI on your investment.

Sneak peek of some opportunities; Virtual goody bags, Exhibitor lounges, Secrets Previews, Sponsor Workshops, Sector sponsors and many more...Watch this space!

"It is important for us to finally meet up in person with customers again it has been after so many virtual meetings. It is a relief to be back year! European Sign Expo has had a lot more international visitors than we thought, here we have seen visitors from all over the world..from South Africa to Kuwait to the Scandanavian countries as well as Eastern European visitors. For us as an international show - it has been very good! We have a good experience with the team at FESPA!"

Jurjen Van Der Honing | Managing Director | Lucoled



LEARN MORE ABOUT OUR SPONSORSHIP OPPORTUNITIES BY SPEAKING TO A MEMBER OF THE FESPA TEAM.

Email: sara.horlock@fespa.com





EUROPEAN SIGN EXPO

NEW FOR 2024

Exclusive Sponsorship opportunities for the
European Sign Expo 2024

"What is more important, is the quality of the visitors, so we meet our customers here and we definitely expect to do more business in future due to this exhibition. We already look forward too next year, to Amsterdam 2024 and we. Hope to see you all there."

Harold Klaren | International Sales Manager – EFKA | 2023 Platinum Sponsor

GRAFFITI WALLS

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

€POA

LIGHTING EFFECTS

- Logos on blank walls through Digital lighting / signage

STARTING €5,000



EMPOWERING PEOPLE IN PRINT

6 WORLD LEADING TRADE SHOWS



- **1,300+** innovative exhibitors displaying the latest solutions/ innovations
- **77,000+** visitors worldwide
- **FESPA's Online Event & App**
A platform where over 500+ Exhibitors, sharing content, launching products, and connecting all year.

SUPPORTING OVER 200+ ASSOCIATION ACTIVITIES



since 2015

INVESTING OVER 7 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 100's of stunning designs and products at Global Print Expo
- **Sustainability Spotlight:**
Sustainability Spotlight provides useful, informative and actionable advice for speciality printers looking to make their businesses more sustainable.
- **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



- **A FEDERATION OF NATIONAL ASSOCIATIONS**
- **14,400+** members worldwide
- **FESPA Direct:** an annual membership subscription providing essential research, peer-to-peer networking and attractive discounts that will enable printers to go further, faster
- **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:** : 19,000 followers
- **LinkedIn:** 9,497 followers
- **Instagram:** 6,106 members
- **FESPA TV:** 61,000 subscribers, Over 11 million views

FESPA.COM



148,811-page views per month

FESPA WORLD NEWSLETTER



3 languages, **40,975** readers

USEFUL INDUSTRY ADVICE



- **Club FESPA Online**
- **Print Census**
- **45 introductory technical guides**
- 16 Industry Whitepapers and Planet Friendly Guides



"It's very important for us to be here to meet all our European customers, as we are based in France so European Sign Expo is the best place for us to meet our customers. This year the exhibition has been a good year for us. We met a lot of existing customers as well as new customers, it's a very good year for us. We have a good experience with FESPA, we are in contact with Sara who is a kind person. I can always ask her if I need something."

Bérénice Bôle | Sales Department | Domino Sign



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SEE YOU IN AMSTERDAM | 19-22 MARCH 2024

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



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