



**Personalisation
Experience**

FROM **FESPA**

19 - 22 MAY 2026 | BARCELONA

www.personalisationexperience.com • sales@fespa.com



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Now in its 4th year, FESPA is excited to dive into all things “Personalisation and mass customisation” at Fira Barcelona, 19 - 22 May 2026. Print and product personalisation is the next revolution for our industry.

The ability and technologies to deliver personalisation are already here - as is the consumer want. **FESPA's Personalisation Experience** is focused on demonstrating the art of the possible with print personalisation in the form of thought-leadership conferences, an interactive exhibition, and an experiential showcase of possibilities.

SmartHub in Personalisation Experience

As demand for product personalisation grows and advancements in digital technologies make single print runs possible, FESPA provides you with the opportunity to explore the variety of new possibilities smart production and print personalisation via our SmartHub feature. More information on how you can get involved is coming soon!



We are super excited and we're super happy with the result. We see that huge demand for our solution and we see that printing companies, they are looking for a reliable solution that can help them embrace the personalisation.”

Waclaw Mostowski
CRO & Co-founder
Antigro Designer



You get to see many opinions about where the future is going to be. I think anybody running a business or looking to start a business needs to know what the future looks like, and you can learn all of that in this sort of form.”

Steve Donegal
Regional Sales Manager
Landa Digital Printing UK

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FESPA VISITOR DEMOGRAPHICS

CO-LOCATED SHOW FIGURES 2025

UNIQUE
14,036
(+10.5% 2024)

RE-VISIT
23,061
(+25.9% 2024)

87%
of visitors held **decision making positions**

71%
of visitors were **MDs, CEOs, Owners or Managers**

40%
of visitors plan to purchase within 12 months of the exhibition

€2.9B
Collective Budget Median

79%
of visitors said they agree to strongly agree that **Personalisation Experience is the most important exhibition in the region**

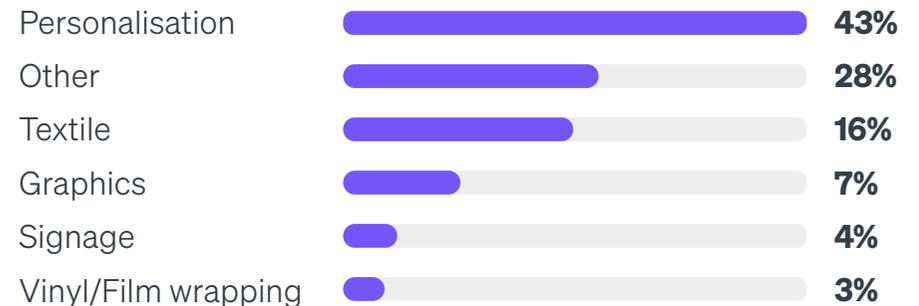
VISITORS FROM 126 COUNTRIES

Top 10 visitor countries:



BUSINESS AREA OF INTEREST

Attendees stated they were interested in the following sectors





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EXHIBITOR TESTIMONIALS



We are a leading producer for the Baltic region, we're a textile producer and we are very excited to be here at FESPA, it's the first time actually. We have a lot of interest from companies doing print on demand and other services. We represent out blanks here and our garments are just ready for printing so theres a nice synergy. It's a nice opportunity for us to connect to other business players."

AS Rita, Latvia
Jelena Aleksandrova, Sales Manager



We have a lot of clients working large format, working direct to foil, all of the areas so FESPA was kind of a natural choice and its our first time at FESPA and we enjoy it. Actually yesterday was a super busy day, we were actually super surprised at the amount of people that showed up at Personalisation Experience we remember years where it was not as busy so things are moving in the right direction."

Printess, Germany
Christoph Clermont, Founder



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Our first time exhibiting at the show we're really, really excited to be here. We're really passionate about bringing great design experience to end users and non-designers and allowing the companies and printers to really empower their users to create great content and great signs. Create anything that they want, apparel, stickers, anything they need. So we're excited to be talking with a lot of printers and pushing the industry forward"

Design Huddle, USA
Nathan David, VP Client Success



We are a leading producer for the Baltic region, we're a textile producer and we are very excited to be here at FESPA, it's the first time actually. We have a lot of interest from companies doing print on demand and other services. We represent out blanks here and our garments are just ready for printing so theres a nice synergy. It's a nice opportunity for us to connect to other business players."

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SPONSORS PACKAGE

Pre-show

- Inclusion in PR
- Branding on PMW web pages
- Branding on PMW campaign emails
- Branding on PMW stand listing in event app
- Coverage of your product/service in the PMW campaign

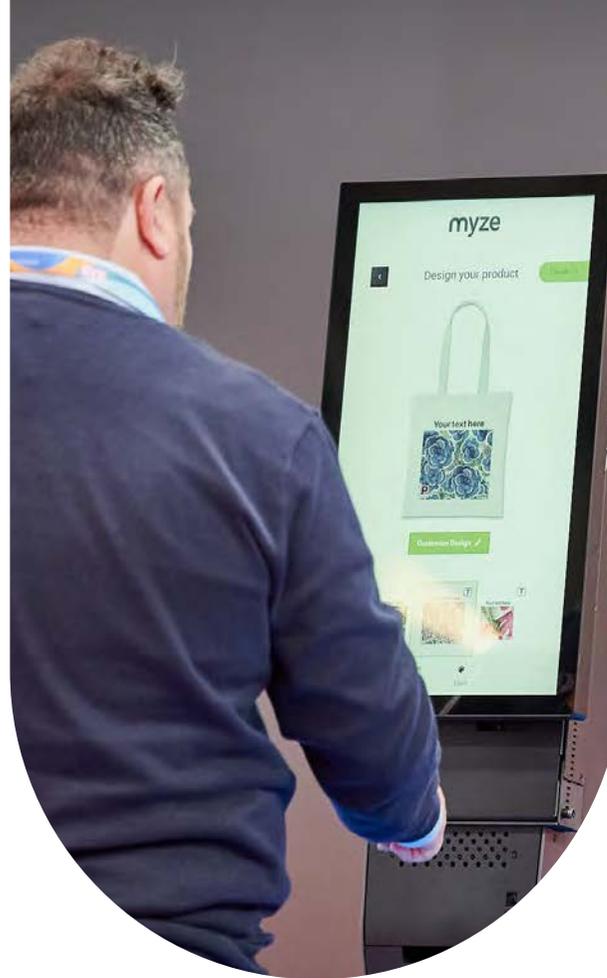
On-site

Placement of your technology/product in PMW with:

- Space, carpet, power, dedicated totem sign (if required, internet and screen)
- Inclusion of your technology/product in expert-guided tours
- Branding on all stand graphics
- Branding and acknowledgement in show catalogue PMW pages
- Your technology's output showcased in catwalk shows
- Opportunity to participate in 'fireside discussion'

Post-show

- Product placement and branding in PMW production tour video
- First refusal on participation in next edition



Design/Software step

€4,995 Exhibiting company

€6,995 Non-exhibiting company

Hardware/Machinery

€5,995 Exhibiting company

€7,995 Non-exhibiting company

Consumables

(blank garments/bottles/towels and rolls of textiles)

€4,995 Exhibiting company

€6,995 Non-exhibiting company



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SPONSORSHIP OPPORTUNITIES

Sponsoring Personalisation Experience gives you a range of digital, onsite 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.

	HEADLINE PARTNER	PARTNER
SPONSORS BENEFITS	€15,795	€9,495
Lead branding on all campaign assets (web pages, email, press adverts)	●	
Prominent branding on all campaign assets (web pages, email, press adverts)		●
Recognised as sponsor in Show Preview	●	●
Promoted as sponsor on social media post	●	●
Opportunity to provide guest blog on Personalisation Experience	2	1
Opportunity to feature in Up Close and Personal interview (vid/podcast)	●	●
Branding within Up Close and Personal vid/podcast series	●	
Marketing and PR support	●	●
Show app premium access	●	●
Logo on footer of show website, including sponsor/partner page	●	●
Logo to appear on HTML visitors email template	●	●
Personalised registration page for your customers	●	●
Listing in Personalisation Experience Pro exhibitor list	●	●
Visibility for all visitors to request meetings with you	●	●
Logo on all PE signage	●	
Logo on special 'thank you to our sponsors' graphics	●	●
Stand highlighted with company logo on all onsite printed floorplans	●	●
How-To Interview onsite with FESPA TV	●	
Promoted as sponsor on social media post	●	●
Headline branding	●	
POST-SHOW		
Logo included in post-show report	●	●
Priority stand option on next event	●	●
First refusal of your partnership renewal	●	●
Logo included in post-show highlights video	●	



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CONTACT US

Callum Legg

Group Sales and Project Manager

T: +44 (0) 7715580624

callum.legg@fespa.com

Duncan MacOwan

Head of Marketing and Events

duncan.macowan@fespa.com

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



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FESPA