

SIGN
EUROPEAN
EXPO

06-09
MAY/25
BERLIN

SIGNAGE & VISUAL
COMMUNICATIONS

www.europeansignexpo.com



FESPA



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EUROPE'S LEADING SIGNAGE AND VISUAL COMMUNICATIONS EXHIBITION

European Sign Expo returns to the vibrant city of Berlin, at The Messe 06 - 09 May 2025. It is the leading European event for the visual communications industry offering you the opportunity to display your latest innovations and do business with the right stakeholders looking to invest in equipment.

Exhibiting at European Sign Expo 2025 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.

VISITOR PROFILE



14,000+
UNIQUE
VISITORS



134+ COUNTRIES
Austria, Czech Republic, France,
Germany, Italy, Netherlands,
Poland, Spain, Switzerland, UK



73%
DIRECTORS
CEO, OR BUSINESS
OWNERS



50%
PLAN TO PURCHASE
WITHIN 12 MONTHS
OF THE SHOW



84%
DECISION
MAKERS

Collective median budget over
€2 Billion
this has nearly doubled since
2022 which stood at €1.3 billion



www.europeansignexpo.com • sales@fespa.com

FESPA VISITOR DEMOGRAPHICS

Attracting more than 14,000 professionals across the print and signage community from 134 countries, European Sign Expo (co-located with FESPA Global Print Expo and Personalisation Experience) is recognised by the industry as the leading place for people within the signage sector and visual communications industry to meet face-to-face.

VISITORS BY BUSINESS AREA

Attendees stated they were interested in the following sectors*

38%
GRAPHIC

22%
TEXTILE

11%
INDUSTRIAL

20%
PERSONALISATION

5%
OTHER

21%
SIGNAGE

CONFERENCE TRACKS & EXHIBITION FOCUS AREAS:

- 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
- Lighting
- Neon displays
- New media
- Non-printed signage
- Promotional products
- Sign fixing and tools
- Sign making
- Software



What visitors think about European Sign Expo?



*2023 Post show explori report data



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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 2025. 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.

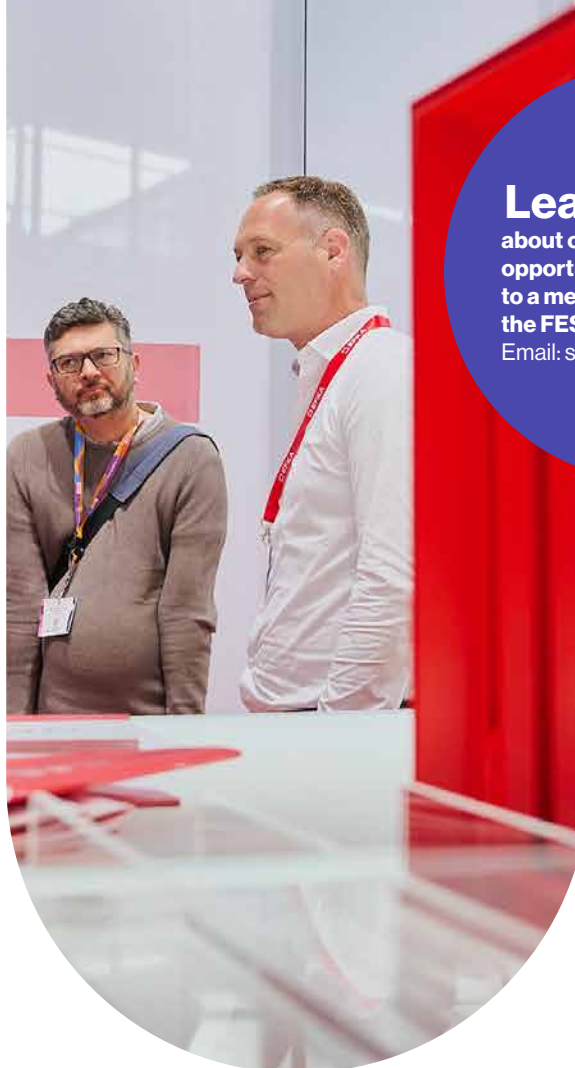
VIRTUAL GOODY BAGS

€2,000 up to x4 items

€1,000 up to x2 items

- An online 'goody bag' dedicated by industry sector.
- Bag offered to visitors when they register for the show / co-located shows.
- Opportunity to direct traffic to your booth and communicate with visitors prior to the show.

Examples of items: free coffee on stand, claim a free t-shirt, live demo, stand tour or a new launch invite.



Learn more
about our sponsorship opportunities by speaking to a member of the FESPA team.
Email: sara.horlock@fespa.com

WATCH NOW ▶

Product insight with EFKA Platinum Sponsor

WATCH NOW ▶

What exhibitors think about European Sign Expo?

€10,000

Basic Sponsor Package

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 visitors HTML email template
- Marketing support from the FESPA team & PR support from ADC communications

ONSITE

- Your stand and company highlighted on all printed floorplans
- Your company logo added to all "You Are Here Boards" at the show
- 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)
- Priority stand option on next event - **ONLY AVAILABLE TO PARTNERS**

€POA

Graffiti Walls

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

Starting €5,000

Lighting Effects

Logos on blank walls through digital lighting / signage.



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FLEXIBLE DELIVERABLES

**FOR ANY SPONSOR UP
TO €19,999 OR PARTNER
€20,000+**



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| PRE-SHOW | RATES |
|---|----------|
| Known as a FESPA Partner - industry sector to be determined | €20,000+ |
| Promoted as sponsor on x1 social media post | €850 |
| Promoted as sponsor on x2 social media posts | €1,600 |
| Opportunity to provide x1 guest blog | €1,500 |
| Opportunity to provide x2 guest blogs | €3,000 |
| Sponsor Features On Swapcard including: Direct communication with attendees via your profile, unlimited scanning licenses, x6 industry categories, profile header video, 6 products, company logo and 255-word profile, unlimited content links, company logo on event app homepage, x2 personalised social media mentions, 250 VIP tickets | €5,000 |
| Select up to x3 industry categories | €500 |
| Select up to x6 industry categories | €1,000 |
| Unlimited content links | €1,000 |
| Upload up to x3 products | |
| Upload x6 products | |
| x1 advertising opportunity on the show app and online event | POA |
| x2 advertising opportunities on the show app and online event | POA |
| Featured profile on Exhibitor list | €1,750 |
| Logo on footer of show website & app | €1,500 |
| Personalised registration page for your customers | €1,500 |
| FESPA.com and show website advertising – please enquire @ sara.horlock@fespa.com | POA |
| ONSITE | |
| Headline Branding on relevant signage around show | €2,000 |
| Interview onsite with FESPA TV | POA |
| Promoted x1 time as Partner on all social media channels | €750 |
| Promoted x3 times as Partner on all social media channels | €2,000 |
| x10 lead scanning licences | €1,500 |
| Unlimited scanning licenses | €3,000 |
| Further onsite advertising opportunities – please contact sara.horlock@fespa.com | POA |
| POST-SHOW | |
| Thanked as a sponsor on all FESPA social media channels | €1,800 |
| Thanked as Partner on all post show videos | €1,800 |
| First refusal of stand option for next European Show- PARTNER package only | N/A |



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DIGITAL SIGNAGE

Due to high demand from our community, we launched the Digital Signage Lounge in Amsterdam in 2024. The dedicated area on the show floor hosted an educational theatre, demo area and interactive workshops from our Digital Signage partners. Incredible educational and inspiring discussions delivered by leading experts in the industry. The area highlighted how Digital Signage can be aligned with, and complement the printing community.

The dedicated feature in European Sign Expo, showcases all aspects of digital signage including software, hardware and installation. A dedicated networking area which facilitates the discussion of products, and demonstrates to the printing community the alignment and benefits of integrating print and digital signage solutions.

Be a part of the Digital Signage community at European Sign Expo 2025 in Berlin. You will have access to our community of printers, with the opportunity to meet leading brands, decision-makers and buyers. It is the perfect platform to access the potential 'untapped' market of print solution providers and sign-makers to integrate digital signage into their business portfolio.

44%
OF OUR AUDIENCE
DESCRIBING THEIR
BUSINESS AS 'DIGITAL
SIGNAGE'

45%
OF OUR AUDIENCE
RATING HIGHLY TO SEE
MORE DIGITAL SIGNAGE
AND DISPLAY SYSTEMS

**STATS FROM OUR LATEST
EXPLORI SURVEY (2023)
CLEARLY SHOW A DESIRE
FOR MORE DIGITAL SIGNAGE
CONTENT AT FESPA**



Learn more

about digital signage by
speaking to a member of
the FESPA team.

Email: sara.horlock@fespa.com

FESPA

EMPOWERING PEOPLE IN PRINT

FESPA World Newsletter

3 languages, 40,975 readers



Powerful Expertise

- **Global Awards:**
700+ entries from 27 countries over the last 4 years
- **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



Supporting over 200+ associations

activities since 2015



Investing over 7 million euros

back into the print industry over the last 5 years



6 World leading trade shows

- **1,300+ innovative exhibitors** displaying the latest solutions/innovation
- **77,000+ visitors worldwide**
- **FESPA's online event & app:** A platform where over 500+ exhibitors, sharing content, launching products, and connecting all year.



FESPA.COM

148,811 page views per month



Useful Industry Advice

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



FESPA Social Media

X 18,500 followers

f 19,000 followers

in 9,497 followers

ig 6,106 followers

yt 61,000 subscribers,
over 11 million views



Our global print community

A Federation of National Associations

- **14,000+ 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.





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

Harold Klaren

International Sales Manager | EFKA

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

