



26-28
SEPT. 2024
Centro
citibanamex 

Connecting the printing industry
in Mexico and Latin America markets

SALES BROCHURE 2024

www.fespamexico.com

PART OF FESPA'S PORTFOLIO OF LEADING EVENTS IN THE GRAPHICS INDUSTRY



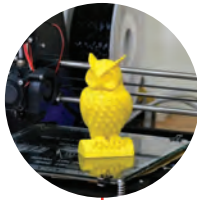


WHY EXHIBITING AT FESPA MEXICO IS THE BEST OPTION FOR YOUR COMPANY?

FESPA Mexico is the most important business event for the specialized printing industry in Mexico and Latin America, providing the opportunity to do business with decision-makers seeking to invest and acquire the latest innovations in:



Wide format digital and textile printing.



3D printing.



Garment decoration and screen printing.



Packaging and label printing.



Signage, cutting and laser engraving.



Wrap accessories, tools and much more.

During the 3 days of your participation at FESPA, you will:



Generate **new business opportunities.**



Increase **your sales.**



Meet with over **+11,700 decision-makers** of the printing industry.



Present your **new printing technology.**



Create **alliances** with potential distributors.



Stay visible in the most important printing network in Mexico and Latin America.

86%

of our exhibitors are satisfied with the show.

93%

recommend us as a business platform.

"By showcasing our cutting-edge printing solutions, innovative and advanced technologies, we can demonstrate our commitment to delivering the highest print to quality, productivity and exceptional efficiency. FESPA Mexico serves as the meeting point for industry experts."

Michelle Schott, Roland DGA

WHO ATTENDED THE SHOW IN 2023?

11,782 attendees*

*Including over 1-day visitors.



64%

ATTENDEE PROFILE

15%

12%

9%

Textile, digital, and personalization printers**.

**Digital 42%, textile 22% personalisation 17%, signage 9% packaging 3%, others 6%

Creatives and advertising agencies.

Brand owners.

Distributors, retailers, and vinyl installers.

70% Of our attendees are owners, directors or managers.

70% are decision makers.

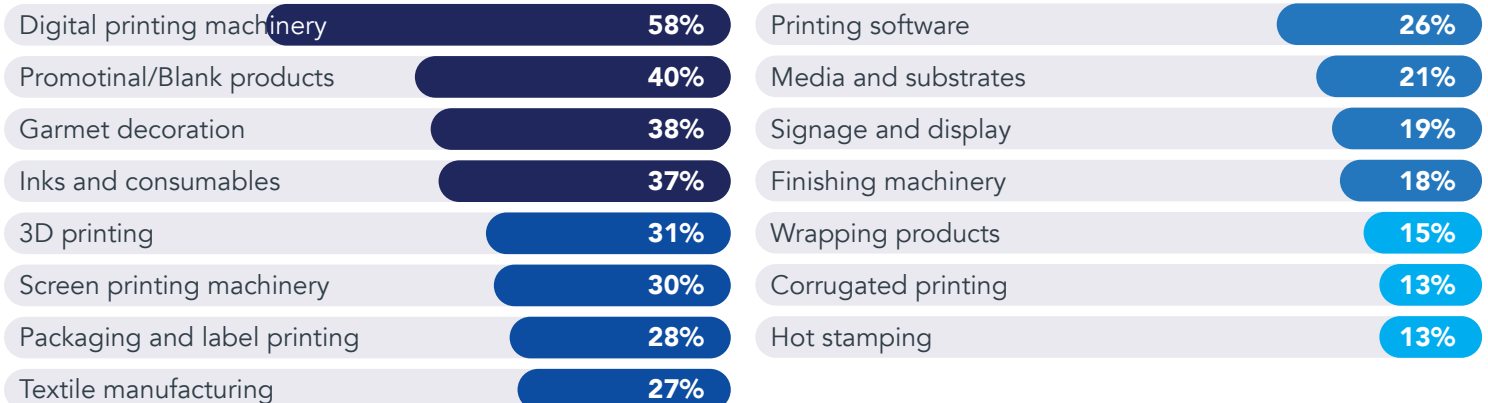
68% plan to purchase during the event or 6 months after show.

24 VISITING COUNTRIES

- Argentina
- Colombia
- Honduras
- Portugal
- Australia
- Costa Rica
- India
- Dominican Republic
- Barbados
- El Salvador
- Korea
- Spain
- Belice
- France
- Nicaragua
- Uruguay
- Canada
- Germany
- Panama
- USA
- Chile
- Guatemala
- Paraguay

WHAT OUR ATTENDEES LOOK FOR?*

*Multiple choice question



JOIN OUR NETWORK
OF INTERNATIONAL
EXHIBITORS!

WHY EXHIBIT AT FESPA MEXICO?

We have developed a special strategy to help you achieve your marketing and sales goals.

EXHIBITION FLOOR. ▶

Our main business centre for the industry where over 13,364 professionals and exhibitors meet face-to-face to do business with potential customers, strengthen their customer relations, and increase their brand presence in the industry.

MARKETING OPPORTUNITIES ▶

Our flexible solutions suit your company objectives through personalized tools to promote your participation including our event sponsor opportunities, online, on-site and digital platforms.



34,270
followers



104k sessions
www.fespamexico.com

ONSITE ACTIVITIES ▶

Through our educational areas and on-site activities, you can increase your presence at the show impacting our audience differently.



LATIN AMERICA TOURS ▶

In 2023, we started a tour in Central and South America visiting Costa Rica, Guatemala, El Salvador, and Argentina, where we met with the most important Associations of the industry to promote the show. We will continue to increase the visit to more countries.

EXHIBITOR'S CATALOGUE ▶

With a distribution of **7,000 printed copies** and an online presence which allows your brand to keep active during the whole year.

89%

exhibit at FESPA Mexico to increase their customer portfolio.

80%

rate their investment ROI as good or excellent.



"For AGFA, it is very valuable to participate in a leading event such as FESPA Mexico. We are reference for the Mexican and Latina America markets; that is why we participate in this great event that allows us to demonstrate our portfolio for inkjet technology and remind the printing industry that we are still present and stronger than ever."

Ximena Linares
Marketing Specialist, AGFA México.

3 of 5

have been exhibiting over 5 consecutive years in the show.

9 de 10

exhibitors assured to come back next year to FESPA Mexico.

2023 REPORT



Supporting
Associations:



Learn more about our last edition by
downloading the **Post-show Report 2023**

www.fespamexico.com

STAND OPTIONS:

SPACE ONLY	SHELL SCHEME	TOTAL PACKAGE
No service or furniture included.	Stand walls, carpet, header with company name, slim light lamp.	Stand walls, carpet, counter, storage (1 sqm), 1 table with 2 chairs, slim light lamp, header with company name, double electrical contact included (110 volts), trash can.
9 - 89 sqm USD \$ 270	Electricity not included.	
90 - 134 sqm USD \$ 250		
Up to 135 sqm USD \$ 220	9 - 18 sqm USD \$310	9 - 18 sqm USD \$ 320

****Please note: Rates per sqm. Taxes not included.**

SPONSORSHIP PACKAGES

	PLATINUM USD \$7,000+VAT 2 available	GOLD USD \$5,000+VAT 3 available	BRONZE USD \$3,500+VAT 4 available
PRE-SHOW	5	3	2
○ Social media posts as Sponsor.	3	2	
○ Short videos for IG and FB stories.*	Homepage	Exhibitor List Page	Random page
○ Web banner on www.fespamexico.com*	✓		
○ Web banner at online registration and email confirmation.*	✓	✓	
○ Pre-show interview to be included in our press release published at www.fespa.com and event webiste.	✓	✓	
○ Logo insert at:			
• Event flyer, event sheet and event program.	✓	✓	✓
• Email footer.	✓	✓	✓
• Sponsors web page with link to your website.	✓	✓	✓
• Highlight at exhibition floorplan.	✓	✓	✓
• Event promotional video.	✓		
• Press conference invitation and back display.	✓	✓	✓
○ Participation of Director in press conference of the show.	✓	✓	
○ Exhibitor showroom profile.*	12 products	8 products	6 products
○ VIP invitations.	25	15	10
○ Personalised social media and email banners.	✓	✓	✓
ON-SITE			
○ Exhibitor Catalogue (print & digital):	1 full page advert	1/2 page advert	Banner advertising
• Catalogue advert.*	✓	✓	✓
• Mention at "Sponsors Thank you page".	✓	✓	✓
• Company logo and information at Sponsors section.	✓	✓	✓
○ 15 minutes onsite interview to the Company Director.	✓	✓	✓
○ Photo shutting of your stand to be used in future promotional materials of FESPA Mexico.	✓	✓	✓
○ Directional floorgraphics to your stand (restrictions to be applied).*	✓		
○ Floorgraphics on the main face of the stand with Sponsor badge.	✓		
○ Logo insert at:			
• Entrance arches.	✓	✓	
• Event general signage (restrictions to be applied).	✓	✓	✓
• "You Are Here" board with event floorplan.	✓	✓	✓
• Pocket floorplan.	✓		
○ Social media mentions during the show.	1 daily (3 in total)	2 (in total)	1 (in total)
○ Short video for IG and FB stories.*	3	2	1
○ Sponsor mention during "Welcome speech" or participation of Company Director during inauguration.	✓		
○ Promotional insert at press conference kit.*	✓	✓	
○ Sponsor trophy.	✓	✓	✓
○ Media interviews.	✓	✓	
○ Coffee break at your stand after inaugural tour.*	✓	✓	
POST-SHOW			
○ Logo on Post - show report.	✓	✓	✓
○ Testimonial included in Post - show report.*	✓	✓	✓
○ Witness folder.	✓	✓	✓
○ Logo on thank you email to attendees.	✓	✓	✓

*Delivery of material is Sponsor's responsibility.

Take the opportunity to participate
in the most important printing industry event.

Contact our sales team and book your stand now!

Arturo Morales

Regional Manager Americas

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For more information:

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www.fespamexico.com

Learn more about our sponsorship opportunities here:



Our 2024 events:



29-31 January



11-14 March



19-22 March



19-22 March



26-28 Sept.