



FESPA GLOBAL

SALES BROCHURE

FESPA²⁶
**GLOBAL
PRINT EXPO**

Barcelona
19 - 22 MAY 2026



**Personalisation
Experience**

**SIGN^{EUROPEAN}
EXPO**

19 - 22 MAY 2026
BARCELONA

19 - 22 MAY 26
BARCELONA



FESPA²⁶
GLOBAL
PRINT EXPO
 Barcelona
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19 - 22
MAY 26
 BARCELONA

FESPA GLOBAL PRINT EXPO

FESPA Global Print Expo will be held in the dynamic city of Barcelona 19-22 May 2026. Join Europe's leading event for speciality print and signage, where you will have the opportunity to showcase your latest product innovations and connect with key stakeholders ready to invest.

Exhibiting at **FESPA 2026** puts your brand in front of high-quality print professionals, print service providers, brand managers and designers, our exhibitions are well known for the standard of decision makers that attend.

**Collective median
 budget over**

**€2.7
 Billion**

*2024 Explori Post-Show Report

www.fespaglobalprintexpo.com • sales@fespa.com



**19 - 22
MAY 26**
BARCELONA

EUROPEAN SIGN EXPO

Get ready for **European Sign Expo 2026**, taking place in the lively city of Barcelona from 19-22 May 2026. As the leading event for the visual communications industry in Europe, it is your ultimate chance to spotlight your latest innovations and connect with high-value stakeholders ready to invest.

Exhibiting at European Sign Expo 2026 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.

44%

**of visitors plan to purchase
within 12 months of the
exhibition*.**

*2024 Explori Post-Show Report





**19 - 22
MAY 26**
BARCELONA

PERSONALISATION EXPERIENCE

Now in it's 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 new **SmartHub** feature. More information on how you can get involved is coming soon!



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



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





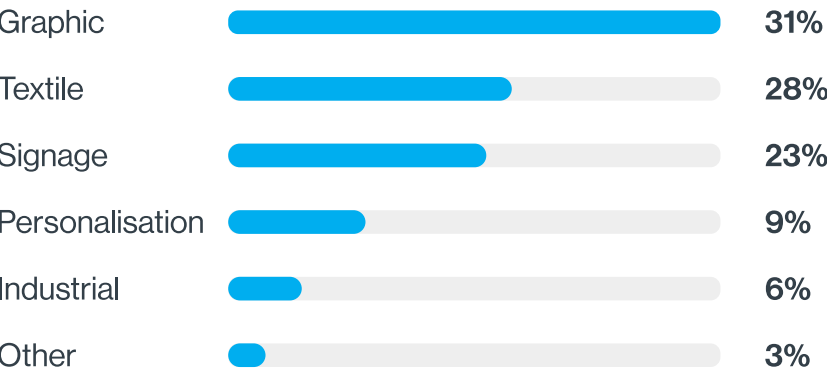
19 - 22
MAY 26
BARCELONA

FESPA VISITOR DEMOGRAPHICS

Connecting you with the right audience pre-show, onsite and after FESPA Global Print Expo 2026. Attracting more than 14,000 print professionals from 134 countries, FESPA is recognised by the industry as the leading place for wide format digital, screen and textile print sectors to meet face-to-face.

Visitors by business area

Attendees stated they were interested in the following sectors*



* 2023 Post show explori report data

MAIN REASON FOR ATTENDING FESPA?





**19 - 22
MAY 26**
BARCELONA

SPONSORSHIP OPPORTUNITIES

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 Global Print Expo 2026.

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.



A great experience with the FESPA team, we have a long term relationship, we are now working together with the local FESPA Associations which brings us much closer to the market and allows us to better understand the different market demands and trends in different regions."

Arjen Evertse
Mimaki | General Manager

Basic Sponsor Package

Up to €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 Barcelona main entrance

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*



 **Learn more**

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



**19 - 22
MAY 26**
BARCELONA

FLEXIBLE DELIVERABLES
for any sponsor up to **€19,999**
or partner **€20,000+**

Pre-show

- Promoted as sponsor on x1 social media post **€850**
- Opportunity to provide x1 guest blog **€1,500**
- Sponsor Features on online booth including: unlimited scanning licenses, x6 industry categories, profile header video, x6 products, 255-word company profile, unlimited content links, company logo on event app homepage, x2 personalised social media mentions, 250 VIP tickets **€5,000**
- Personalised registration page for your customers **€2,000**
- Promoted x1 as Partner on all social media channels - *Partner packages only* **€750**
- Promoted x3 as Partner on all social media channels - *Partner packages only* **€2,000**
- Unlimited lead scanning licenses **€3,000**

Onsite

- You Are Here boards around the site **€750**
- Featured profile on Exhibitor list & You Are Here Boards **€2,000**
- Interview onsite with FESPA TV - limited availability **POA**

Post-show

- Thanked as sponsor on all FESPA social media channels - *available only with Sponsor or Partner packages* **€1,800**
- Thanked as Partner on all post show videos - *available only with Sponsor or Partner packages* **€1,800**
- First refusal of stand option for next European Show - *available only with Sponsor or Partner packages* **N/A**



**19 - 22
MAY 26**
BARCELONA

SPONSORSHIP OPPORTUNITIES

Virtual Goody Bags

€2,000 up to x4 items

€1,000 up to x2 items

- An online 'goody bag' - 2 entries
- Bag offered to visitor 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.

Floor Graphics

€POA Max x3 per hall

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

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 (will include the Basic Sponsorship package).

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 the registration counter.
- Thousands of impressions online and during the show.

Secret Previews

Up to €8,000

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

Exclusive Lanyard Sponsor

€10,000

EXCLUSIVE

Multiple lanyard opportunities available EPOA

- 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).



**19 - 22
MAY 26**
BARCELONA

Learn more

about our sponsorship opportunities by speaking to a member of the FESPA team.

Email: sales@fespa.com

T: (+44) 1737 240788

www.worldwrapmasters.com



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 2026 will see your brand recognised as one that leads when it comes to innovation in the wrapping industry.

SPONSORSHIPS

Supporting and Product Partner

€6,000

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, Goody bags, Cars, Workshops, tools and equipment!

Print Partner

€22,000

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.



FESPA²⁶
**MIDDLE
EAST**
Dubai UAE
13 - 15 January 2026

**13 - 15
JAN. 26**
DUBAI, UAE



**13 - 15
JAN. 26**
DUBAI, UAE



**4.45/5
SCORE**

IMPORTANCE OF THE EVENT
FOR THE REGION. TOP 3
LAUNCHES OF TRADE SHOWS
IN THE WORLD



FESPA is excited for the third installment of FESPA Middle East, 13 - 15 January 2026 in Dubai, UAE, taking place at the Dubai Exhibition Centre. This highly anticipated event is set to unite the global print and signage communities providing an important environment for key industry brands to meet face-to-face in the Middle East.

WHY YOU SHOULD EXHIBIT AT FESPA MIDDLE EAST?

The FESPA brand has an extensive Global Exhibition Portfolio connecting the industry from Europe to Mexico and now the Middle East. Within and alongside our global exhibition portfolio we specialize in unique and inventive events. This includes:



FESPA Middle East 2026 is set to attract over 3500 senior professionals from 90+ countries over the three days.

VISITOR PROFILE



**Collective budget
in excess of** **\$468
Million**



We've had good footfall, lots of high-quality visitors and we're happy that a lot of them are new customers now. It's been a great experience and I wish FESPA would have hosted an event in the Middle East sooner."

Yasin Merchant
Founder & CEO | Signtrade



**13 - 15
JAN. 26**
DUBAI, UAE

World Wrap Masters Middle East is where champions are crowned, and the community comes together to explore the world of vehicle 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 will see your brand recognised as one that leads when it comes to innovation in the wrapping industry.



WORLD WRAP MASTERS SPONSORSHIP

Print Partner

US\$17,500

- Headline logo position as "Print Partner" on World Wrap Masters website, emails, newsletter and FESPA event website*
- Banner included on event relevant emails
- Social media posts x 4 on all social media channels
- Use of products within the competition
- Daily dedicated training demonstration live on the World Wrap Masters stand
- Headline branding on the World Wrap Masters stand at the relevant FESPA exhibition, trophies and competitor t-shirts
- Prominent branding on event marketing collateral relating to the event
- Adverts displayed on the onsite showreel featured on the World Wrap Masters stand
- Opportunity to circulate marketing materials and samples from the World Wrap Masters stand

Supporting Partner

US\$6,500

- Use of tools and products within the competition rounds including t-shirts, heat guns, knives, gloves, knifeless tape, tools
- Inclusion of a gift and marketing flyer within goody bag for competitors
- Opportunity to circulate marketing materials and samples at the stand
- Recognition from the compere throughout the competition
- Logo as "Supporting Partner" on the World Wrap Masters stand*

Product Partners

US\$6,500

- Prominent logo position as "Product Partner" on World Wrap Masters website, emails, monthly newsletter and FESPA event website
- Social media posts x 2 on all social media channels
- Use of products within the competition
- Inclusion in daily educational training demonstrations LIVE from the World Wrap Masters stand
- Prominent branding on the World Wrap Masters stand*
- Logo presented as "Product Partner" on the World Wrap Masters stand, trophies and competitor t-shirts

Learn more

about our sponsorship opportunities by speaking to a member of the FESPA team.

Email: shakoor.saban@fespa.com

T: +971 555 710900

www.fespamiddleeast.com/features/world-wrap-masters



**13 - 15
JAN. 26**
DUBAI, UAE

SPONSORSHIP OPPORTUNITIES

By Sponsoring our event, you're aligning your brand with a widely respected business support organisation with a 60-year track record of helping print businesses thrive all over the world. By sponsoring you are increasing your visibility and awareness before, during and after the event. Our range of packages allows you to communicate with key industry professionals and business influencers not just at the exhibition but all year round.

Sponsorship options can be packaged and tailored to meet your company objectives. Some of our sponsorship opportunities are limited to one exhibitor, contact our team to secure an exclusive opportunity.

Learn more

about our sponsorship opportunities by
speaking to a member of the FESPA team.
Email: shakoor.saban@fespa.com



We had a very busy show, a lot of building new relationships with customers and prospects, and it was great to see so much interest in this region for our products and innovations. Being at the event with our partners and distributors allowed us to enrich our partnerships and to work together on this great show, and we're looking forward to the future."

Danna Drion
General Marketing Manager
Mimaki Europe

Platinum sponsors

\$15,000

Gold sponsors

\$10,000

Silver sponsors

\$7,500

Registration sponsor

\$10,000

Lanyard sponsor

\$10,000



**FESPA
AFRICA**

**FESPA
BRASIL**

**FESPA
AFRICA**

**9 - 11
SEPT. 25**
JOHANNESBURG

Embrace the future of signage, wide format print, screen print, DTF and T-shirt printing at the FESPA Africa 2025 expo!

FESPA Africa is hosted in Johannesburg, at the Gallagher Convention Centre, **NEW EXPO DATES TUESDAY - THURSDAY 9 - 11 SEPTEMBER 2025, 9 AM - 5 PM Daily.** The signage and print industry is changing rapidly and print service providers need to keep up with innovations and trends.

Future-proof your business with the latest signage, wide format print, screen print, DTF and T-shirt printing technologies demonstrated live at the FESPA Africa Johannesburg expo. Speak to experts about solutions that will boost your productivity, open new markets and increase profits. The show is co-located with Africa Print, Modern Marketing and Graphics, Print & Sign Expos.



**FESPA
BRASIL**

**2027
SÃO PAULO**

FESPA Brasil is the main trade show for the digital printing market in Latin America. It annually welcomes business decision-makers from across the continent in an environment of knowledge sharing, intense networking and strong business generation.

The trade show presents the latest in digital printing for markets such as textiles, labels, signage, personalized products, decoration, promotional, editorial, 3D and much more.

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



www.fespa.com

