

25
FESPA
GLOBAL
PRINT EXPO

Berlin
06 - 09 May 2025

06-09
MAY/25
BERLIN

www.fespaglobalprintexpo.com



FESPA



**06-09
MAY/25
BERLIN**

FESPA Global Print Expo returns to the vibrant city of Berlin, 6 - 9 May 2025, bringing the industry together again back in Germany. **FESPA offers you the opportunity to do business at Europe's leading event for speciality print and signage, where you can display your latest product innovations and connect you with the right stakeholder looking to invest.**

Exhibiting at FESPA 2025 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.

VISITOR PROFILE

14,000 VISITORS

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

84% DECISION MAKERS

73% DIRECTORS CEO, OR BUSINESS OWNERS

50% PLAN TO PURCHASE WITHIN 12 MONTHS OF THE SHOW



www.fespaglobalprintexpo.com • sales@fespa.com



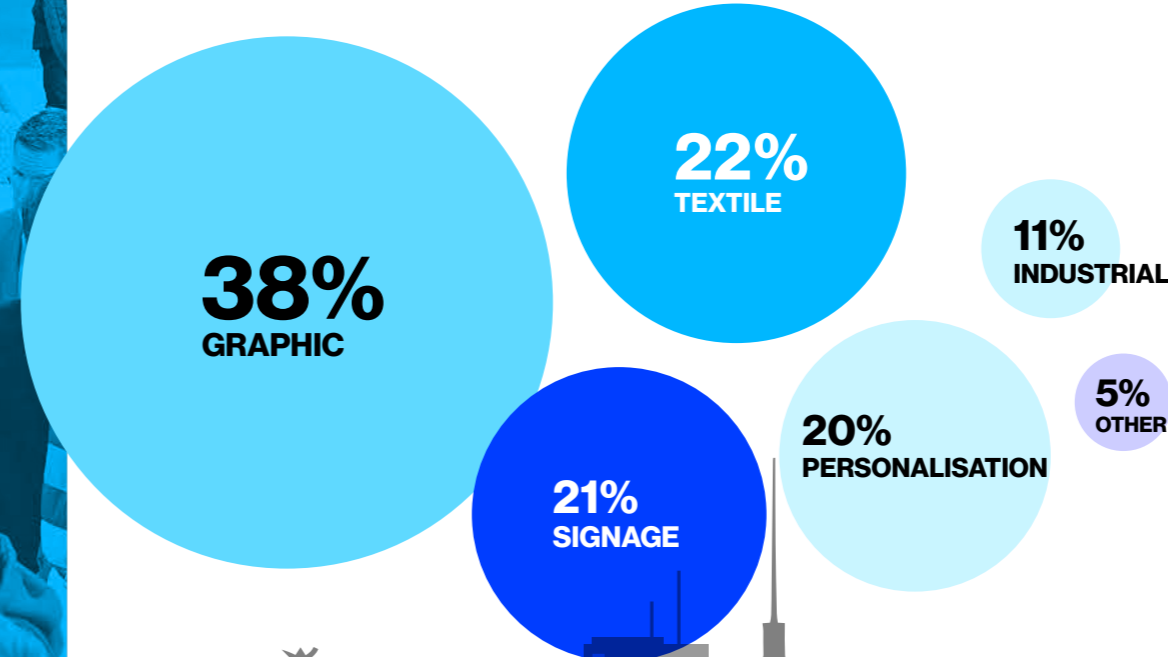
Collective median budget over **€2 Billion** this has nearly doubled since 2022 which stood at €1.3 billion

FESPA VISITOR DEMOGRAPHICS

Connecting you with the right audience pre-show, onsite and after FESPA Global Print Expo 2025. **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

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MAIN REASON FOR ATTENDING FESPA?



WATCH NOW ▶

What visitors think about FESPA Global Print Expo?





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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 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 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.



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

€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 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**

Learn more

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

Email: sara.horlock@fespa.com

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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

FLEXIBLE DELIVERABLES

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



What exhibitors think of FESPA Global Print Expo



Product insight with Mimaki Europe at FESPA Global Print Expo

SPONSORSHIP OPPORTUNITIES



Exhibitor Lounge

- €10,000 x2 Partners
- €20,000 Exclusive

An area dedicated to exhibitors to network, arrange meetings and relax.

Marketing package included, branding in lounge and on invites in all exhibitor 'welcome packs'.

Virtual Goody Bags

- €2,000 up to x4 items
- €1,000 up to x2 items

- An online 'goody bag'.
- 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.

Industry Tours / FESPA Tour

€2,000

Opportunity to be on the route for your industry sector or the main tours.

On 2nd and 3rd day Tour split via sector or a full show tour.

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.

Secret Previews

Up to €10,000

- 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.

Live Streaming "FESPA Live Partner"

€25,000

- Exclusive or x2 Partners.
- Live during the show hours.
- Advertising during intervals.
- Marketing package included.

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.

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).

"You are HERE boards"

€1,000

Have your company logo highlighted on all the "You are here" boards around the show including on printed floor plan and exhibitor listing.

Floor Graphics

€POA Max x3 per hall

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



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 Berlin 2025.

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

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



WORLD WRAP MASTERS SERIES

06-09
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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 2025 will see your brand recognised as one that leads when it comes to innovation in the wrapping industry.

WORLD WRAP MASTERS SPONSORSHIP

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

€26,000

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.



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

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.



JOIN US AT ONE OF OUR GLOBAL EXHIBITIONS

FESPA

WRAPFEST

03-04 OCT 24

FESPA EURASIA

11-14 SEPT 24

**FESPA GLOBAL PRINT EXPO /
EUROPEAN SIGN EXPO**

06-09 MAY 25

FESPA MIDDLE EAST

20-22 JAN 25

FESPA MEXICO

26-28 SEPT 24

FESPA AFRICA

11-13 SEPT 24

FESPA BRASIL

11-14 MAR 25

EMPOWERING THE GLOBAL PRINT COMMUNITY



“

High potential of customers, very good organisation and the spirit of the people here, at the show, is what gives us the feeling that we have one of the best shows.”

”

Folker Stachetzki
Brother | Head of Marketing

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

